

Meeting Minutes

Valley AIRNow Air Quality Outreach Program
Winchester-Frederick County
April 2, 2008
Northern Shenandoah Valley Air Quality Improvement Task Force

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

Attendees

Moderator: Tiffany Tumer

Task Force Members: Patrick Barker, Gary Dove, Jim Giraytys, Ken Jones, Steve Kerr, Jeff Rezin, Mike Ball, Dan Salkovitz (DEQ)

Other: Chris Hahn, Denny Bromley – O'Sullivan Films

Meeting began at 9:31 am.

1. News & Events: Past

- *EPA Strengthens Smog Standards to Better Protect Public Health and the Environment*, EPA press release: March 12: Tiffany sent the copy of the article to Task Force members. She also provided a copy to members who did not receive it.
- *City Residents Get Some Breathing Room*, Northern Virginia Daily: March 17: Copies were provided to those present.
- *Art Contest*: Tiffany presented the Economic Development Commission with the framed winning pieces of artwork from the 2007 K-12 art contest for display in the Task Force meeting room.

2. Task Force Input

- Roundtable Discussion: Tiffany opened the floor for discussion of the following topics, although the majority of the time would focus on the 2008 Ozone Season Plan.
 - *New Ozone Standard*
 - *O'Sullivan Expansion*
 - *Apple Blossom race bookmark*
 - *'08 Ozone Season Plan*

New Ozone Standard - Mr. Barker asked when the new ozone standard will take affect. Mr. Salkovitz responded that the ruling was published in the Federal Register last week and is currently in a comment period. However, the new standard will take effect immediately. Mr. Ball mentioned that as he understood it, the new standard will take affect on 2010. Mr. Salkovitz responded that this is not quite right. The data will be evaluated over the next several years and actual designation of the attainment areas versus nonattainment areas will not be made until 2009 after the states submit their opinions to the EPA. Final determinations would be made by the EPA in

2010, so we will not know which areas are in nonattainment until then. Three years of data will be collected to determine whether or not the areas will be in attainment. However, Mr. Salkovitz was unsure about the time period that data would be collected. It might be 2007-2009 data or 2008-2010.

Due to the strengthening of the ozone standard, Mr. Salkovitz emphasized that there is a possibility of exceeding the standard in the earlier and later months of ozone season. For example, under the new standard, ozone exceedances would have occurred on March 31st in 2006 and on September 8th in 2005.

O'Sullivan Expansion-Public Inquiries - Tiffany next stated that she added this item to the agenda because she wanted to make everyone aware of the O'Sullivan Expansion request. Similar situations had occurred in the past and consequently, Valley AIRNow received an influx of public inquiries. She stated that, as in the past, she would direct all inquiries to VDEQ.

Chris Hahn and Denny Bromley of O'Sullivan Films stated that they had conversed with VDEQ on how they could communicate their request effectively to the public. They suggested that the upcoming public meeting would help the company gauge public perception as well inform the community of the steps that have been taken throughout the history of the company to reduce emissions. They also stated that they welcome questions and have served as a model for other businesses wishing to reduce emissions. An invitation to the Task Force was extended to tour the plant.

Mr. Giraytys questioned the O'Sullivan representatives on how they would meet the new standard given 2006 data. O'Sullivan responded that the company assumed emissions would increase by about 10 tons. If the factory ran full production, emissions would increase 18 tons. However, based on the current economic situation, a full-production scenario is unlikely. Also, they pointed out that the company is indeed expanding its business but at the same time it has implemented projects that have reduced emissions.

Apple Blossom Race Bookmark - The Task Force made suggestions on the information that should be included to improve this year's race bookmark. It was collectively decided that contact information, including website, hotline number, and email address, should be placed on the back to effectively utilize both sides of the bookmark.

08' Ozone Season Plan - Tiffany presented a draft timetable that laid out proposed major events and outreach activities for the 2008-2009 fiscal year. The floor was then opened for discussion. The group decided that Task Force meetings should be held every other month at the same time and place. Additionally, the group suggested contacting the Air Quality Action Day (AQAD) network one week prior to May 1st to inform the members of the new ozone standard.

Tiffany spurred discussion by asking Mr. Ball which activities Martinsburg planned to implement this year. He responded that he planned to hold more sponsored events and generate more interest with local environmental and conservation groups. Mr. Ball also stated that he hoped to hold an environmental fair with these groups in honor of Earth Day.

National Air Quality Awareness Week - Tiffany stated that she would like to work with the local media to generate news coverage of National Air Quality Awareness Week. This may be in form of daily ads, newspaper articles, television spots, or public service announcements. Mr. Ball agreed with Tiffany and stated that he also planned to put local media as his top priority to increase awareness. Mr. Ball and Tiffany agreed to contact each other via telecon to discuss potential collaboration.

May 1st - 31st – Tiffany stated that she would like to develop promotional materials for both the AIRCorps program and the Healthy Air Zone initiative. Her goal is to double the current membership of AIRCorps by May 2009 and distribute 100 signs to targeted locations (e.g. health care professionals, senior care centers, remaining private schools and child care centers in the area). She then updated the group on Valley AIRNow's collaboration with Shenandoah University. She stated that she had recently worked with the President of the university and Gene Fisher of Facilities Management to install 10-12 idle reduction signs across campus. Tiffany would like to raise awareness of the signs by collaborating with the campus newspaper—The Shenandoah Sun.

June 11th - Tiffany stated that she would like to participate in the Business Showcase, which would cost \$300 for a booth. Instead, Mr. Barker suggested that it would probably be more cost effective to pay the admission fee and talk to the businesses directly.

September 1st - 30th – Tiffany suggested holding another K-12 contest this year due to the positive response from last year's art contest. Instead of an art contest, however, she proposed a photography contest. This would hopefully appeal more to high school students and could be used as a project in elective courses (e.g. photojournalism, art), which are not constrained by state Standards of Learning (SOL). She also would check with private schools. The contest would do similar to the art contest. The Task Force approved the project.

Upcoming Events

- Next Task Force meeting: June 4th
- National Air Quality Conference, Portland: April 6-9
- JMU Earth Week, Advanced and Alternative Fuel Vehicle Ride-n-Drive: April 19
- 2008 National Air Quality Awareness Week: April 28-May 2
- Ozone season forecasting begins: Thursday, May 1

- Apple Blossom Festival races: May 2-3
- Business Showcase : June 11

3. General Comments/Input

The Task Force discussed the semi-annual report to the EPA. Tiffany stated that it was her understanding that the status reports are no longer required since Winchester was officially designated an attainment area. Mr. Salkovitz responded that this was his perception as well but would double-check. The Task Force recommended that Valley AIRNow continue to record its efforts, even if the status reports are no longer required. Tiffany agreed and stated that it was her intention to compile an annual report rather than a semi-annual report.

Meeting adjourned at 10:30 am.