

Minutes

Valley AIRNow Air Quality Outreach Program, Winchester-Frederick County
January 4, 2005
Northern Shenandoah Valley Air Quality Improvement Task Force

9:30-10:30 AM

Training and Development Room

Winchester-Frederick County Chamber of Commerce, 2 North Cameron St., Winchester,
VA 22601

PRESENT:

Valley AIRNow Air Quality

Outreach Program:

Chelsea Jenkins

Task Force Members:

Patrick Barker, Bob Claytor, Steve Kerr, Ken Jones, Jeff
Rezin

DEQ:

Daniel Salkovitz, Tom Ballou (phone)

Meeting formally began at 9:34 AM, and ended at 10:29 AM.

PURPOSE: Purpose of this meeting was for the Valley AIRNow Air Quality Outreach Program (represented by Chelsea) to obtain the committee's immediate "advise and consent" review on materials and future actions as well as inform the committee about various past and upcoming activities

1. Update from last Task Force meeting

Chelsea began the meeting by reviewing key points from the November 3rd Air Quality Improvement Task Force meeting.

Chelsea updated the Task Force on the status of the AMS and AIRNow Conferences. During the last meeting, Chelsea reported that the AIRNow abstract had just been submitted. Since, Chelsea received notice that the abstract had been accepted for an oral presentation at the 2006 National Air Quality Conference in San Antonio. The Task Force was also briefed on communications with the Federal Highway Administration's program It All Adds Up. It All Adds Up is very excited about the work Valley AIRNow is doing, and would like Chelsea to present the results of the research at the It All Adds Up Roundtable that is separate from the AIRNow conference agenda.

At the November Task Force meeting, Chelsea reported that she had begun communications with the Shenandoah Valley Runners (SVR). She reported that she had sent in an article for publication in a spring issue of the SVR newsletter.

Chelsea reported during the last Task Force meeting she defined the newly formed Stakeholder Group has not been very active over the last month due to the holidays and many deadlines. Hopefully the group will be revived soon and resume communications.

The EPA report that the majority of the November meeting was dedicated to is now completed, and posted on the website at www.valleyairnow.com/newsandupdates.html.

2. Review of Past Events

Morgan Oil Corporation meeting: Chelsea met with Mike Neish and Molly Morgan, the owners of Morgan Oil. They were very enthusiastic about helping Valley AIRNow, and offered to add Valley AIRNow to the agenda of an upcoming Northern Shenandoah Valley Petroleum Marketers Association meeting. This will be a great opportunity to reach the association and provide a more comprehensive overview of Valley AIRNow.

Chelsea reported the City Council and MPO Policy committee meetings both went well. She received multiple inquiries for follow up subsequent to these two meetings, resulting in a new AIRCorps member.

Chelsea reported she attended another Clean Commute Day retreat, and the event seems to be taking shape. Many localities appear to be participating in this year's event, so it will be a great statewide collaboration.

Chelsea reported Dr. CJ Brodrick gave an hour presentation at the Continuing Medical Education (CME) Grand Rounds in early December. It was reported to be a huge success, and was broadcast to two other hospitals in addition to the 75 doctors that witnessed the presentation in person at Winchester Medical Center. CJ used EPA's Ozone and Your Health curriculum available on the EPA website for medical students for much of the content. The physicians and support staff were very grateful for the air quality briefing and are eager to help disseminate it.

3. Outreach Output

a. AIRCorps

Chelsea reported much of the action surrounding AIRCorps involved the Petroleum marketers. Chelsea is scheduled to present to the entire NSV Petroleum Marketers Association in February or March. Bob Claytor suggested the presentation be organized in thirds: 1) History, why we are out of compliance, why the EPA switched from the 1 hour to 8 hour standard; 2) Where we are today, Valley AIRNow goals and objectives, explain there were no Action Days reported this past summer; 3) The future, what the petroleum association can do to get the word out and help Valley AIRNow in its efforts. Bob also mentioned that a monthly newsletter is sent to members of the Association, and it might be a good venue for air quality information. Bob agreed that Valley AIRNow could use his company as an example during presentations.

Bob also suggested that Valley AIRNow develop a more generic poster/brochure that could be posted in all petroleum marketers business locations. Valley AIRNow worked with HN Funkhouser to develop a poster for Action Days, but a more commercial is needed so businesses can easily display. This could even be taken to Harrisonburg businesses. Chelsea noted that one was already developed for HN Funkhouser, but it was changed dramatically to reflect their Action Day program. Chelsea agreed to take a look at it, revise if needed, and have it ready for the presentation to the NSV Petroleum Marketers Association meeting.

