

**Wisconsin Partners for Clean Air**  
**Steering Committee Quarterly Meeting**

**MEETING SUMMARY**

Date: **Tuesday January 21, 2003**  
Time: **8:15 - 9:15 a.m.**  
Place: **WI - DNR Milwaukee Office Room 139**

**Members Present:**

Nicole Anderson, Peter Beitzel, Joe Caruso, Deirdre Elliot, Brian Freitag, Jessica Laub, Jessica Lawent, Teri Linder (for Milwaukee Health Department), Kristin Mackus, Jim Marsho, Janet McMahon, Peter McMullen, Jerry Medinger, Tom Ravn, Eva Robelia, Karen Schmiechen, Lakshmi Sridharan, Pat Trainer, Audrey Van Dyke, Maurice Williams

**Agenda Item CMAQ projects - workgroup report & recommendations**

**Leader Kristin Mackus**

**Discussion** Kristin presented the results of a small group meeting held on 12-19-02 to review the CMAQ projects. **Three projects were recommended for consideration.**

- **McDonald's Placemat** – Kristin presented information from New York where this type of project has been done. While cost figures were not available, Kristin reported that it appeared that a majority of the costs were covered by the partnering organizations. The steering committee agreed that this project should be the first to be further developed.  
**Action Items: Jessica Laub and Kristin Mackus** will try to contact the correct person at McDonalds (**Diedre Elliot** has a name) **Joe Caruso** indicated that Milwaukee County Transit may have interest in partnering on this project. **Kristin** offered Quad Graphics assistance with coordinating printing.
- **Bus Signs** – **Peter McMullen** offered at handout with some cost information. The group decided that this project was also worth pursuing, provided there was sufficient funds remaining after the placemat project was developed in greater detail.  
**Action Items: Eva Robelia** will be in contact with **Joe Caruso** after the placemat project has been better defined.

NOTE: **Janet McMahon** suggested that the design/style developed for the placemat project could be carried over into the bus sign project. The group agreed that this would be a good way to build Partner name-recognition.

- **Pump Toppers** – **Eva Robelia** presented some current cost estimates for this project. The steering committee decided to not pursue this project because of the high cost and relatively limited exposure.

**Agenda Item Consideration of Other Projects - discussion of additional projects for consideration**

**Discussion-** Two other funding requests were also presented.

- **Nicole Anderson** presented a request for partnering with Wisconsin Clean Cities on a half-day seminar to be held this year. The steering committee asked that she draft a request that can be presented to the committee for review.
- **Jim Marsho**, on behalf of the Eastside Transportation Management Association presented a request for funding part of a UW-M student loaner-bike project. (This proposal was sent to the steering committee members in attendance after the meeting)  
**Action Items: Jerry Medinger** will contact John Duffee, Wisconsin DOT CMAQ grant "expert" to see if these projects fall within Partner CMAQ grant scope of

work. Proposals that are within the scope of work will be forwarded to the steering committee members for consideration.

**Agenda Item Partner Survey** - Review, edit and request for mailing approval

**Leader Maurice Williams**

**Discussion Maurice** explained the desired outcome from the survey and asked the steering committee members to submit suggestions or questions by Friday, January 24, 2003. Intention is to mail Surveys in first week of February and request responses by February 28<sup>th</sup>.

**Agenda Item Health Committee Report** - 2003 focus and possible activities

**Leader Eva Robelia**

**Discussion Eva** informed the group about a submittal of a grant request by the DNR on behalf of various partnering organizations to the National Institute of Environmental Health Sciences. The research project will focus on asthma and air quality issues affecting low and moderate-income at-risk households in Milwaukee, Wisconsin. The project will research and develop a dynamic communications model of environmentally based asthma care and mitigation on the northside and later in the project, on the southside of the City.

**Agenda Item It All Adds Up to Clean Air** - 2003 Campaign status

**Leader Eva Robelia**

**Discussion Eva** informed the group that the request for proposal for the next phase of the informational campaign has been issued. The request includes a provision that should allow the Partners to utilize the services of the selected vendor for work needed in completion of the CMAQ projects discussed above.

**Agenda Item School + Business = Clean Air** - status report

**Leader Jessica Laub**

**Discussion Jessica** reported that the theme for this year is "2003 Way to Go" and will focus on alternative forms of transportation. This year 22 schools and business are participating and the program will reach over 1,700 students. Last year, there were 15 schools and 650 students.

**Agenda Item 2002 Recognition Awards** - heads up

**Leader Jessica Lawent**

**Discussion** This year's awards will be presented at the Keep Greater Milwaukee Beautiful event on May 20<sup>th</sup> at the Marquette Alumni Union. Nominations are due March 19, 2003. **Jessica** asked the steering committee members to encourage (solicit) nominations and if anyone is aware of places or groups that could make nomination forms available, to please let her know.

**Action Item:** Jessica will mail nomination forms to all Partners with the survey forms during the first week of February.

**Agenda Item 2003/2004 Action Plans** - suggestions for revising the 1999/2000 plans

**Leader Jerry Medinger**

**Discussion Jerry** asked that members take a look at the 1999/2000 action plans listed on the website <http://www.cleanairwisconsin.org/strategicPlan.htm>. Consider what changes should be made for 2003/2004

**Action Item:** A "draft" plan will be distributed to the steering committee members in February.

**Other Item Milwaukee Urban Air Toxic Study**

**Leader Terri Linder**

**Discussion Terri** informed the group that the City of Milwaukee had received a grant for an air toxic study. Terri is working with Milwaukee Public Schools in hopes that there will be a project to reduce toxic emissions from school buses.