

Meeting Minutes

Valley AIRNow Air Quality Outreach Program
Winchester-Frederick County
Northern Shenandoah Valley Air Quality Improvement Task Force

August 6, 2008
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, Ken Jones, Bob Claytor, Dan Salkovitz (DEQ)

Meeting began at 9:30 am.

1. Past Events

- National Air Quality Awareness Week. Ms. Tumer contacted Jenny Brock at TV-3 Winchester for coverage of the Valley AIRNow idle reduction initiative in celebration of National Air Quality Awareness Week (April 28 – May 2). Mr. Claytor was interviewed for the news clip, which highlighted the Healthy Air Zone signs posted at local Handy Mart locations. A dub of the clip was purchased from the station for Valley AIRNow records.
- Apple Blossom Festival races, Valley AIRNow bookmark. Ms. Tumer presented the updated bookmark that was placed in the Apple Blossom Festival race packets. The bookmark was revised based on previous Task Force input to insert Valley AIRNow contact information on the back.
- Published Articles.
 - “Is it hot enough for you?” The article, published in *The Winchester Star* on June 9th, quoted some statements from the Valley AIRNow website.
 - “Supervisors hear presentation on efforts to improve local air quality” was published in *The Winchester Star* on June 12th.
 - “Air still healthy despite hot days” and “Shenandoah summer likely to see spike in ozone level” were published in *Northern Virginia Daily* on June 12th and July 1st, respectively.
- Presentations. Mr. Barker and Ms. Tumer presented to the Frederick County Board of Supervisors on June 11th and to the Winchester City Council on June 12th. Information on successful Valley AIRNow educational programs and community initiatives were highlighted.
- 2008 Frederick County Ozone Exceedances. Ms. Tumer provided an update on Winchester-Frederick County ozone exceedances to date, based on VDEQ data provided by Mr. Salkovitz. The following days exceeded the new 8-hour ground-level ozone standard of 75 ppb:
 - **July 17** – The maximum 8-hour average was 79 ppb and the maximum 1-hour average was 90 ppb.

- **July 29** – The maximum 8-hour average was 81 ppb and the maximum 1-hour average was 92 ppb.

Ozone data from April 1st – August 3rd was broken down into categories that corresponded to the Air Quality Index (AQI). During this time frame, the Winchester area experienced 104 green days, 17 yellow days, and 2 orange days. In addition, Ms. Tumer presented a bar chart of 8-hour ozone exceedances in Winchester/Frederick County from the time period of 1993 – 2008.

- 2. Postage Stamps.** Ms. Tumer reminded the Task Force about its decision to design postage stamps customized with the winning artwork from last year's clean air art contest. It was discovered that optional text could be inserted on the stamp so Ms. Tumer presented the Task Force with three potential designs. It was unanimously decided that the stamps should include the Valley AIRNow motto, *Do your share to preserve our air!*
- 3. Promotional Flyers.** Ms. Tumer next presented the body with draft flyers for the recruitment of 1) the AIRCorps business outreach program and, 2) the Healthy Air Zone sign initiative. Mr. Barker suggested incorporating testimonials and photographs with a "local feel."
- 4. Activities in Progress**
 - Valley AIRNow Photography Contest. Ms. Tumer suggested a contest theme of "Caught green handed—residents caught practicing clean air actions" (e.g. mowing lawn or refueling after dusk, biking, alternative transportation, etc.). Emails to promote the contest had been sent to K-12 contacts, such as principals, activity coordinators, art teachers, and student club sponsors in both public and private schools. Mr. Jones mentioned that the New Educators Conference was coming up and 200 new teachers were expected to attend. Mr. Barker suggested promoting the contest by distributing informational flyers during the conference.
 - AIRCorp recruitment. This activity is currently underway with the development of the AIRCorps promotional flyer.
 - Healthy AIR Zone partner recruitment. This program is currently underway with the development of the AIRCorps promotional flyer. A colleague of Mr. Barker suggested contacting Sonic Drive-In for participation. It was discovered that Mr. Claytor is the owner of two Sonic restaurants in the area and agreed to display a sign at each location.
 - Green Circle Fall Fitness Fair bookmark. Ms. Tumer suggested inserting the Valley AIRNow informational bookmark in this year's Fall Fitness Fair runner's packets.
 - Valley AIRNow annual progress report. Ms. Tumer stated that she would be developing a voluntary annual progress report, which would be similar to the EPA progress reports that were submitted in the past.
 - Conferences and Presentations.
- 5. Upcoming Events**
 - Next Task Force meeting: November 12, 2008
 - Virginia Environmental Education Conference: September 17th & 18th

- Greater Shenandoah Valley Environmental Education Alliance: September 23rd
- Green Circle Fall Fitness Fair Race: October 4th
- Shenandoah Valley Science Forum: October 27th & 28th at Shenandoah University.

Meeting adjourned at 10:30 am.