An appointment with Executive Protection Systems will be set up shortly, in which Valley AIRNow will help EPS develop an Action Day plan for the summer. No new members to report since the last meeting.

b. AMS/AIRNow Conference Presentations

The National Air Quality Conference takes place in San Antonio, Texas, February 2-February 8, 2006. Valley AIRNow is scheduled to give an oral presentation during this time. The It All Adds Up campaign of the Federal Highway Administration will be holding an annual Roundtable during the scheduled AIRNow conference. They have

asked Chelsea to present her research results at the beginning of the Roundtable to begin discussions. Chelsea accepted.

c. Civic Group Progress

Chelsea reported that she has written and submitted an article for the Shenandoah Valley Runners (SVR) newsletter for a spring publication. The original plan was to submit for January publication. However, Chelsea decided that the most important material includes information that is relevant to the summer months. Therefore, she asked SVR to print the article in a spring or summer issue.

Bob Claytor mentioned that SVR sponsors the Apple Blossom 10K, as well as the childrens race, both held during the Apple Blossom Festival during the first weekend of May. Bob said that he has seen booths set up handing out information at these races, and Valley AIRNow should contact SVR to determine the feasibility of participation. Bob also noted that the womens group of SVR meets every other Tuesday for a run. Chelsea may want to address the womens group separately during one of these times.

Bob noted that if Chelsea was looking for a way to distribute information widely through email that Access Independence has a broad base email system/distribution network. Bob offered to attend a meeting with Kim of Access.

Chelsea will be presenting at the Woodstock Rotary meeting on January 18. Bob plans to introduce Chelsea, and asked she sends him a biography. Bob also noted this Rotary group publishes a newsletter, and Valley AIRNow may want to include some information as the Rotary allows.

d. Stakeholder Group

Chelsea reported that there has not been much action on the Stakeholder Group side of things due to the holiday and end of year deadlines. Chelsea plans to revive discussions and involvement in the coming weeks.

e. Public Presence

Chelsea reported on recent presentations and events, and what media coverage Valley AIRNow has had since the last Task Force meeting. Chelsea provided the Task Force with: 1) the article Peter Heerwagen wrote for the Quad State Business Journal's October issue where Valley AIRNow was featured; and 2) the January issue of the Chamber Business Agenda with Valley AIRNow's monthly excerpt. There have not been any public events attended since the last Task Force meeting.

f. AIRCorps members as of January 4, 2005

Chelsea reported on which businesses were AIRCorps members as of November 3, 2005.

HN Funkhouser
R.M. Roach & Sons, Inc (Roach Energy)
Holtzmann Oil Co.
Emmart Oil Co.
Runner's Retreat
Regional Libraries
Winchester Courtyard Marriot
Winchester Family Health Center
Bank of Clarke County

Air Pac
Nikken Lifetime Wellness Associates
Commerce Mortgage, Inc.
The Willows at Meadow Branch
BB&T
Morgan Oil Co.
General Electric
Skyline Oil

g. EPA Report

Chelsea reported the EPA report is posted on the website at:
<http://www.valleyairnow.com/newsandupdates.html>

4. Task Force Input

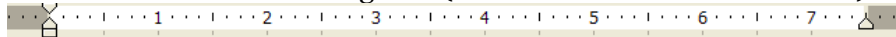
a. Utility Bill Mailings

Chelsea reported she spoke with Dale Lehnig, who spoke with Frank Sanders of Winchester Public Works (Utilities) to determine if Valley AIRNow could send out material in utility bills. It is possible, but at about 5 cents per mailing. Plus, we need to provide the inserts to the billing company.

Chelsea was worried this may get expensive and Valley AIRNow does not really have much money to play with. Patrick suggested Chelsea instead get a sentence typed in the upper right corner of the actual utility bill. This would be less expensive and is more likely to be read by homeowners. Chelsea agreed to seek further information about this concept.

b. Clean Air Art Contest Calendar

Chelsea reviewed the following idea (an email sent to the Task Force):



Greetings Air Quality Improvement Task Force Members,

Please read the short press release below. I have posed a question below the press release, and I hope everyone will respond. Since we do not have a Task Force meeting this month, we will need to do this electronically. If I do not receive a response, I will consider your vote as neutral.

Submitted by Stephanie McLaughlin
 San Joaquin Valley Air Pollution Control District (Dec 5, 2005)

FRESNO - 11/30/05, CA — Valley kids show the way to a clearer future Air District's 2006 calendar available Dec. 7

(Fresno, CA) - The San Joaquin Valley Air Pollution Control District's 2006 Clean Air Kids calendar will be available to the public free of charge starting Dec. 7.

