

BOARD MEETING MINUTES



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The meeting of the Board of Directors of the Northwest Clean Air Agency was held at 1:30 p.m., Thursday, October 9, 2014, at the Washington State University Mount Vernon Research Center, 16650 State Route 536, Mount Vernon, Washington.

MEMBERS PRESENT:

Island County	Jill Wood for Keith Higman
Skagit County	Ron Wesen Joe Lindquist
Whatcom County	Rud Browne Brian Heinrich
Member-At-Large	Kelley Moldstad for Terry Nyman

MEMBERS ABSENT:

Island County	Jim Campbell
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ALSO PRESENT:

NWCAA staff members	Toby Mahar, Agata McIntyre, Julie O'Shaughnessy, Katie Skipper, Laurie Caskey-Schreiber
Legal counsel	Loch Clark

CALL TO ORDER

Board Chair Ron Wesen called the meeting to order at 1:31 p.m.

APPROVAL OF PRIOR BOARD MEETING MINUTES

On motion by Joe Lindquist, seconded by Brian Heinrich, the minutes for the September 11, 2014, Board meeting were approved 5-0 (*Rud Browne arrived shortly after the vote*).

PRESENTATIONS

Developing NWCAA social media and Web communications tools – Katie Skipper-

NWCAA Communications Program Manager Katie Skipper gave a presentation about the agency's use of social media to improve communication with different audiences, and raise awareness about the agency's work and local air quality issues.

Skipper addressed why it's important to have a social media presence.

Social media:

- Reaches people in ways that they are used to receiving and sharing information.
- Helps raise the agency profile by showing who we are and what we do.
- Develops trust. The era of telling people what we think they need to know is over. Social marketing research shows people tend to trust organizations:
 - They feel like they discovered themselves.
 - That demonstrate shared values through the compelling stories they tell.

Social media helps us develop trust by:

- Allowing us to tell our story (before someone else does it for us).
- Demonstrating that we are transparent and accessible to the public.
- Helping us reach out to the public without going through traditional media.
- Allowing us to show that we're human and have a sense of humor.

Social media helps us learn about the people and businesses we serve so that we can tailor our messages, provide the information they want, and expand our reach.

Different channels attract different users for different types of messages. We're using:

- **Facebook** – 47 page likes since starting Facebook March 31.
 - Compelling content, humor, and hot issues increase interest in our page.
 - Influencers pass on posts.
 - Facebook tells you how many people your posts reach.
- **Twitter** – 26 followers and tweeted 44 times since starting Twitter March 31.
 - Content and influencers drive reach, just like on Facebook.
- **YouTube** – published 26 videos, page has 337 views since joining YouTube about two months ago.
 - In addition to starting our own channel, we've also embedded all of the videos from YouTube into our Web pages.

Web tracking information:

- Have had 3,809 visits to our website and 8,249 page views since we installed web tracking on July 25.
- Biggest search engine is Google.
- Top three referring websites are Whatcom County, waburnbans.net and tenantsunion.org.

Challenges-

- Time consuming
- Document retention
- Setting public expectations

Next steps –

- Developing and maintaining a document retentions system.
- Developing an agency social media policy.
- Using this information to design a new website.

ACTION ITEMS

Bills and claims

Engineering Manager Agata McIntyre presented the September bills and claims report.

Heinrich made a motion to approve the September 2014 (\$337,588.91) bills and claims, seconded by Lindquist. Bills and claims were approved by all.

STAFF REPORTS

Director's report – Agata McIntyre for Mark Asmundson

McIntyre read Agency Executive Director Mark Asmundson's report. Asmundson listed the following items as noteworthy:

- Deputy Director Mark Buford is away, attending a master's program for Public Administration.
- The interior office remodel is proceeding on schedule. There have been no significant change orders required, and the contractor is following the construction schedule.
- NWCAA will hold a public hearing for the Shell Puget Sound Refinery crude-by-rail East Gate project draft permit on October 16, 2014, at 6 p.m., at the Anacortes Public Library.
 - The public comment period is open until the close of the public hearing.
 - NWCAA's draft permit focuses on emissions from the operation of the rail terminal, and how different types of crude oil could affect emissions at the refinery.
 - Volatile organic compounds (VOCs) could total 0.9 tons a year. Potential sources of VOCs are leaks from unloading equipment such as pumps, valves, and from oily wastewater systems.
- Washington Gov. Jay Inslee just released the results for the 2014 Marine and Rail Oil Transportation study. There will be two public meetings about the report. These meetings will take place on October 28, 2014, in Spokane, and October 30, 2014, in Olympia.
- The agency's New Source Review team will be spending five days in a Lean training to streamline the permitting process. They hope to identify areas that can be improved upon so that the agency can reduce the time it takes to issue a new permit. Brian Willett from the Washington State Auditor's Office will be conducting the training.

- The audit of NWCAA’s finances by the State Auditor has been delayed because of the construction activity.
- The November Board meetings will be held at the WSU-Mount Vernon Research Center, 16650 State Route 536, Mount Vernon, and the December Board meeting will take place at NWCAA (1600 S. Second Street).

New source review and air operating permit update – Agata McIntyre

McIntyre reported that in September, the agency received six applications for construction permits. Among these was an application to replace two large coker heaters at the BP Cherry Point refinery. Because of the size of the project, a Prevention of Significant Deterioration air permit is also required from the Washington Department of Ecology. Ecology has received a permit application for the project and the reviews by both agencies will be done as parallel processes.

NWCAA issued eight construction permits in September, including a permit to Tesoro to operate a rail terminal project for unloading refinery feedstock. The terminal would unload up to nine rail cars per day. No public comments were submitted for this project.

Enforcement update – Toby Mahar

Compliance Manager Toby Mahar reported on enforcement issues that occurred in September.

Mahar asked for feedback from the Board about the modified layout of the Monthly Activity Report. Rud Browne mentioned that he would like to see a longer period of comparison than an annual perspective to better understand the volume and type of complaints that the agency receives. Jill Wood asked if we post this report to our website, Mahar responded that it’s part of the Board mail out-packet, which Mahar believed is available on our website (**post meeting note** – the Board meeting agenda, minutes, and the monthly activity reports are available on the NWCAA website in different locations. The activity reports can be found at: <http://www.nwcleanair.org/resources/nwcaaPubs.htm>).

ADJOURNMENT

There being no further business to consider, the meeting adjourned at 2:12 p.m.

CERTIFICATION

I hereby certify this is a true and correct copy of the minutes of the meeting of the NWCAA Board of Directors held on October 9, 2014, in Mount Vernon, Washington.

ATTEST: 

Terry Nyman, Secretary
NWCAA Board of Directors



Ron Wesen, Chair
NWCAA Board of Directors

DATED: November 13, 2014