



**Annual Business Meeting
Board of Directors
COG
April 19, 2018**

Present:

Fatemeh Allahdoust, VDOT
Gary Allen, Center for Chesapeake Communities
Alexandra Catena, DOEE
George Clarke, Tri-County Council for Southern Maryland (representing Commuter Connections)
Hon. Luke Clippinger, Maryland House of Delegates
William Ellis, PEPCO
Tracye Funn, Washington Gas
John McKie, VDEQ
Randy Mosier, MDE
Brian O'Malley, CMTA
Janet Phoenix, Breathe DC
Najib Salehi, Loudoun County
Kari Snyder, MDOT
Glenna Tinney, Citizen Representative
John Townsend, AAA Mid-Atlantic
Russ Ulrich, BMC
Hon. Kristen Umstadtdt, Loudoun County Board of Supervisors
Kudret Utebay, The Cadmus Group
Kristen Willard, COPD Foundation

Staff:

Jen Desimone, Clean Air Partners/MWCOG
Adrienne Dealy, Sherry Matthews
Kenna Swift, Sherry Matthews
Rachel Werner, RBW Strategy

Call to Order: Brian O'Malley called the meeting to order at 12:00 pm. The minutes were approved as submitted.

Nomination of Members and Officers: Gary Allen, Center for Chesapeake Communities

The following officers were nominated:

William Ellis – Chair
Fatemeh Allahdoust – Vice Chair

The following new members were nominated:

Susan Anenberg, George Washington University
Mike Heslin, Lyft
Jenifer Raley, Southern Maryland Electric Cooperative

John O'Donnell, Washington Area New Dealers Association
Janiece Timmons, WMATA

The following renewing members were nominated:

Hon. Luke Clippinger, Maryland House of Delegates
Tina Casey, District Department of Transportation
Randy Mosier, Maryland Department of the Environment
Kari Synder, Maryland Department of Transportation
John McKie, Virginia Department of Environmental Quality
Kudret Utebay, The Cadmus Group
Tracye Funn, Washington Gas
Brian O'Malley, Central Maryland Transportation Alliance

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 2019 Work Program and Budget: Jen Desimone

The FY 2019 work program and budget was presented to the Board.

The FY 2019 budget is \$671,271. The State DOT's and COG contribute 77% of the budget. Sponsorships and grants account for 11% and carry-over contributes 11%. The FY 2019 budget increased by 1%.

The work program is broken into 4 program areas including:

1. Education and Outreach – 47% of total expenditures
2. Marketing and Public Awareness – 33% of total expenditures
3. Special Projects – 9% of total expenditures
4. Program Administration – 11% of total expenditures

The work program includes one priority, unfunded projects: curriculum redesign. Board members requested that a curriculum literature review be completed in FY 2019 and presented to the Board in September.

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

2018 – 2020 Marketing and Communication Plan: Kenna Swift, Sherry Matthews

Kenna presented the marketing and communication plan. The plan is a research-based strategy that outlines goals, objectives, challenges, target audiences, key messages, and performance measures. The plan includes the following strategies and tactics:

- Revitalizing campaign materials
- Highly visible summer press event
- Meteorologist outreach and multi-wave media tour
- On-the-ground grassroots outreach
- Partnerships to expand reach and deliver free impressions

Members had a discussion around the program messaging and suggested that actions should connect to individual consumer behavior and resonate with low-income residents. Campaigns should provide residents with incentives to act. Members also suggested that next year's summer campaign kickoff be scheduled earlier in the season.

The Board voted and unanimously approved the marketing and communications plan.

2018 – 2020 Fundraising Plan: Rachel Werner, RBW Strategy

Rachel presented the fundraising plan and fundraising initiatives. The plan included the fundraising vision and overview of the following:

- Organizing principles, goals, and objectives
- Fundraising lifecycle
- Targeted fundraising goal
- Intended results, timelines, and activities
- Performance measures to benchmark success

The plan also included the Board's responsibilities - providing leads and contacts of sponsor prospects and grants, cultivation of sponsors, and approving plans, goals, and initiatives.

The 2018 fundraising initiatives included an ozone season campaign, BreatheEasy Concert, and education program support.

The Board voted and unanimously approved the fundraising plan and 2018 fundraising initiatives.

New Business:

Tracye Funn updated the Board on the Washington Gas and AltaGas merger. Maryland and Virginia have approved the merger. A decision from the District is expected in May.

Adjournment of Business Meeting: 1:55 pm

Closed 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 Closed Session: 2:05 pm