



**Executive Committee
Conference Call
March 19, 2020**

Present:

Fatemeh Allahdoust, VDOT
Ciara Blue, BMC
Alexandra Catena, DOEE
Kelly Crawford, DOEE
Brian O'Malley, CMTA
Kari Snyder, MDOT
William Ellis, Pepco, Vice Chair

Staff:

Jen Desimone, COG and Clean Air Partners

Call to Order: William Ellis called the meeting to order at 12:08 pm. The minutes were approved as submitted.

Clean Air Partners Updates: Jen Desimone

Jen reported on Clean Air Partners activities.

Member Recruitment - In preparation for the April Board meeting, the nominating committee met to discuss the Board slate. There is 1 vacancy. The Nominating Committee will meet in the upcoming week to review the applicants and prepare the slate for Board approval.

Education Program –

- Due to school closings, outreach is on hold.
- Science fairs have been cancelled, but some will be moving to a virtual platform. Clean Air Partners will participate in those through virtual judging.
- The Eco-Comedy Video Competition Awards Event has been cancelled. Judging is underway. American University is coordinating with the DC Environmental Film Festival on a virtual screening.
- The curriculum redesign is moving along. Units 1 and 2 have been drafted and unit 3 is almost complete. Focus groups were originally planned for April. That may change based on the availability of teachers. Staff is also looking into planning a virtual focus group.

Marketing Program – The Marketing Committee met to review the refreshed messaging and Breathe Easy Emissions Challenge. Planning is moving forward for the marketing campaign, which is currently planned to launch in June. Staff is working on a backup plan should it need to be delayed.

Sponsorship meetings have taken place with WGL/Washington Gas, Commuter Connections, and Pepco.

Virginia Green Initiative (VGI) Partnership – Clean Air Partners and VGI developed a partnership agreement to collaborate on common goals and objectives within each organization. The partnership agreement is voluntary and intended to focus efforts on air quality education and outreach within the region. CAP and VGI have

agreed to jointing participate in community events, coordinate a Lunch and Learn, and share organization messaging.

Committee members were in support of the agreement. The VGI Board plans to discuss it during their next meeting.

Draft FY 2021 Work Program and Budget: Jen Desimone

The FY21 work program and budget was presented to the Executive Committee.

The FY21 budget is \$699,741, which is a 35% decrease from the previous year. The decrease is due to the reduction in sponsor and grant goals.

The work program is broken into 4 program areas including:

1. Education and Outreach – 40% of total expenditures
2. Marketing and Public Awareness – 42% of total expenditures
3. Special Projects – 9% of total expenditures
4. Program Administration – 9% of total expenditures

Special Projects had a substantial decrease from the previous year due to the removal of the lawnmower exchange and education curriculum redesign.

A motion was made to approve the work program and budget for Board consideration. The Committee unanimously approved the motion.

New Business: William Ellis

The April 23rd Board meeting will be held. A determination will be made as to whether or not it will be in-person or by phone.

Adjournment: 1:00 pm