

Action Summary Minutes
San Joaquin Valley Unified Air Pollution Control District

GOVERNING BOARD

Central Region Office, Governing Board Room
1990 E. Gettysburg Avenue, Fresno, CA

Thursday, March 17, 2011
9:00 a.m.

*Meeting held via teleconferencing with the Central Region Office (Fresno), the Northern
Region Office (Modesto) and the Southern Region Office (Bakersfield).
This meeting was webcast.*

1. CALL MEETING TO ORDER
The Chair, Supervisor Worthley called the meeting to order at 9:00 a.m.
2. ROLL CALL was taken and a quorum was present.

Present:

Tony Barba, Supervisor	Kings County
Judy Case, Supervisor	Fresno County
Hub Walsh, Supervisor	Merced County
Ann Johnston, Mayor*, Vice Chair	City of Stockton
Randy Miller, Mayor**	City of Taft
William O'Brien, Supervisor*	Stanislaus County
Leroy Ornellas, Supervisor*	San Joaquin County
Chris Vierra, Mayor*	City of Ceres
Raymond Watson, Supervisor**	Kern County
J. Steven Worthley, Supervisor, Chair	Tulare County

* Attended meeting in Northern Region Office

**Attended meeting in Southern Region Office

Absent:

John G. Telles, M.D.	Appointed by Governor
Ronn Dominici, Supervisor	Madera County
Mike Lane, Councilmember	City of Visalia
Dr. Henry Jay Forman, Ph.D.	Appointed by Governor

3. APPROVAL OF CONSENT CALENDAR – Item numbers 14 – 21 *These matters are routine in nature and are usually approved by a single vote. Prior to action by the Board, the public is given the opportunity to comment on any consent item.*
 14. APPROVE ACTION SUMMARY MINUTES FOR THE SAN JOAQUIN VALLEY UNIFIED AIR POLLUTION CONTROL DISTRICT GOVERNING BOARD MEETING OF THURSDAY, JANUARY 20, 2011.
 15. RECEIVE AND FILE LIST OF SCHEDULED MEETINGS FOR 2011

16. RECEIVE AND FILE OPERATION STATISTICS SUMMARY FOR JANUARY AND FEBRUARY, 2011
17. RECEIVE AND FILE BUDGET STATUS REPORT AS OF FEBRUARY 28, 2011
18. REAPPOINT PRIMARY AND ALTERNATE ATTORNEY AND ENGINEER MEMBERS, PRIMARY AND ALTERNATE MEDICAL MEMBERS, AND PRIMARY AND ALTERNATE PUBLIC MEMBERS TO REGIONAL HEARING BOARDS
19. APPROVE AND AUTHORIZE THE CHAIR TO EXECUTE AMENDMENT 2 TO AGREEMENT NO. 07-10-08 WITH APPLIED DEVELOPMENT ECONOMICS TO EXTEND THE TERM OF THE AGREEMENT TO SEPTEMBER 30, 2011
20. RECEIVE AND FILE PROPOSED AMENDMENTS TO RULE 2201 (NEW AND MODIFIED STATIONARY SOURCE REVIEW RULE)
21. APPOINT MEMBER TO THE DISTRICT'S ENVIRONMENTAL JUSTICE ADVISORY GROUP

Public Comment: None

Supervisor Case requested that Item #17, RECEIVE AND FILE BUDGET STATUS REPORT AS OF FEBRUARY 28, 2011 be pulled for separate consideration.

Moved: Barba
Seconded: Case
Ayes: Miller, Watson, Barba, Walsh, Case, Johnston, Vierra, Ornellas, O'Brien, Worthley
Nays: None

Motion unanimously carried to approve Consent Calendar Items 14-16 and 18-21.

