



**Executive Committee Meeting  
Conference Call  
March 16, 2017**

***Present:***

Fatemeh Allahdoust, VDOT  
Tina Casey, DDOT  
Alexandra Catena, DOEE  
Hon. Leta Mach, City of Greenbelt  
John McKie, VDEQ  
Randy Mosier, MDE  
Brian O'Malley, Central Maryland Transportation Alliance  
Kari Snyder, MDOT  
Russ Ulrich, BMC

***Staff:***

Rebecca Davis, Clean Air Partners  
Jen Desimone, MWCOG and Clean Air Partners

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

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

**Local Events** - Clean Air Partners is confirmed to attend the following events.

- United States Geological Survey Earth Day Expo – April 19
- Food and Drug Administration Earth Day event – April 27
- Montgomery County GreenFest – May 6
- Bike to Work Day – May 19 (Clean Air Partners is a sponsor for Baltimore's BTWD)

**Annual Awards** - The Annual Awards will be held at the Pepco Edison Place Gallery, located in Washington, DC, on May 16<sup>th</sup>. As part of 20<sup>th</sup> anniversary celebration, Clean Air Partners launched the Best in Air Awards to honor organizations that have demonstrated exemplary efforts toward improving regional air quality. The Best in Air Awards voting is open to the public where they can cast their votes for their favorite community organization, company, or individual. Voting ends on Sunday, March 19<sup>th</sup>.

The event will also recognize winners from the slogan and poster contests and regional science fairs. Invitations will be sent in early April.

**Marketing Activities** - Another part of the 20<sup>th</sup> Anniversary is a refresh of the brand including creative materials (transit, online ads). We are also redesigning the website to improve user experience and make it accessible for those on mobile devices. New materials will start coming out this spring/summer. The website will launch in the fall. The Marketing Committee has had several calls to review and approve the new designs.

Spring media/public relations activities will take place around the contest winners, Annual Celebration, World Asthma Day, Air Quality Awareness Week, and meteorologist outreach. Social media toolkits will be developed for the initiatives and distributed to the Board members.

Sponsors – Sponsor meetings have taken place around the #BreatheEasy Concert and Car Free Day. We are waiting for confirmation from the anchor sponsors. Staff is also preparing a Letter of Interest for the France-Merrick Foundation to fund a joint project between Clean Air Partners and The Pollinator Partnership.

Member Recruitment - In preparation for the April Board meeting, the nominating committee met to discuss the Board slate. There are 4 members with renewing terms and 2 vacancies (business/large area employer and elected official). The Nominating Committee will meet next week to review the applicants and prepare the slate.

**Education Program Report:** Rebecca Davis

Rebecca provided an update on education program activities. Clean Air Partners' annual poster contest is open for submissions and we are anticipating a large number of entries. Deadline for submissions is March 24<sup>th</sup>. 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.

Rebecca also provided an update on the Aircasting project, which is funded by Northrop Grumman. Outreach continues to take place in Baltimore City at several schools. Clean Air Partners and Casey Trees are piloting an education project, "Cleaner Air, Tree by Tree". The project will take place in 18 schools and include tree observations and air quality testing.

Education outreach will also be conducted at Takoma Park STEM Program, MDE's Bring Your Child to Work Day, and Safety City – Baltimore.

**Draft FY 2018 Work Program and Budget:** Jen Desimone

The FY18 work program and budget was presented to the Executive Committee.

The FY18 budget is \$662,797, which is a 1% decrease over the previous year. The State DOT's and COG contributes 77% of the budget. Sponsorships account for 11% and carry-over contributes 12%.

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

One priority projects, curriculum redesign, is included in the work program and will be complete when funding is available. Staff is considering grant funding to develop the curriculum and will use additional carry-over to support the project. A motion was made to approve the work program and budget for Board consideration. The Committee unanimously approved the motion.

**New Business:** Brian O'Malley

None

**Adjournment:** 12:50 pm