



**Annual Business Meeting  
Board of Directors  
Conference Call  
April 23, 2020**

**Present:**

Olivia Achuko, DOEE  
Fatemeh Allahdoust, VDOT, Vice Chair  
Gary Allen, Center for Chesapeake Communities  
Marina Budimir, Commuter Connections  
John Bullock, City of Baltimore  
Austina Casey, DDOT  
William Ellis, PEPCO, Chair  
Tracye Funn, Washington Gas  
Jim Gilchrist, Maryland House of Delegates  
Mary Haberl, Virginia Green Initiative  
Leta Mach, City of Greenbelt  
Randy Mosier, MDE  
Brian O'Malley, CMTA  
Dayna Paskiet, Enterprise Ride Share  
Janet Phoenix, Breathe DC  
John Quinn, BGE  
Jennifer Raley, SMECO  
Najib Salehi, Loudoun County  
Kari Snyder, MDOT  
Janiece Timmons, WMATA  
Kudret Utebay, The Cadmus Group

**Staff:**

Rebecca Davis, Clean Air Partners  
Adrienne Dealy, Sherry Matthews  
Jen Desimone, Clean Air Partners/MWCOG  
Kenna Swift, Sherry Matthews  
Dave Yarmchuck, DBY Education Services

**Call to Order:** Fatemeh Allahdoust called the meeting to order at 12:03 pm. The minutes were approved as submitted.

**Nomination of Members and Officers:** Brian O'Malley, CMTA

The following new members were nominated:

Mike Sowkow, National Weather Service

The following renewing members were nominated:

Hon. Sylvia Glass, Loudoun County Board of Supervisors

Dayna Paszkiet, Enterprise Ride Share  
Dr. Janet Phoenix, Breathe DC  
Marina Budimir, Commuter Connections  
Kristen Willard, COPD Foundation  
Najib Salehi, Loudoun County

The following officers were nominated:  
Fatemeh Allahdoust, VDOT  
Janiece Timmons, WMATA

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.

**FY 2021 Work Program and Budget:** Jen Desimone

The FY 2021 work program and budget was presented to the Board.

The FY 2021 budget is \$699,741. The State DOT's and COG contribute 84% of the budget. Sponsorships account for 10% and carry-over contributes 6%. The FY 2021 budget decreased by 35% due to the removal of the lawnmower exchange and curriculum redesign projects.

The work program is broken into 4 program areas including:

1. Education and Outreach – 40% of total expenditures
2. Marketing and Public Awareness – 42% of total expenditures
3. Special Projects – 9% of total expenditures
4. Program Administration – 9% of total expenditures

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

**Marketing and Fundraising Updates:** Kenna Swift, Sherry Matthews

The Committee was updated on the revised 2020 summer campaign in response to changes due to COVID-19 stay-at-home orders and social distancing. Program messaging will focus primarily on the public health impact of air quality as well as cost saving benefits of simple actions people can take to reduce pollution.

Several components in the original 2020 marketing and communications plan are still relevant and appropriate including:

- Year-round messaging via partnerships and online channels, with efforts during summer months, when air quality matters most.
- A media tour pitching Clean Air Partners spokespeople for interviews to extend the coverage the summer campaign.
- Shifting messaging to more accurately reflect the current status of regional air quality.
- Dedicated meteorologist outreach.
- Enhanced social media.

The summer campaign will launch during Air Quality Awareness Week and include paid social media, digital influencers, and focused activities that parents can participate in with their children. Staff will engage reporters and meteorologists to cover Clean Air Partners' activities and tips during Air Quality Awareness Week.

Based on the results of efforts during the launch, efforts will be made to implement the continuation of successful tactics throughout the summer.

**Education Update:** Rebecca Davis, Clean Air Partners

Rebecca provided an update on education program activities.

- Clean Air Partners' annual poster contest closed on April 22<sup>nd</sup>, with more than 50 posters submitted.
- Clean Air Partners sponsored local science fairs and judged 3 in-person fairs and 2 virtual fairs.
- Activities for Air Quality Awareness Week are being developed and coordinated with DOEE and Clean Air Partners marketing staff.
- The summer program, through summer camps, is to-be-determined.
- Rebecca has co-taught some classes via online distance learning.

**“On the Air” Redesign:** Dave Yarmchuck, DBY Education Services

Dave Yarmchuck, curriculum developer, updated the Board on the curriculum redesign project. The project launched in November 2019 and will be complete in July 2020. The project includes background research on available curriculum resources, updating and developing modules and activities, developing an online-based curriculum, an evaluation process with education content experts and teachers, and support for the rollout.

Curriculum modules will include topics on health, criteria pollutants, the relationship between air and the Chesapeake Bay, and climate change.

**Adjournment of Business Meeting:** 2:00 pm

**Closed Session - Contracts:** Jen Desimone

Jen Desimone provided an update on the contract reviews. The Finance Committee recommended extending the Education Program Manager (Rebecca Davis) contract for 1 year.

The Board unanimously approved the Finance Committee recommendations.

**Adjournment of Closed Session:** 2:05 pm