

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

Date: March 30, 2004

Time: 8:30-10:00

Location: Milwaukee County Transit Service (MCTS) Administration Building

Attendees: Peter Beitzel (MMAC), Donna Brown (DOT), Joe Caruso (MCTS), David Ciepluch (We Energies), Brian Freitag (In-sink-erator), Jackie Janz (MCTS), Jessica Laub (DNR), Jessica Lawent (DNR), Renee Lesjak Bashel (Commerce), Terri Linder (MHD), Peter McMullen (DNR), Jerry Medinger (DNR), Jim Rentscher (MCTS), Karen Schmiechen (DOT), Claude Schuttey (UWM), Maurice Williams (DNR), Ken Yunker (SEWRPC)

Special thanks to Joe Caruso, Jackie Janz, Jim Rentscher and the other MCTS personnel for the meeting room, refreshments and their hospitality.

Item: School Bus Retrofit Project Update (Jessica Lawent)

Keypoints:

- In-sink-erator made a large donation prior to the meeting, bringing the total donation amount to \$12,000. We have to raise \$200,000 through donations from Partners, other businesses, community, church and PTA groups, and individuals. Sponsorship letters were sent to all Partners in mid-March.
- Recruiting bus companies from 6-county non-attainment area. Already have 8 companies, over 375 1999 or newer buses (targeting newest buses first to get the most use out of the retrofit devices).

Follow-up: Encourage your organization to make a donation.
Send ideas to Jessica Lawent on how to reach other businesses and the public (e.g. names of newsletters or groups)

Item: Environmental Results Program (ERP) (Renee Lesjak Bashel)

Keypoints:

- General purpose of ERP is to enhance facility performance through a sustainable regulatory system. It can help businesses better understand regulations and reduce paperwork.
- There are training sessions to help businesses go through self-certification. Then inspections are made to resolve any compliance issues.
- The ERP may be tested on auto shops in Dane County as part of the Clean Air Faster Campaign.
- Other states have similar programs (MA, MD, RI, TN, FL)

Follow-up: NA

Item: WPCA Mission/Vision/Objectives (Jerry Medinger, Peter Beitzel)

Keypoints:

- A group of steering committee members evaluated and revised the mission, vision and objectives of WPCA.
- They goal is to encourage members to participate in a sub-committee. Sub-committees would then create an annual action plan related to the committee's strategic objective.
- Steering Committee members would also be encouraged to serve one at least one sub-committee. Volunteers so far:
 - Health Committee - Janet McMahon or another representative from the ALA, Jessica Laub (DNR) and members from the current health workgroup (16th Street, MHD, Fight Asthma Milwaukee Allies)

- Transportation Committee - Karen Schmiechen (DOT), Joe Caruso (MCTS), Claude Schuttey (UWM), Potential members: Melissa Cook (DNR), Gary Evans or Bob Reagan (We Energies), representative from Friends of the Milwaukee River
- Industrial/Manufacturing/Commercial Committee - Audrey VanDyke (Case), Dave Ciepluch (We Energies)
- Communications Committee - Lee Patza?(MJS), Steve Heins?(Orion)

Follow-up: Electronic copy of revisions sent with meeting summary. Send any other suggested changes to Jerry.
Please let Jerry know which committee you would like to work with.

Item: Industrial/Manufacturing Committee Report (Jerry Medinger for Audrey Van Dyke)

Keypoints:

- Jerry passed around tables showing NOx and VOC sources. 2012 levels are projected to be lower than 1999 levels for both pollutants for all sources except area sources.
- FET web site now has a link to the WPCA web site. WPCA will be adding a FET link to theirs.

Follow-up: Electronic copy of the NOx and VOC document sent with meeting summary.
Create link to FET web site on WPCA web site.
What is the best way to deal with area sources?

Item: 2004 It All Adds Up to Clean Air Plan (Jerry Medinger)

Keypoints:

- There will be radio ads during the ozone season with transportation tips and bus project recognition.
- There will be pump toppers at about 35 Milwaukee area gas stations in mid-July through the end of August. Four different car related/air quality messages will be displayed
- There will be direct mail piece created and sent to 3,100 businesses with over 50 employees in the Milwaukee area to request school bus sponsorship. A companion piece can be used as "thank you" cards and for other WPCA purposes.

Follow-up: NA

Item: WPCA Recognition Awards Plan (Jessica Lawent, Jerry Medinger)

Keypoints:

- The Recognition Awards will not be at the KGMB Seminar. Instead we will have a Clean Air Extravaganza event to present the awards, have a school bus launch and launch the Voluntary Emission Reduction Registry.
- We are looking at holding the event at Discovery World or the Transit Center mid-afternoon during the first week of June.
- The Governor, DNR Secretary and a Region 5 EPA Representative are being invited.
- We want the event to be well attended by Partners, VERR and school bus participants as well as the media.

Follow-up: Jessica will be sending out nomination and event information very soon.
PLEASE nominate your business and/or refer businesses to Jessica that you think deserve an award.

After the meeting adjourned, some members took a tour of the MCTS facility