

**Treasure Valley Air Quality Council Meeting Minutes**  
**DEQ State Office Conference Room B**  
**2:00 p.m. / June 5, 2007**

**Attendees:**

Peter O’Neill, O’Neill Enterprises, Chairman  
Gary Multanen, Fiberglass Systems, Incorporated  
Rick Stott, Agri Beef Company  
Dr. Pat McGavrin  
Alan Prouty, J.R. Simplot Company  
Beth Elroy, Micron Technology  
Dr. Dale Stephenson, Boise State University  
Toni Hardesty, Director, Department of Environmental Quality  
Senator David Langhorst  
Dennis Turner, Air Quality Board  
Melinda O’Malley Keckler, Scott Peyron & Associates, Inc.  
Pete Wagner, DEQ Administrator, Boise Regional Office  
Martin Bauer, DEQ, Administrator, Air Quality Division  
Mike Dubois, DEQ, Boise Regional Office  
Leonard Herr, DEQ, Boise Regional Office  
Faye Weber, DEQ, Boise Regional Office  
Carol Mueller, DEQ, Boise Regional Office

- I. Call to Order – by Chairman O’Neill
- II. Summary of Legislative Action on Air Quality Plan – Chairman O’Neill  
Chairman O’Neill discussed legislative perspective. The Governor’s office has expressed support and will attempt to carve out some funding to address the shortfall left by the legislature.
- III. Strategy and Planning Discussion on Plan Recommendations:

Public Education Program

Chairman O’Neill said the committee needs to develop a communication strategy with DEQ staff and Council members.

Leonard Herr played two of the *Treasure the Valley’s Air* television ads. He said “public awareness doesn’t change behavior.” (social marketing quote) There are four steps to consider, and two of them cost money. To be more effective, we must:

- 1. Ask what people want to do.
- 2. Develop strategies to change behaviors.
- 3. Pilot the strategy.
- 4. Evaluate the strategy to see if it works.

Chairman O’Neill asked for volunteers from the Council to work with DEQ and other stakeholders to come up with a process, strategy, and budget for a multi-year awareness/education plan.

Beth Elroy, Rick Stott, Gary Multanen, and Dr. Pat McGavrin all volunteered to serve on the subgroup.

Chairman O'Neill plans to consult with the Governor's office regarding funding for education and how it will be implemented.

DEQ Director Toni Hardesty emphasized that the actual cost involved needs to be clarified.

Dr. Dale Stephenson said that there also needs to be clarification on how the requested money will be implemented.

Director Hardesty said the DEQ effort needs clarification in order to best justify and strengthen its involvement. She also said that this part of the educational project will most likely encompass several years for completion.

#### Vehicle Emissions Testing Program

Chairman O'Neill will draft a letter to the legislative leadership regarding the Council's recommendations. Dr. Stephenson requested an update on what is happening with the issue and recommended that a member from Canyon County be directly involved with the Council and the interim legislative committee as implementation of the emissions testing program is developed.

Senator Langhorst commended the Council on the work it has done to develop the Plan. He believes that national and local attention to recent air quality issues is moving the local people forward and that we have to keep moving in that direction, because each time we do, we get a little closer. He is willing to do whatever the Council asks of him in this issue.

#### Stage I Vapor Recovery

Martin Bauer stated that DEQ is already involved with industry through the negotiated rulemaking process. Director Hardesty reminded the Council that with regard to vapor recovery, it will be a less expensive process if done now instead of later.

#### Uniform Local Ordinances

The Council expressed support for wanting to work on this issue.

#### Regional Land-Use Planning

Chairman O'Neill recommended that a letter be drafted to mayors and local government leaders regarding what the law currently states as a reminder of these specifics and to make local progress based on what is now in place. He reminded the Council that compromise is still a major issue. He would like strategic input on this.

#### IV. Future TVAQC Meetings

Members of the Council in attendance tentatively decided to schedule future meetings on the first Tuesday of every month from 2:00-4:00 p.m. However, there will be no meeting in July. The next meeting will be scheduled for August 7, 2007, 2:00-4:00 p.m. to be held in Kuna at the Kuna Public Library.

Meeting adjourned.