

July 6, 2005 9:30-10:40, Chamber of Commerce Ad Hoc Task Force Minutes

Present: Chelsea Jenkins, Jeremy Knibbs, Patrick Barker, Steve Kerr, Barbara Van Osten, Stan Harrison, Steve Bauserman, Bob Clator, Jeff Rezin, Kristen Harris, Jim Giraytys, Ty Lawson, 2 EDC interns

Phone: Dan Salkovitz, Mike Kiss

Purpose: To update the Task Force and ask for input on the recent Steering Committee meeting, upcoming events, recent progress and future endeavors with the outreach output, new AIRCorps members, future AIRCorps member recognition, and future possibilities for promoting Valley AIRNow and AIRCorps.

Members took seats at 9:30, Chelsea began presentation. Meeting concluded at 11:00.

1) Steering Committee Update:

- a) Kristen asked Dan if he heard from the EPA on the status of report submission. She sent her EPA report, but was told it has not been received yet.
- b) Frederick County has appointed their recycling coordinator as the Clean Air Coordinator. No one is appointed for Winchester yet. Patrick would like Chelsea to wait two weeks to follow up with Winchester contact. Chelsea needs the signature from Winchester authorities (Ed Daley) and a name for the appointed Clean Air Coordinator.
- c) Discussion about recognizing AIRCorps members
- d) School curriculum: Todd is handling the development. Curricula will be posted in August to BlackBoard sites for both City and County. Valley AIRNow may give teacher workshops.
- e) Meteorology kits: decided that there is no need to contact television weather services since there are no local television stations
 - i) Kristen has contacted NBC 25, which does some air quality forecasting

2) Upcoming Events:

- a) Next Task Force meeting is August 3, 2005
- b) No more Steering Committee meetings unless it's determined to be necessity
- c) Review of events schedule:
 - i) July 6th presentation to the Winchester Family Health Center
 - (1) Chelsea spoke with Margaret from the National Weather Service: she will give advice on reaching the medical community
 - (2) Stan mentioned how uneducated the people in the health services are about air quality issues
 - ii) August 4th presentation to the Rotary Club
 - iii) September 17th-18th Apple Harvest Festival: contact for information is Richard Demorest
- d) Task Force mentioned that we should attend the Wellness Health Fair. It usually has excellent turnout. Jim Lawrence should be contacted for the information.

3) Expanded Milestones Progress Report:

- a) Valley AIRNow meeting all deadlines set for outreach activities during April 20th meeting
- b) Task Force mentioned that Valley AIRNow should attend the Medical Center's Wednesday Health Conferences. Jim Woodward is the hospital administrator. Barbara will call him in advance of our solicitation. It would be beneficial to work in tandem with a pulmonary specialist. Valley AIRNow should attempt to get a top-level individual to sponsor us so that information can be distributed to top-level health employees.

4) Outreach Output:

- a) Review of LFCC surveys:

- i) Valley AIRNow wanted 450 surveys to understand depth of air quality knowledge in the local community.
- ii) As of June 23rd, 262 surveys were attempted with 104 successful surveys completed.
- iii) LFCC is still attempting to meet goal. Post June 23rd results will be compared to pre-June 23rd results. If a variation in survey response is noticed, post June 23rd results will be left out of analysis.
- iv) The surveys were not completed because there are not enough student callers.
- b) Mascot has been purchased and will be used in future events
- c) Chelsea spoke with the Roanoke air quality coordinators
 - i) They have developed curriculum that matches the SOL's
 - ii) They will send her the middle school curriculum and a teaching video
- d) AQAD networks:
 - i) Business/AIRCorps
 - (1) HN Funkhouser (HandyMart) has become a member of the AIRCorps
 - (a) They have developed their own AQAD promotion and signs to advertise
 - (b) They will also display signs developed by Valley AIRNow on their refueling islands
 - (c) Task Force acknowledged Bob's participation and applauded his effort
 - (2) Barbara would like Chelsea to speak about HN Funkhouser's efforts at the Rotary meeting since it will be attended by business managers and owners
 - ii) Schools:
 - (1) Todd is handling the development of the curriculum. He has contacted the superintendents of Winchester and Frederick County. They will work with us to educate the students about the local air quality issues.
 - (2) Valley AIRNow has two contacts for AQAD, but would like Clean Air Coordinators to be designated. A memo will be developed.
 - iii) Government:
 - (1) There is a Clean Air Coordinator for Frederick County but not Winchester
- e) Materials development:
 - i) The brochure and poster were distributed to the Task Force members for viewing.
- f) Valley AIRNow website:
 - i) It has been updated and now has live air quality forecast feeds from Sonoma Technology
 - (1) DEQ sends three-day forecasts to Sonoma Technology. Two-day are displayed on Valley AIRNow web.
 - ii) Phone hotline is updated daily
 - (1) Dan at DEQ would like the date mentioned for each update
 - iii) Dan at DEQ wanted to know if the weather channel was giving AQ forecasting. Kristen said they were not.
 - iv) Dan and Chelsea discussed the difficulty in relaying air quality forecasts through the weather service providers to certain weather websites
 - v) Chelsea talked to John White about EnviroFlash. Discussed adding Winchester to it. Chelsea asked if Dan wished to have Winchester added to the EnviroFlash program.
 - (1) Dan explained to the Task Force that Enviroflash is a notification system run by Sonoma Technology, an EPA contractor, that enables people to sign up for air quality forecasts and other information that can be customized by the user.
 - (2) Dan was told by the public information office that the DEQ will have its own list server next year, so he has held off on using the Enviroflash. Also, it is an extra link to send information to someone that then distributes the information to others. He is not sure if it is a reliable distribution system.
 - (3) Chelsea will send Dan Enviroflash information.
 - vi) Website updates:
 - (1) Accurate information updates
 - (2) Live feed air quality forecast updates

