

MINUTES OF THE TMACOG * AIR QUALITY COMMITTEE *

The meeting was held on June 15, 2011 at 8:00 a.m. at WTOL Channel 11.

Attendees: Nancy Bright, Tim Brown, Carol Eggert, Karen Granata, Bill Herr, Bill Rupert, Jeff Skeba, Mike Stormer, Greg Gettum, and David Gedeon, Marc VonDeylen

- 1. Welcome and Introductions** — Tim Brown welcomed everyone to the meeting and introductions were made around the room.
- 2. Approval of Agenda** — The agenda was approved on a motion by Bill Herr, seconded by Karen Granata.
- 3. Approval of May 18, 2011 Minutes** — The minutes were approved on a motion by Bill Rupert, seconded by Bill Herr.
- 4. Ozone Action Season Marketing** – Nancy Bright from WTOL detailed the marketing the Ch 11 will use for promoting the Ozone Action Season. WTOL will produce three 30 second commercials that will air in halves. The first fifteen seconds will air at the beginning of the commercial break and the final fifteen seconds will air at the end of the break. The purpose is to tease the second half of the commercial where residents learn what they can do to prevent ozone. It also gives the commercials more visibility. The ads will run 480 times during the early morning, daytime and 5 pm news. WTOL will also send out email blasts on alert days to people that signed up to WTOL news alerts and promote the program on their website.
- 5. Ozone Marketing on Facebook** – Greg Gettum reported that TMACOG is working with Sheroian Associates, Inc. to place advertising directly on Facebook during June and July. Ozone ads will be placed on the Facebook pages of local users and clicking on the ad will direct users to the TMACOG Ozone Action Season webpage. TMACOG will receive reports on the number of hits received.
- 6. Gas Cap Replacement Program & Share A Ride** – The Gas Cap Program started up on June 6th. The City of Toledo has interns that will conduct the testing throughout the summer. Dates are currently being confirmed and will be posted on the TMACOG website. A live remote is scheduled for June 27th at the Kroger location in Lambertville with WMIM and another will be on July 20th at the Shell station in Perrysburg on WRQN. Greg said that he heard positive responses from the Share A Ride interview he did with channel 11 on May 13th. Following the broadcast, Share a Ride calls and registrations went up for a few days. Greg also noted that installation of the highway signs is nearly complete.
- 7. Other Business** – None.
- 8. Adjourn** – There being no other business, the meeting was adjourned.