17. RECEIVE AND FILE BUDGET STATUS REPORT AS OF FEBRUARY 28, 2011

Supervisor Case expressed concern regarding unexpended 2010-11 incentive funding balances. Mr. Sadredin confirmed this was due to timing issues. He explained that because of the state's budget crisis and inability to sell bonds, the District did not receive expected incentive funding for 2010-11 in a timely manner. The District can not obligate funds until it actually receives them. He noted that the District has been actively spending funds received and appropriated in prior years. These appropriations are presented separately as "Non Operating Appropriations Prior Year". Mr. Sadredin noted that staff will propose changing the District's budget policy to combine prior and current year non-operating appropriations for the 2011-12 Budget. This change will enhance transparency and allow the Board the opportunity to annually redirect appropriations of unspent incentive funds.

Public Comment: None

Moved: Barba
Seconded: Case
Ayes: Miller, Watson, Barba, Walsh, Case, Johnston, Vierra, Ornellas,
O'Brien, Worthley
Nays: None

Motion unanimously carried to approve Consent Calendar Item 17.

4. PUBLIC COMMENT – *The following persons provided testimony during the public comments portion of the meeting:*

- Todd Sill, Stanislaus County

Supervisor Case made a motion to add as an agenda item due to urgency factors, to approve and authorize staff to send a letter to the California Legislature recommending that hydroelectric generated power should be considered green energy.

Public Comment: None

Moved: Case
Seconded: Vierra
Ayes: Miller, Watson, Barba, Walsh, Case, Johnston, Vierra, Ornellas,
O'Brien, Worthley
Nays: None

Motion unanimously carried to add APPROVE AND AUTHORIZE LETTER TO CALIFORNIA LEGISLATURE RECOMMENDING HYDROELECTRIC GENERATED POWER SHOULD BE CONSIDERED GREEN ENERGY to the agenda.

14. APPROVE AND AUTHORIZE LETTER TO CALIFORNIA LEGISLATURE RECOMMENDING HYDROELECTRIC GENERATED POWER SHOULD BE CONSIDERED GREEN ENERGY – Mr. Sill explained that current legislation designates any facility that produces over 30 megawatts of power is ineligible to be considered green energy and cannot be included in a utilities company renewable portfolio. Because hydroelectric plants are a significant source of energy for the Valley and hydroelectric power is renewable, Mr. Sill requested a letter be composed and sent to the Governor, Legislature and Air Resources Board (ARB) asking that the existing policies on hydroelectricity be changed.

Mr. Sadredin stated that at the Board's desire, staff could draft a letter for submittal to the legislative and the executive branch. Mr. Sadredin stated that from an air quality standpoint hydroelectric is a preferred choice. Mayor Johnston suggested that Mr. Sill be consulted by staff when drafting the letter. Supervisor O'Brien suggested that if staff needs more information they could obtain it from some of the irrigation districts that rely heavily on hydroelectric power. Supervisor Worthley stated that some other types of projects require even more energy and are more polluting and possibly have higher costs than hydroelectric power. Supervisor Walsh suggested Merced Irrigation District could offer assistance in drafting the letter. Supervisor Watson stated he doesn't believe

there is any green energy project that doesn't have an environmental impact of some sort and suggested that should be included in the letter.

Public Comment: *The following persons provided testimony during the public comments portion of the meeting:*

- Todd Sill, Stanislaus County
- Manuel Cunha, Nisei Farmers League

Moved: Case
Seconded: Watson
Ayes: Miller, Watson, Barba, Walsh, Case, Johnston, Vierra, Ornellas,
O'Brien, Worthley
Nays: None

Motion unanimously carried to draft and forward a letter to the Governor of California and the California legislature regarding hydroelectric generated power is considered renewable energy.

5. REPORT ON DISTRICT CITIZENS ADVISORY COMMITTEE (CAC) ACTIVITIES – Manuel Cunha, Chair of the CAC, reported that the Committee received an update on the Fast Track to Attainment from District staff at their February meeting, including the presentation of three new District Fast Track guidance documents. He stated that they received a brief update on research by the San Joaquin Valley Air Pollution Study Agency and will receive a more detailed update at their April meeting. Lastly, he recognized District staff for their work on Proposition 1B and Jaime Holt, Chief Communications Officer for the outreach work in rural communities.
6. ADD HEALTHY AIR LIVING TIPS TO EACH REGULAR GOVERNING BOARD AGENDA – Mr. Sadredin explained that staff proposes to add a Healthy Air Living tip as part of the agenda to encourage the public to become more familiar with the program and the many clean air strategies which can be incorporated into their daily lives. Mr. Worthley stated he thought it was a good idea. Supervisor Case agreed and suggested the tip be placed on the website so that counties and cities have access. Mr. Sadredin acknowledged it would be a good suggestion for the electronic version of the agenda to show the tip as an active link to more information.

