

## Meeting Minutes

Valley AIRNow Air Quality Outreach Program  
Winchester-Frederick County  
Northern Shenandoah Valley Air Quality Improvement Task Force  
August 1, 2007

9:30 – 10:30 AM  
Winchester-Frederick County Economic Development Commission  
45 East Boscawen Street, Winchester VA 22601

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### Attendees

Moderator: Tiffany Tumer

Task Force Members: Patrick Barker, Terry Hargrove (ALA), Laurie Henley (VDOT), Ken Jones, Bob Claytor, Jim Giraytys, Dan Salkovitz (DEQ)

Meeting began at 9:31 am.

### 1. Past Events

- June Semi-Annual Status Report. The report was submitted to VDEQ on June 27, 2008.
- Idle reduction sign installation and delivery. Ms. Tumer has been working over the last few months on developing the idle reduction sign program, as well as new member installation. More details are discussed in the “Task Force Input” section below.

### 2. Outreach Output

- Valley AIRCorps program. Recruitment for AIRCorps continues to be an ongoing process via the Chamber of Commerce recruitment fax.
- City AQAD Memo. Ms. Tumer stated that Dale Lehnig, the former Clean Air Coordinator for Winchester, is no longer with the City. With Ed Daley in the process of leaving his position with the City as well, Ms. Tumer asked the body who should be contacted regarding a new Clean Air Coordinator for the City AQAD memo. The Task Force suggested contacting Perry Eisenach via email. Ms. Tumer also commented that it would be beneficial to make an appointment to meet the new city manager once appointed to go over the Early Action Compact.
- Chamber of Commerce Business Agenda ads. Mr. Barker stated that Charlie Weiss agreed to run ads as often as possible, but with no guarantee due to limited space.

### 3. Task Force Input

- Clear Channel Radio. Clear Channel Radio, which markets for other area non-profit organizations, contacted Ms. Tumer for radio advertising. The agency agreed to put 10-15 second air quality PSAs into rotation on their five area radio stations (stations listed below), at no charge.
  - WUSQ (Q102 Shenandoah Country)
  - WFQX (99.3 The Fox)

- WTFX (Sports Talk 610)
- WKSI (KISS FM 98.3)
- WMRE (Memories 1550)

Ms. Tumer reported that some of these radio stations are currently AQAD contacts, but would add the non-participating stations to the list. Ms. Tumer next presented the radio and website advertising rates provided by Clear Channel. The advertising rates ranged from \$802 per week (Q102) to \$168 per week (Sports Talk). The Task Force asked if there was any money allocated for advertising in the budget. Ms. Tumer responded there was no money set aside in this year's budget. Consequently, the body agreed it would be more cost effective to spend money on instructional programs rather than advertising. Mr. Jones suggested speaking on FM95.3—a local station that has a talk radio show highlighting local businesses and organizations. The show is about 20 minutes in length and Ms. Tumer could speak on Valley AIRNow's mission, outreach programs, etc. The Task Force agreed to pursue this idea.

- Idle Reduction Signs. Since the last Task Force meeting, the following businesses and schools have partnered with Valley AIRNow's Healthy Air Zone program: Mountain View Christian Academy (1 sign), Mountain View Training His Tots Christian Daycare (1 sign), Heritage Clubhouse (1 sign), and Heritage Child Development Center (1 sign). To date, a total of 76 signs have been installed, which are classified into four primary categories: school (36), daycare centers (10), gas stations/convenience stores (28), and other (2). Discussion of additional potential signage locations followed. Suggestions included Lowe's, Home Depot, and the Winchester Medical Center.
- Idle Reduction Educational Programs. Ms. Tumer presented several ideas for educational/outreach programs that would promote the Healthy Air Zone sign initiative.
  - *Newsletter*. Valley AIRNow could develop an informational newsletter that is quarterly or bi-annually. The purpose would be to educate K-12 schools (e.g. teachers, students, parents) in the area about engine idling. The first edition could be a hard copy to send home to parents with subsequent issues being electronic. The first newsletter might focus specifically on engine idling—what idling is, why parents are seeing the signs, how idling can affect children, our environment, and our wallets.
  - *Art Contest*. Ms. Tumer stated that she had spoken with two child care directors who seemed interested in a "Clean Air" art contest for their kids. A possible theme is engine idling and how it affects health, environment, or our wallets. The submitted artwork could be posted on the Valley AIRNow website to allow community members to vote for their favorite submission. Prizes would be offered as an incentive.
  - *Parent Pick-Up Education Campaign*. This campaign would target area elementary and middle schools where most parents drop off and pick up their children. Ms. Tumer suggested gathering volunteers from Shenandoah University's environment club, and 30 minutes prior to school release, ask the

volunteers to walk around and interact with idling parents. Informational materials such as fact sheets, "No Idle" pledges, and bookmarks could be distributed. In return for signing the pledge, prizes (e.g. Clean Air Champions tire pressure gauge, CAC sticker, Valley AIRNow bumper sticker, etc) could be given. Mr. Barker suggested that we should ask boy/girl scouts to serve as volunteers, as this would likely catch more parent and media attention.

Of the three educational programs above, the Task Force recommended pursuing the clean air art contest, which would allow for more involvement from the schools.

#### **4. Upcoming Events**

- Next Task Force meeting: September 5, 2007
- Healthy Air Zone signage PR campaign: Friday, September 14<sup>th</sup>.

#### **5. General Comments/Input**

Mr. Barker inquired as to when the status of Winchester City and Frederick County will be formally declared by the EPA. Mr. Salkovitz responded that he was still waiting on that. He expected that EPA would not make a decision until mid-way through the ozone season. The official announcement was expected in the spring, around March 2008. Mr. Giryatys then asked how the Winchester area was doing in comparison to the new standard. Mr. Salkovitz stated that the new standard is unknown at this time, but the suggested standards ranged from 70-75 ppb.

Meeting adjourned at 10:37 am.