

**April 20, 2005, 11:45-1:15, Chamber of Commerce
Ad Hoc Steering Committee Minutes**

PRESENT: Chelsea Jenkins, Todd Hedinger, Patrick Barker, Steve Bauserman, Bob Claytor, Jim Giraytys, Ken Jones, Kristin Harris, Steve Kerr, Mary Kathryn Robinson
PHONE CONFER: Jeff Rezin, Tom Ballou, Mike Kiss

PURPOSE. Purpose of this meeting was for the Valley AIRNow Air Quality Outreach Program (represented by Chelsea and Todd) to (1) check accuracy of their program development assumptions, (2) talk Steering Committee through translation of Goals and Objectives into action steps (reflected in Early Action Compact Milestones-Expanded), (3) begin gathering network data, (4) obtain up-down clearance on number of questions (participation in Apple Blossom event, action items in Early Action Compact Milestones-Expanded), and share general progress information, (5) obtain any further guidance/feedback, and (6) set next meeting times for Steering Committee and Task Force.

Members selected lunch items, took seats and information packets. Meeting began at 11:55 a.m. and concluded at 1:15 p.m.

1. Checked assumptions of priorities of Early Action Compact Milestones (as found in Valley AIRNow website). Determined that the order of items in the Early Action Compact do NOT reflect a priority list, as Valley AIRNow assumed, but reached consensus that priorities would emerge as necessary steps are taken to (a) establish our message, then (b) establish our AQAD network(s).

Received guidance: "best way to start to get public buy-in is to show government buy-in." Follow up suggestion was to ask local governments to pass proclamations (Steve agreed to help coordinate). Steve also agreed to help provide appropriate contact names in City and County government (e.g., Parks and Rec Directors, Steve Daly and John ??, etc.), to ask appropriate Departments to enact policies on AQAD (e.g., no mowing policies, refueling prohibitions, no oil-based paints, etc.).

Also had it noted that Valley AIRNow was not to try and function in a regulatory capacity (e.g., for open burning restrictions, or engine-idling restrictions). Agreed that our job is to get out the word, build support, and work to assure that local governments are buying in fully. In that sense, we can help to organize comprehensive responses, but we are not expected to pass or enforce ordinances.

2. Explained the Early Action Compact Milestones-Expanded. Valley AIRNow transferred Goals and Objectives statements to action items and target dates. The action items are logical "how to" steps to make the Early Action Compact Milestones achievable. The Expanded pack (attached) contained items in red font, for which Steering Committee assistance/input was sought. The great majority of those "red letter" items are networking related.

3. NETWORKING: Two sign-up sheets were distributed to all present at the meeting: a Business Network Sheet and a Community Inventory. Purposes of each sheet were to gather names and contact information for future contact.

Regarding Business: Group suggested Patrick and Mary Kathryn already had business contact databases, and Valley AIRNow should work with their materials first. However, it was noted that initial contacts would still be much more effective if Steering Committee and Task Force members facilitated first contact. Thus, it was agreed Valley AIRNow would receive business contacts from Patrick and Mary Kathryn, then cross index those with Steering Committee and Task Force members at later times, asking for guidance in who to approach first, and for facilitation with first contact.

Regarding Community Inventory, it was agreed Steering Committee members could take their Inventory sheets with them, fill them out, and either fax or email contacts to Valley AIRNow, or hand them in at next meeting. One name, Spencer Stinson (sp?), was mentioned relative to Valley Health System.

4. Sought guidance from Steering Committee on questions of best use of resources. Specifically, to participate in Apple Blossom Festival would cost \$2,000. Valley AIRNow made case that (a) it's not our best use of a limited PR budget, and (b) events like this do not present us with captive audiences; Festival-goers are not intending to be educated, so any contacts we made would be highly superficial. The better alternative is to make presentations to community groups (the purpose behind the Community Inventory). The Steering Committee agreed that participation this year in Apple Blossom Festival was not in program's best interests, but that we might try to be included in "Sunny in the Park" in 2006. The Steering Committee also agreed that in general, events like Apple Blossom, while good for getting name recognition, were not well suited for furthering behavior change.

Shared with Steering Committee protocol agreements worked out with DEQ and Panhandle Clean Air Connection for reporting Air Quality Action Days. Had it suggested that we determine if we can be included on the NOAA and Sterling Weather Wire. Distributed a media contact database seeking any changes, additions, or deletions Steering Committee members might be aware were necessary. Were told Patrick had a media database he would share with us.

Also shared progress on Clean Commute Day (set for May 6). (Followed Steering Committee meeting with meeting with Steve Kerr to further coordinate efforts.)

5. Further guidance was offered across two domains: communication protocol and event participation.

COMMUNICATION PROTOCOL: 2 points:

(1) Electronic Security: As we assemble our AQAD Network, Valley AIRNow was asked what electronic security precautions we would take, and thus could assure to our network members. We promised to consult with JMU resources to set up Network protocols.

(2) Valley AIRNow was also told that for participating businesses in particular, we should NOT ask for quick turnaround on action items, materials to be reviewed etc. Adequate lead time is a must.

EVENT PARTICIPATION:

--Had it suggested we might want to try and set up a Clean Car event/campaign.

- Frederick County Fair: Doug Rinker (Winchester Equipment) is Fair Association member (president?). We should contact him to find out about Fair parameters.
- Apple Harvest Festival: 2nd or 3rd weekend in Sept., Parks and Rec Department would be able to help us find out about parameters (not run like Apple Blossom, which is professionally contracted and thus very expensive), attracts 10,000+ people.
- Three City parks to know about: Winchester City Park, Clearbrooks, and Sherando.
- July 4th Fireworks draws many people.
- Berryville Fairgrounds in Clarke Co. draws many people.
- Jefferson Co, holds annual Mountain Heritage Arts and Crafts Festival.
- Balloon Festival in Oct. at Longbranch is big draw (Clarke Co.)
- State Arboretum (Rt. 50) holds an annual Mother's Day Garden Fair, including programs, tents, vendors, kids' activities—big draw.

6. Next meeting times.

Originally planned a Wed., May 11 Steering Committee meeting, and a Wed., May 18, Task Force Meeting.

(1) Had it suggested that future meetings be held at 9:30-10:30 (possibly 11:00); the lunch time meetings were not best suited to some of our business partners.

(2) Further had it suggested that we not commit to the May 11 meeting until we were sure we would have reason to meet.

(3) Likewise, had it suggested we not commit to the May 18 meeting until we were sure we would have reason to convene full Task Force.