

**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, January 10, 2005

1. **Call to Order - Roll Call:** Chairperson Mark Ross called the meeting to order at 9:46 a.m.

Present: Mark Ross, Chairperson, Erin Garner, Erling Horn (9:49 a.m.) Julia Miller, John Silva, Pamela Torliatt, Gayle B. Uilkema, Brad Wagenknecht.

Absent: Shelia Young.

Also Present: Marland Townsend.

2. **Public Comment Period:** There were none.

3. **Approval of Minutes of November 8, 2004:** Director Miller moved approval of the minutes; seconded by Director Torliatt; carried unanimously without objection.

Jack Broadbent, Executive Officer/APCO requested that the report on agenda item 7 be presented first and Chairperson Ross so ordered.

7. **Update on Plans for the District's 50th Anniversary:** *Staff updated the Committee on the progress in planning the District's 50th anniversary celebration.*

Mr. Broadbent stated that 2005 is the 50th anniversary of the District and noted that in November 1955 the Board held its first meeting. Mr. Broadbent commented that there were only six counties participating in the District at that time.

Director Erling Horn arrived at 9:49 a.m.

Mr. Broadbent discussed several ideas for the 50th anniversary celebration. The following events were discussed: 1) a symposium, similar to the American Lung Association luncheon, to be held in June; 2) preparation of a document that would highlight the District's accomplishments; 3) a District video; and 4) an event for the employees.

The Committee discussed World Environment Day, which is June 5, 2005, and coordinating the District's symposium to be held close to the June 5th date; getting sponsors for tables at the symposium; inviting former Board members and other elected officials to the symposium.

There was discussion regarding the possibility that the American Lung Association could be a sponsor for the symposium since the Air District helps sponsor their yearly luncheon. Director Torliatt requested that the issue of the American Lung Association report card be put on the next agenda for discussion on why some counties are receiving failing grades.

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

4. Update on Wintertime Outreach: *Staff provided an update on the wintertime outreach program.*

Teresa Lee, Director of Public Information and Outreach, updated the Committee on the Wintertime outreach program and noted that the media coverage has been good. Ms. Lee reported that the City of Fairfield had adopted a woodsmoke ordinance. Director Silva noted that Solano County is in two air districts and is working on combining ordinances from both air districts.

The Committee viewed a video from Channel 7 showing a fireplace change out.

Committee Action: None. This report provided for information.

5. Status of Spring Lawn Mower Buy-Back Programs: *Staff gave a status report on the 2005 lawn mower buy-back programs and discussed funding issues.*

Ms. Lee presented a status report on the law mower buy-back program and stated that 6,500 lawn mowers have been changed out since the beginning of the program. Ms. Lee reported that, due to budget cuts, all funding for the lawn mower buy-back program in 2005 was eliminated from the District's budget. Staff is seeking direction from the Committee on whether to fund this program in 2005 and where the funding would come from.

There was discussion on trying to get funding from waste management companies and the Committee requested staff contact them about helping to fund this program. The consensus of the Committee was to continue the Lawn Mower Buy-Back Program in 2005.

Committee Action: Director Uilkema moved that the Committee support an allocation of up to \$100,000 for the program in 2005 and refer the matter to the Budget and Finance Committee; seconded by Director Wagenknecht.

There was discussion on how this program was of value to the Air District's overall public outreach efforts. The motion then passed unanimously without objection.

6. Recommendations for Contractors for Public Outreach Programs: *Staff recommended renewing contracts for media, advertising, youth, measurement and community outreach for a one-year period.*

Ms. Lee reviewed the six contracts that were awarded in March 2004 for media, advertising, youth, measurement, community outreach, and the employer program. Ms. Lee stated that the staff has conducted an evaluation of the consultants and recommends that the existing contracts be extended to March 2006 as follows:

- Youth Outreach – Communications West
- Advertising – O’Rorke Advertising
- Media Relations – Allison & Partners
- Research and Measurement – True North Research
- Community Outreach – Community Focus
- Employer Program – RIDES Inc.

Committee Action: Director Torliatt moved that the Committee recommend Board approval of the staff recommendation as stated above; seconded by Director Wagenknecht.

There was discussion on the issue of the contractors conducting clean air practices and that during the next contract cycle consideration be given to including clean air practices in the contracts. It was suggested that the issue of clean air practices from contractors and vendors be put on the Committee’s agenda. The motion then passed unanimously without objection.

Chairperson Ross re-opened agenda item 7 and suggested that the Governor be invited to speak at the District’s 50th anniversary symposium and that a letter is sent as soon as possible. There was discussion on the possibility of hiring an event organizer for the 50th anniversary events and making sure there is a way to highlight the Air District’s successes.

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

Ms. Lee reported on the referral from the last Committee meeting.

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

9. Committee Member Comments: Chairperson Ross thanked Ms. Lee for her assistance over the last couple of years and commented that the Community Air Risk Evaluation (CARE) Program will be a great benefit to the Air District.

10. Time and Place of Next Meeting: At the Call of the Chair.

11. Adjournment. The meeting was adjourned at 11:00 a.m.

/s/ Mary Romaidis
 Mary Romaidis
 Clerk of the Boards

mr

PUBLIC OUTREACH COMMITTEE

Follow-up Items for Staff

January 10, 2005

1. The Committee requested that the issue of the American Lung Association report card be put on the next agenda for discussion on why some counties are receiving failing grades.
2. The Committee requested staff contact waste management companies about helping to fund the lawn mower buy-back program.
3. Director Torliatt suggested that the issue of clean air practices from contractors and vendors be put on the Committee's agenda.