

**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  
Immediately Following Personnel Committee Meeting  
Wednesday, May 31, 2006

- 1. Call to Order - Roll Call:** Chairperson Brad Wagenknecht called the meeting to order at 11:16 a.m.

**Present:** Brad Wagenknecht, Chairperson, Yoriko Kishimoto, Carol Klatt, Mark Ross, John Silva, Pamela Torliatt.

**Absent:** Roberta Cooper, Erin Garner, Nate Miley.

**Also Present:** Gayle B. Uilkema.

- 2. Public Comment Period:** There were none.
- 3. Approval of Minutes of April 24, 2006:** Director Kishimoto moved approval of the minutes; seconded by Director Silva; carried unanimously without objection.
- 4. Spare the Air Program Overview:** *Staff updated the Committee on the 2006 Spare the Air Program.*

Jack Broadbent, Executive Officer/APCO introduced the item and stated that the Spare the Air season begins on June 1, 2006. He noted that after today's meeting, there will be a media event on Treasure Island to kick-off the Spare the Air campaign.

Jack Colbourn, Director of Outreach and Incentives, presented the report and reiterated that the Spare the Air season begins June 1<sup>st</sup> and will end on October 13<sup>th</sup>. There are now 24 participating transit operators and there will be free rides all day on the first three non-holiday Spare the Air weekdays. Mr. Colbourn reviewed the goals and objectives; advertising; outreach; events and the employer program. The Committee was also shown what the wrapped buses will look like.

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

- 5. 2006 Advertising for Spare the Air Campaign:** *Staff presented the latest Spare the Air/Free Fare outreach collateral to the Committee.*

Tracy Keough of O'Rourke, presented the "It's a Beautiful Day" campaign and the Committee heard several radio spots and viewed several television spots. Samples of Spare the Air day posters were distributed to the Committee members. Ms. Keough noted that there will be approximately 13 wrapped buses. The Spare the Air banner over Treasure Island will go up on June 12<sup>th</sup>.

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

6. **Committee Member Comments:** There were none.
7. **Time and Place of Next Meeting:** At the Call of the Chair.
8. **Adjournment.** The meeting was adjourned at 11:51 a.m.

*/s/ Mary Romaidis*

Mary Romaidis  
Clerk of the Boards