Public Comment: None

Moved: Johnston
Seconded: Case
Ayes: Miller, Watson, Barba, Walsh, Case, Johnston, Vierra, Ornellas,
O'Brien, Worthley
Nays: None

Motion unanimously carried to add Healthy Air Living Tips to each of the regular Governing Board Agendas and for the electronic version of the agenda to have a link added for more information.

7. APPROVE FAST TRACK GUIDANCE FOR GREEN PURCHASING AND CONTRACTING, ALTERNATIVE ENERGY, AND URBAN HEAT ISLAND MITIGATION TO ASSIST NON-REGULATORY EFFORTS TO EXPEDITE OZONE ATTAINMENT – Mr. Scott Nester, Senior Projects Manager, reported that these three new Healthy Air Living guidance documents will help Valley businesses, organizations and residents make their operations, facilities, and homes more sustainable. The guidance provides useful information on the air quality and financial benefits of Alternative Energy, Urban Heat Island Mitigation and Green Purchasing and Contracting.

Supervisor Worthley emphasized participation in these efforts is voluntary, and that the documents were provided as a resource tool. He also suggested a “Top-10” list of items that are known to be effective in the Valley. Supervisor Watson asked if there was a quantification of the impact on air quality of high-speed rail and requested the benefits to be calculated. Mayor Johnston asked how the guidance would be published and presented for outreach. Mr. Sadredin stated staff has scheduled meetings with cities and counties in the Valley to discuss the District’s Annual Report and this would be included. He stated the meetings would be ongoing and part of the Healthy Air Living outreach.

Public Comment: *The following persons provided testimony during the public comments portion of the meeting:*

- Manuel Cunha, Nisei Farmers League

Moved: Case

Seconded: Barba

Ayes: Miller, Watson, Barba, Walsh, Case, Johnston, Vierra, Ornellas,
O’Brien, Worthley

Nays: None

Motion unanimously carried to approve Fast Track Guidance for Green Purchasing and Contracting, Alternative Energy, and Urban Heat Island Mitigation to assist non-regulatory efforts to expedite ozone attainment with comments incorporated.

8. VERBAL UPDATE ON WEEKEND AUTOMOBILE REPAIR EVENTS THROUGH THE DISTRICT’S POLLUTING AUTOMOBILE SCRAP AND SALVAGE PROGRAM– Mr. Todd DeYoung, Strategies and Incentives Manager, reported close to 1,000 vehicles were tested during the first two weekend automobile repair events held through the District’s Polluting Automobile Scrap and Salvage program. Owners that failed an initial screening were given vouchers for smog-related repairs at approved facilities. The District is partnering with the Foundation for California Community Colleges and Valley Clean Air Now (CAN) to hold 15 events in the coming months. He reported the next two are Saturday, March 19, at Bakersfield College, and April 16 at Modesto Junior College. The first two events were held in Fresno and Stockton. Mayor Johnston stated the event in Stockton was successful and she thanked District staff. Supervisor Case commented she went to one of the first of these types of events and asked if there was a possibility of expanding this program due to interest and high response. Mr. Sadredin stated that

due to the popularity and effectiveness of this program the District will provide additional grants for this program. Supervisor Worthley thanked the partners that were part of this event/program.

Mr. Sadredin requested that item #10 be taken out of turn, due to technical difficulties with item #9.

