



**Executive Committee Meeting
COG
March 21, 2019**

Present:

Fatemeh Allahdoust, VDOT
Alexandra Catena, DOEE
Randy Mosier, MDE
Brian O'Malley, CMTA
Kari Snyder, MDOT
Russ Ulrich, BMC
William Ellis, Exelon, Vice Chair

Staff:

Rebecca Davis, Clean Air Partners
Adrienne Dealy, Sherry Matthews
Jen Desimone, COG and Clean Air Partners

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

Clean Air Partners Updates: Jen Desimone
Jen reported on Clean Air Partners activities.

Member Recruitment - In preparation for the April Board meeting, the nominating committee met to discuss the Board slate. There are 3 vacancies (business/large area employer and elected official). The Nominating Committee will meet in the upcoming week to review the applicants and prepare the slate for Board approval.

Education Program Manager RFP – The RFP for the Education Program Manager was issued the end of February with a proposal deadline of March 27th.

Partner Outreach – Staff had a number of meetings with organizations to discuss partnerships. Partnerships were developed with Casey Trees, One Montgomery Green, Ronald McDonald House/Medstar, Potomac Conservancy, and Virginia Green Initiative. Members suggested Clean Air Partners consider a “Friend of” group.

Education Program Updates: Rebecca Davis
Rebecca provided an update on education program activities.

- Clean Air Partners’ annual poster contest is open for. Deadline for submissions is March 22nd. Winners will be announced April 12th.
- Clean Air Partners is sponsoring local science fairs, including junior and senior awards for a total of 18. Judging is underway and will continue through the month.
- The Airbeam project has been successful and there continues to be increased interest with middle and high schools.

- Schools are requesting guest speakers to provide students with information on the skills and knowledge for a career in science and engineering. Rebecca has requested Board volunteers that would be interested in attending school outreach.

Marketing and Fundraising Updates: Adrienne Dealy

The Committee was updated on the following 2019 activities.

Social Media – We have started enhanced social media activities to ensure Clean Air Partners is posting at industry best practices. This has involved an increase in posts on Facebook and Twitter. Board members are encouraged to send content that can be shared on Clean Air Partners sites.

Summer Campaign Launch – Planning is underway for the launch event which will be held on May 22nd in DC. Locations under consideration are Yards Park, The Wharf, and Meridian Hill/Malcolm X Park. Invited speakers include William Ellis, Councilmember Brandon Todd, Virginia Green Initiative, Potomac Conservancy, and Siona Prasad (Science Fair winner). We are looking for a Maryland health speaker.

Members suggested the following as a potential health speaker: Baltimore City Health Commissioner or Dr. Keisha Pollock, Hopkins Bloomberg School of Public Health.

Fundraising –

Ten proposals were submitted to fund the education curriculum redesign. Clean Air Partners was awarded \$10,000 from American Geophysical Union. We have 7 pending requests and 2 declines.

In the upcoming weeks, staff will be submitting proposals for the lawnmower exchange. To date, Dominion Energy has committed \$10,000 and C2 Management is the event recycler. Staff is in the process of following up with DOEE, Prince George's County, and Loudoun County. Pepco and MDE are working through their organization's internal process to see if funding is available.

Sponsorship packages were sent to WGL and Commuter Connections for the summer campaign. Commuter Connections has committed to \$10,000. A decision is pending from WGL.

Draft FY 2020 Work Program and Budget: Jen Desimone

The FY20 work program and budget was presented to the Executive Committee.

The FY20 budget is \$1,083,979, which is a 63% increase over the previous year. The budget includes an increase from VDOT, sponsors, and grants, which is pending approval.

The work program is broken into 4 program areas including:

1. Education and Outreach – 27% of total expenditures
2. Marketing and Public Awareness – 25% of total expenditures
3. Special Projects – 42% of total expenditures
4. Program Administration – 6% of total expenditures

Special Projects had a substantial increase from the previous year due to the inclusion of the lawnmower exchange and education curriculum redesign. Both projects are contingent on securing sponsor and grant funding. The reserve fund is set aside to offset costs for the curriculum redesign.

A motion was made to approve the work program and budget for Board consideration. The Committee unanimously approved the motion.

New Business: William Ellis

Russ Ulrich expressed his appreciation to Clean Air Partners for sponsoring Baltimore's Bike to Work Day.

Brian O'Malley shared that CMTA is recruiting for their Transportation 101 program. Transportation 101 is a free seven-week workshop for citizens to be trained on advocacy. The deadline for applications is April 10th.

Adjournment: 1:45 pm