

MINUTES

Toxics Board
Eugene Emergency Services Center—2nd and Chambers
Eugene, Oregon

October 8, 2008
3 p.m.

PRESENT: Steve Johnson, Chair; David Doll, Jennifer Olson-Morzenti, Steve Flanagan, RueAnn Thomas, Cynthia Kokis, members; Glen Potter, Fire & Emergency Medical Services; Steve Chipman, Information Services Division; Greg Harrowe, Elizabeth Weaver, candidates for board membership; Ken Luse, guest.

Mr. Johnson called the meeting of the Toxics Board to order.

I. INTRODUCTIONS

Those present introduced themselves.

II. APPROVAL OF AGENDA/NEW ITEMS

Mr. Potter explained the interview process for applicants to the Toxics Board.

Everyone took this opportunity to thank Ms. Thomas for her service on the board. Ms. Thomas said it had been enjoyable.

III. PUBLIC COMMENT

There were no members of the public present who wished to speak at this time.

IV. APPROVAL OF MINUTES – May 15, 2008

Mr. Johnson noted that he was incorrectly listed as Ms. Johnson on page 1.

Mr. Doll, seconded by Ms. Thomas, moved to approve the minutes of May 15, 2008, as amended. The motion passed unanimously, 6:0.

V. WEBSITE USER DATA

Mr. Chipman related that Mr. Potter had asked him to put together a demonstration of the survey for the Web site. He distributed printed prototype screen shots showing what the page would look like and asked for feedback. He noted that the survey would not appear every time someone logged in, and could be skipped if someone wished to opt out. He underscored that it would be anonymous.

Mr. Potter said the computer would count the number of times the survey was skipped. He suggested that the first question, which asked the purpose of the visit, be moved to the middle of the survey.

Ms. Kokis thought the purpose question could be moved below the question that asked whether the person had found what he or she had been looking for, if they had been to the Web site before. She wondered if there was a way to return to that page once a person had moved on into the site.

Mr. Chipman clarified that there was not a way to get back to the survey page at that point. He explained that the computer only knew when someone came into the Web site and not when someone left. He suggested that it could be designed so that the survey could randomly come up or could come up every tenth time. He said the computer could also keep track of whether someone had been to the Web site on a prior occasion with the use of a cookie. He added that some questions could come up in response to a yes or no answer to a previous question.

Mr. Johnson suggested that there be a comment button on every page of the Web site.

Mr. Chipman noted that there already was a link on the home page that went to Mr. Potter, should a person want to contact someone about the Toxics Program.

Mr. Johnson asked how many hits the Web site received. Mr. Potter estimated 100 to 200 per month.

Mr. Johnson asked if there was a basis for this estimate. Mr. Potter responded that much of it had been interpolation on his part based on Webtrends reports.

Ms. Kokis approved of the survey format.

Mr. Johnson suggested that the survey run for the first half of 2009. Mr. Potter thought this could be modified to run from April through June, to get data when the reports were new. Mr. Johnson agreed, but suggested that they start the survey in February.

Mr. Doll thought a question that asked if the responder was a local reporting business would be relevant. Ms. Thomas suggested, in response, that the question be triggered by an affirmative response to whether the person taking the survey was a business interest.

Based on the feedback, Mr. Chipman surmised that the survey page should be modified so that the question asking the purpose of the visit would be asked after the question about whether it was a respondent's first visit.

Mr. Johnson summarized the board's feedback for Mr. Chipman. Mr. Chipman indicated understanding of the feedback, and said that the feature would be live as of February 1, 2009.

VI. RECRUITMENT OF NEW MEMBERS

Mr. Johnson stated that only one person had applied to serve on the board as a business candidate. He thought it would not be necessary to interview that individual. He noted that she represented Forrest Paint. Forrest Paint has been represented on the board in the past.

Mr. Johnson invited the first applicant, Greg Harrowe, to join the table.

Members asked the following questions:

- *Will you tell us about how you heard about the opening and what made you apply?*
- *Have you ever had to compile a report similar to the ones the Toxics Board is required to do?*
- *Have you looked at the reports on the Web site?*
- *Do you have any business dealings with any local reporting businesses?*
- *Are you planning to stay in Eugene?*
- *He was asked about his advocacy work and what had brought him to Eugene.*
- *What is the area of your passion or focus?*
- *Can you make the meetings?*
- *What is your technical background?*

Mr. Harrowe left.