10. VERBAL REPORT ON AIR RESOURCES BOARD ACTIVITIES – Mr. Sadredin reported that Dr. Telles has indicated he will be retiring from the District Governing Board and the Air Resources Board. Supervisor Case suggested a letter of acknowledgment and gratitude be sent to Dr. Telles for his service on the District and ARB Governing Boards.
11. EXECUTIVE DIRECTOR/APCO COMMENTS – Mr. Sadredin reported this winter was the cleanest winter on record. He reported that currently the Board has a vacancy that is for a small city within Kings County. He stated staff will meet with representatives from the League of Cities to discuss future Valleywide City Selection Committee processes. He also reported the next phase of the Clean Green Yard Machine Program is set to begin on April 11, 2011. Mr. Sadredin noted the Ad Hoc Budget Subcommittee meeting is scheduled for March 23, 2011 at 3:00 p.m.

Mr. Sadredin presented the Board with the idea of going paperless with the Board Agendas. Mr. Sadredin articulated the potential for cost-savings through the use of tablet electronic devices such as the iPad. Supervisor O'Brien stated he is already paperless except for this meeting due to the District's ban on electronic devices. Mayor Johnston stated the city of Stockton is going paperless with the use of iPads which will be used exclusively for City of Stockton business.

Supervisor Ornellas stressed it was important to note that this equipment will be loaned to the Board members for use during their tenure on the Board, but will remain District property. Supervisor Case suggested a way to utilize Wi-Fi and not a data plan due to costs. Supervisor Walsh supports the idea of the exploration and the ability to make notes and stated he wanted to clarify that the District will investigate other tablet options in addition to iPads. Supervisor Watson stated he thinks it's a great idea. Supervisor O'Brien commented that should the data plan be purchased for all the tablets needed then the cost savings would be minimal, as Wi-Fi is widely available. Supervisor Worthley repeated that this is a concept that will be brought back to the Board for further consideration. The Board directed the APCO to explore all available options and return to the Board with a description and demonstration of the available technology choices.

9. CONTRACT AWARD TO JEFFREY SCOTT ADVERTISING (JSA) FOR ADVERTISING AND MARKETING AGENCY REPRESENTATION: COMPREHENSIVE, MULTILINGUAL PUBLIC OUTREACH CAMPAIGNS- Jaime Holt, Chief Communications Officer, gave a presentation on the contract award for advertising and marketing agency representation to Jeffery Scott Advertising (JSA) of Fresno. She reported JSA will implement comprehensive, multilingual, public outreach campaigns for key District programs such as Healthy Air Living and Check Before You Burn, during FY 2011-12. Ms. Holt presented details on the comprehensive RFP process that was completed by the District. The report indicated that JSA received top ranking in all categories and

provided the most cost-effective and least-costly options for the District's public outreach and education campaigns. Supervisor O'Brien asked how much of the budget will be spent on media. Ms. Holt responded \$770,000 on media for the two major campaigns, including production costs. Several Board members commended JSA for the effectiveness of the current public outreach and education program.

Public Comment: None

Moved: Watson
Seconded: Case
Ayes: Miller, Watson, Barba, Walsh, Case, Johnston, Vierra, Ornellas,
Worthley
Nays: O'Brien

Motion carried to award contract to Jeffrey Scott Advertising (JSA) for advertising and marketing agency representation: comprehensive multilingual public outreach campaigns.

12. GOVERNING BOARD MEMBER COMMENTS – Supervisor Worthley commented he attended the International Ag Expo in Tulare where he witnessed a large diesel generator that converted over to natural gas.
13. CLOSED SESSION – Mr. Phil Jay, District Counsel, indicated the Board would go into Closed Session to discuss items on the Agenda followed by adjournment. He stated no further announcement would be made.

ADJOURN

Meeting adjourned at 10:57 a.m.

Next scheduled meeting of the Governing Board: Thursday, April 21, 2011. Meeting starts at 9:00 a.m., Central Region Office, Governing Board Room, and 1990 E. Gettysburg Avenue, Fresno. The meeting will be held via video teleconference (VTC) with the Northern Region Office (Modesto) and the Southern Region Office (Bakersfield) participating via VTC.