The annual calendar features original art from children throughout the eight-county Valley Air District. Their creative and colorful drawings depict interpretations of a world without air pollution. The clean-air message for each month is presented in both English and Spanish.

More than 800 entries were received in the contest, which is open to all San Joaquin Valley kindergarten through high school students. The artwork of 14 Valley youngsters, representing communities throughout the Valley, was selected.

This year's winning artists are: Maria Maldonado, American Union Elementary School, Fresno. Maria's drawing, "Spare the Air. Walk more, drive less," appears on the calendar cover. Vivian Thoo, Leo B. Hart Elementary School, Bakersfield. Natalie Lyxter, Mountain View Elementary School, Fresno. Sara Quiter, Liddell Elementary School, Fresno. Jeanne Glenn Taruc, South West Park Elementary, Tracy. Giselle Garcia, Parlier Junior High School, Parlier. Holley Brady, Cole Elementary School, Clovis. Sierra Davis, Cole Elementary School, Clovis. Alexa Olvera, Washington School, Winton. Amber Hall, Alta Sierra Intermediate School, Clovis. Desiree Meza, Hanford West High School, Hanford. Sachiko Garcia, Lincoln Elementary School, Kingsburg. Vianey Samaniego, Sierra Vista Elementary School, Madera. Josh Schafer, Alta Sierra Intermediate School, Clovis.

The educational wall calendar is distributed free to schools, community groups, healthcare facilities, churches and civic organizations, non-political groups and individuals on a first-come, first-served basis. The calendars can be picked up beginning Dec. 7 at the nearest regional office: in Fresno at 1900 E. Gettysburg Ave.; in Bakersfield at 2700 M St., Ste. 275; and in Modesto at 4800 Enterprise Way.

The Valley Air District covers eight counties including San Joaquin, Stanislaus, Merced, Madera, Fresno, Kings, Tulare and the valley portion of Kern. For assistance, contact the nearest District office in Modesto at 209-557-6440, Fresno at 559-230-6000 or Bakersfield at 661-326-5900.

Do you think a similar idea would work well in Winchester? We could limit participation to specific grade levels or art classes. This would also be a good way to get the word out to children. We could bring Smog Dog to the classes for a brief 5-minute presentation on air quality, then introduce the contest details.

If everyone agrees this is a worthwhile venture, here are a few models to choose from:

- Fresno—print up a limited number and distribute first-come... (need to find funding)
- take orders (at say, \$5/calendar) and print what's ordered
- find sponsors and print then give away
- find sponsors and take orders and print what's ordered plus 50 extra (because you always need extra)
- find sponsors and print up a large number (2000?) and sell them for minimal cost (\$1-2/calendar?)

The simplest model may be to find a sponsor and distribute first-come, first-served (taking and filling orders is labor intensive). We may want to solicit our AIRCorps members for sponsorship once the concept comes to fruition. I can also look into funding opportunities. We may also want to spotlight businesses/community members that are doing their share to improve our air, and unveil winning art entries at the ozone season 2006 kick-off!

Chelsea asked for further thoughts on the idea. The Task Force advised calendars are very expensive, and the issue of integrating something new into the school system can be difficult.

It was suggested that Valley AIRNow still hold a Kids Clean Air Art Contest, and maybe even a poem contest, but include winning entries on something like a fast food placemat, which would cost less and take less effort in producing.

Chelsea will check into the placemat idea, as well as communicate with the school system (Patrick suggested the superintendents since SHENAIR is already working with them on the Teacher Development Workshops) to determine if they will allow such a contest to take place. Chelsea thought such a contest would be a great opportunity to introduce not only the contest, but Valley AIRNow to students. Chelsea is hoping that teachers agree to let her and the "Smog Dog" come in for 5 minutes to speak about Valley AIRNow and the contest they are holding.

5. Upcoming/Important Dates

The next Task Force meeting date was discussed, and decided upon to be March 1, 2006. The Regional Airport will likely be the venue since the conference room is more comfortable.

Clean Commute Retreat: January 12

Woodstock Rotary: January 18

AMS: January 29-February 2

AIRNow: February 4-February 8

6. General

Tom Ballou (DEQ) reported that the NSV EAC report was excellent, and the EPA seems to be pleased as well. He also noted that an accompanying state status report and transmittal letter was submitted for the Northern Shenandoah Valley Early Action Compact Area. This report was submitted along with the local area status report on December 31, 2005, and focuses on air improvement and emissions reduction estimates for the NSV area. It also presents an analysis of the reduction of ozone being transported into the NSV area due to recent regional power plant control programs. Tom asked if Chelsea could build some time into the agenda for the March 1st meeting to provide an air quality update to the group. Chelsea agreed.

Minutes respectfully submitted by Chelsea Jenkins