Mr. Johnson invited the second applicant, Elizabeth Weaver, to join the table.

Members asked the following questions:

- *How did you come to know about this position and what made you decide to apply for it?*
- *Tell us about your experience on the hospital board you served on in Missoula?*
- *Where are you in your law school education and do you intend to remain in Eugene after you graduate?*
- *Do you plan on practicing law?*
- *If elected to this position how do you think you can best serve this community and serve the board?*
- *Since you have had law classes on hazardous waste, have you gone out and looked at the reporting requirements for Eugene?*
- *Could you describe your background in sciences?*

After some board discussion the following motions were placed on the floor and voted upon:

Ms. Kokis, seconded by Ms. Doll, moved to recommend Elizabeth Weaver for appointment to Position 6 (right-to-know position) on the Toxics Board. The motion passed unanimously, 6:0.

Ms. Thomas, seconded by Ms. Olson-Morzenti, moved to recommend Diana Bollenbaugh for appointment to Position 3 (business) on the Toxics Board. The motion passed unanimously, 6:0.

VII. INCENTIVES FOR BUSINESSES

Mr. Potter noted that the Board had been considering ideas for incentives for business.

Ms. Kokis suggested that they ask the Mayor to make a proclamation regarding a business that had exemplary sustainable business practices.

Mr. Johnson concurred. He felt they should stay within the Board's purview, however. He cited Forrest Paint's installation of bio-filters as an example of something the Board should commend. He said if they found companies that did that sort of thing they should find a way to laud it. He suggested that by looking at the database they could find companies that they could recommend that the council recognize with a proclamation.

Ms. Olson-Morzenti thought they should suggest to the businesses that they nominate a company that was engaging in best practices. Mr. Johnson agreed that this would be a good way to determine which company should be nominated.

Mr. Doll observed that it would be difficult to determine from the reporting which businesses were making such positive changes. He agreed that asking companies to "toot their own horn" or nominate each other would be best.

Ms. Kokis noted that the Chamber of Commerce gave awards every year. She thought they used some kind of application process.

Mr. Johnson said they would have to get the City Council and Mayor to buy into this kind of program.

Mr. Doll remarked that there should be certain criteria, such as what chemicals were being reduced – extremely hazardous or just hazardous.

Ms. Olson-Morzenti thought such an award could provide free advertising for a company. She noted that she had just gone through such a process for an award in her work for Invitrogen.

Mr. Johnson said they could provide a list of suggestions for what would qualify a business for the award, such as a reduction in the use of certain substances or the addition of emission controls.

Mr. Johnson directed Mr. Potter, on behalf of the board, to contact the City Councilors with this proposal. He recommended that any negative feedback from the council, which he did not anticipate happening, be directed to him as chair so that he could respond to it. He also suggested that something be added to the Web site that would allow a company to be proposed for receiving the award once the award and the criteria for it were developed.

Mr. Potter asked board members to email ideas and suggestions for the award and criteria to him. He said he would provide a progress report regarding the council's reaction.

Ms. Kokis thought they could also gather data on emissions and give a progress report showing what had been reduced and issue it as a press release.

Ms. Kokis suggested that the board look into public service ads on the local transit buses as a way to publicize awards.

Ms. Olson-Morzenti noted that the first applicant had said 80,000 pounds of formaldehyde were being put into the air by an area business and asked about this. Mr. Potter responded that he would check on it.

VIII. SCHEDULE NEXT MEETING/AGENDA ITEMS

Mr. Potter suggested that the board meet in December. Although budget and fee information would not yet be available, this would be an opportunity to welcome new members and to continue discussions on current agenda items.

Mr. Johnson stated that Mr. Doll would be assuming the position of chair for 2009. Given the City's practice of beginning terms on boards and commissions on October 31, it was decided that Mr. Doll would assume the chair forthwith, and that the chair would rotate each October 31 in the future.

Ms. Kokis asked if the Board would consider having a guest from the Lane Regional Air Protection Agency (LRAPA). Mr. Potter responded that he would call LRAPA and inquire about a possible visit.

On behalf of the City of Eugene, Mr. Potter thanked Ms. Thomas and Mr. Jordan-Cascade for their service on the board.

The next meeting of the Toxics Board was planned for 3 p.m. on December 3 at the downtown fire station.

The meeting adjourned at 4:20 p.m.

(Recorded by Ruth Atcherson)