



**Annual Business Meeting
Board of Directors
BMC
April 20, 2017**

Present:

Olivia Achuko, DOEE
Fatemeh Allahdoust, VDOT
Gary Allen, Center for Chesapeake Communities
Tina Casey, DDOT
Alexandra Catena, DOEE
Ben Cohen, BWI Business Partnership
William Ellis, PEPCO
Tracye Funn, Washington Gas
Hon. Leta Mach, City of Greenbelt
John McKie, VDEQ
Aaron Moore, Greater Baltimore Committee
Randy Mosier, MDE
Brian O'Malley, CMTA
Sevgi Rudd, VDEQ
Joshua Shodeinde, MDE
Kari Snyder, MDOT
Janiece Timmons, WMATA (representing Commuter Connections)
Glenna Tinney, ACPAC/Citizen Representative
Sarah Tomlinson, BMC
Kudret Utebay, The Cadmus Group
Chris Witt, MDOT

Staff:

Jen Desimone, Clean Air Partners/MWCOG
Liz Crumpacker, PRR
Rachel Nathan, PRR
Justin Para, PRR

Call to Order: William Ellis called the meeting to order at 12:05 pm. The minutes were approved as submitted.

FY 2017 Annual Report: Jen Desimone
Jen Desimone summarized the detailed events and administrative activities of the past year.

Major accomplishments include:

- \$67,400 cash sponsorships and \$75,000 worth of in-kind support.
- Campaign included digital radio, online, social media, and transit advertising.
- 145 million media impressions.
- 75,000 page views to the web site.

- Expanded social media platforms (Facebook and Twitter) by 13%.
- Air quality information presented to nearly 5,000 students.
- Conferred 18 annual science fair awards in ten jurisdictions.
- Conducted a poster and slogan contest.
- Participated in a ten local events and festivals.
- Initiatives for the USA Science and Engineering Festival, Air Quality Awareness Week, #BreatheEasy Concert, and Car Free Day
- Distributed more than 2,500 pieces of materials including a magnets and rack cards.
- Mobile application downloaded more than 4,500 times, 11% increase.
- 20th Anniversary Celebration and Awards event.

FY 2017 Campaign Sponsors:

- AOL (online)
- Arlington Transit (transit)
- Breathe DC (Air Quality Awareness Week)
- Commuter Connections (Car Free Day)
- City of Fairfax (transit)
- King Street Trolley (transit)
- Maryland Department of the Environment (Air Quality Awareness Week)
- Northrop Grumman (AirCasting Project)
- PRTC (transit)
- WGL (Clean Air Deeds Concert)
- Washington Metropolitan Area Transit Authority (transit)

FY 2018 Work Program and Budget: Jen Desimone

The FY 2018 work program and budget was presented to the Board.

The FY 2018 budget is \$662,797. The State DOT's and COG contribute 77% of the budget. Sponsorships account for 11%, and carry-over contributes 12%. The FY 2018 budget decreased by 1% due to lower estimated carry-over amount.

The work program is broken into 4 program areas including:

1. Education and Outreach – 50% of total expenditures
2. Marketing and Public Awareness – 34% of total expenditures
3. Special Projects – 5% of total expenditures
4. Program Administration – 11% of total expenditures

The work program includes one priority, unfunded projects: curriculum redesign. Staff estimates the curriculum costs will range from \$60 - \$75k and will explore grants to fund the project.

The Board voted and unanimously approved the work program and budget.

Nomination of Members and Officers: William Ellis

The following officers were nominated:

Brian O'Malley – Chair
William Ellis – Vice Chair

The following new members were nominated:

Hon. Kristen Umstadt, Loudoun County Board of Supervisors
Jill Sorenson, Baltimore-Washington Electric Vehicle Initiative
Chris Maloney, Enterprise Rideshare
Kristen Willard, COPD Foundation

The following renewing members were nominated:

Janet Phoenix, BreatheDC
Janiece Timmons, Commuter Connections
Beverly Fourier, Citizen,
Najib Salehi, Loudoun County

A motion was made to accept the slate of nominees and officers. After a second motion, the Board approved the slate of members and officers. There was one abstention.

New Creative: Rachel Nathan, PRR

Rachel presented designs for new creative include website templates, digital and transit ads, and social media graphics for Air Quality Awareness Week.

Members felt some of the images didn't resonate and would like to see more people included. The Air Quality awareness week graphics should have a fresher, updated look. The people in the Code Red and Code Yellow image should be switched. The bus should be updated as it looks like a firetruck.

2017 Annual Awards: Tracye Funn

The awards event will take place on Wednesday, May 16th at the Pepco Edison Place Gallery located in Washington, DC. The deadline for registration is May 5th. The following have been invited to participate:

Welcoming Remarks: Mayor Muriel Bower and Mayor Catherine Pugh

Keynote: Pollinator Partnership

Exhibitors: Pollinator Partnership, Casey Trees, and Urban Jungle

New Business:

Jen Mentioned the WGL approved sponsorship for the #BreatheEasy concert. Staff and WGL are working to secure an artist.

Adjournment of Business Meeting: 2:15 pm

Executive Session - Contracts: Jen Desimone

Jen Desimone provided an update on the contract reviews. The Finance Committee recommended the following:

- Extending the Education Program Manager (Rebecca Davis) contract for 1 year.

The Board unanimously approved the Finance Committee recommendations.

Adjournment of Executive Session: 2:20 pm