

Bay Area Air Quality Management District
939 ELLIS STREET
SAN FRANCISCO, CALIFORNIA 94109
(415) 771-6000

APPROVED MINUTES

Summary of Board of Directors
Public Outreach Committee Meeting
9:45 a.m., Monday, November 8, 2004

1. **Call to Order - Roll Call:** Chairperson Mark Ross called the meeting to order at 9:46 a.m.
Present: Mark Ross, Chair, Erin Garner, Erling Horn (9:55 a.m.) Julia Miller, Pamela Torliatt, Gayle Uilkema.
Absent: John Silva, Brad Wagenknecht, Shelia Young.
2. **Public Comment Period:** There were none.
3. **Approval of Minutes of September 13, 2004:** Approval of the minutes was deferred until a quorum was present.
4. **Wintertime Outreach – 2004/2005:** *Staff and the consultants discussed plans for the upcoming outreach campaign including media and advertising strategies, and took input from the Committee.*

Teresa Lee, Director of Public Information and Outreach, stated that the summertime Spare the Air program has ended and that the District will be going into the wintertime program. The wintertime issues are woodsmoke and driving.

Tracy Keough of O'Rourke, Inc. presented information on the upcoming wintertime campaign and noted the Air District will produce a winter Spare the Air spot with Executive Officer Jack Broadbent. The message will focus on air pollution produced from wood burning and will include a thank you message to Bay Area residents for the successful Spare the Air program this summer. Ms. Keough noted that there will be some television and radio spots during the three days leading up to Thanksgiving, with the majority of the media spots in the first quarter of 2005.

Air District staff and the consultants are working to identify events where wood smoke information and materials could be distributed. There will also be information regarding the affects of woodsmoke on people with asthma.

Director Horn arrived at 9:55 a.m.

There was discussion on the fireplace rebate program and several Committee members requested staff provide them with information on this program. The Committee also discussed the need to tell people what they can do to help reduce air pollution during the winterime campaign.

Director Torliatt arrived at 10:07 a.m.

Courtney Newman of Allison and Partners reviewed the strategies to supplement the media outreach. Media topics would include how to build a better fire, indoor air quality for the holiday season, and addressing the Santa Clara County rebate program. Ms. Newman stated that there will continue to be a focus on the Hispanic community. Ms. Lee added that a survey would be conducted as part of the wintertime campaign.

Committee Action: None. This report provided for information.

3. **Approval of Minutes of September 13, 2004:** There being a quorum present, Director Miller moved approval of the minutes; seconded by Director Horn; carried by acclamation with Director Uilkema abstaining.
5. **Resource Team Update:** *Staff and the consultant updated the Committee on the air quality projects undertaken by the Spare the Air Resource teams and took input from the Committee.*

Ms. Lee stated that the District has six Spare the Air Resource Teams and two Community Resource Teams. Malka Kopell of Community Focus updated the Committee on the activities of the Spare the Air Resource Teams. Ms. Kopell noted that the teams are trying to focus on longer-term projects and becoming part of the communities they serve.

Jim Smith of Community Focus discussed a regional meeting of the teams and highlighted projects the teams are working on.

Committee Action: None. This report provided for information only.

6. **Referrals from Committee:** *Staff reported on the referrals from the last Committee meeting.*

Ms. Lee reported on the referrals from the last Committee meeting. The Committee requested a breakdown by county of the National Children's Theater performances.

Committee Action: None. This report provided for information only.

7. **Committee Member Comments:** Jack Broadbent, Executive Officer/APCO reviewed the following:
 1. The status and progress of the Ozone Strategy Plan.
 2. Announced the selection of Sharon Jackson as the new Community Relations Manager.
 3. Reminded the Committee that the next Board meeting is also a Retreat and that the meeting will be held in Oakland.
 4. Presented a draft of the Spare the Air calendar.

8. **Time and Place of Next Meeting:** 9:45 a.m., Monday, January 10, 2005, 939 Ellis Street, San Francisco, CA 94109.
9. **Adjournment.** The meeting was adjourned at 11:04 a.m.

/s/ Mary Romaidis
Mary Romaidis
Clerk of the Boards

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PUBLIC OUTREACH COMMITTEE

Follow-up Items for Staff

November 8, 2004

1. The Committee requested a breakdown by county of the National Children's Theater performances.