- (3) Kids Ozone NO Zone with educational games
- (4) Past meeting materials (agendas, presentations, minutes, etc.) are posted under news and updates
- (5) New media center section under news and updates with press releases and media kits
- vii) Winchester Star: Published articles about Valley AIRNow on May 5th and May 31st.
- viii) WINC's Robert Allen held interview with Mike at DEQ. They discussed air quality issues and programs

5) Valley AIRCorps appreciation:

- a) Chelsea would like to create certificates of appreciation for AIRCorps members
 - i) She was not sure what categories of recognition should be created.
- b) Bob recommended that recognition be done at the end of ozone season.
- c) Patrick recommended that recognition be done at the beginning of ozone season as well to create public awareness.
- d) Bob recommended listing new AIRCorps members on the website
 - i) Patrick recommended doing so on a separate web page.
- e) Chelsea recommended creating a promotional package in the future that would recognize AIRCorps members that create and implement innovative AQAD programs
 - i) Patrick recommended doing so on the website only
- f) Barbara asked who and how were the AIRCorps members that were participating
 - i) Chelsea noted that there was minimal participation with those members receiving AQAD alerts and displaying Valley AIRNow posters.
 - ii) Chelsea noted that Valley AIRNow has limited funding for printing the posters
 - (1) Task Force mentioned that Winchester Printers may print them pro bono
 - (2) Patrick will contact a company that may help out.
- g) Barbara will update her board
 - i) Chelsea will email Barbara with the list of AIRCorps members by Wednesday the following week.
- h) Task force recommended contacting The Bank of Clarke County as potential AIRCorps member and the Winchester SportsPlex, Ron Hodson, as an AIRCorps member that can reach children
- i) Task Force recommended that the AIRCorps member recognition be done at a future Task Force meeting and possibly at other local functions
 - i) It was recommended to get the calendar of events of the Parks and Recreation Department
- j) It was recommended to contact the Red Cross Executive Director, Tudi Rinker, and Lord Fairfax Health District's, Dr. Hellen Tjartis as potential partners.

6) Upcoming Dates:

- a) August 3rd, Task Force meeting
- b) August 4th, Rotary presentation

7) Comments/Questions:

- a) Barbara mentioned her homeowners' association newsletter had an article about open air burning.
 - i) She mentioned that these newsletters may be good outlets for educating the public
 - ii) Patrick will send Chelsea a list of homeowners associations
 - iii) Task Force recommended contacting the Woodstock Chamber of Commerce as well
- b) Chamber of Commerce newsletter:
 - i) Chelsea inquired with Task Force about Valley AIRNow getting some press coverage in upcoming issues
 - ii) Task Force recommended contacting Mary Katherine or Jody Wall. They had past interest in promoting Valley AIRNow

- (1) Stan Harrison said there was a possibility that Valley AIRNow could be promoted by using an insert inside of the newsletter.
- c) Dan recommended contacting small local community newspapers for promoting Valley AIRNow.
 - i) He mentioned that they have high readership rates, so they are useful for educating the public
- d) Task Force recommended contacting local fitness clubs and the Shenandoah Valley Runners Association