



**GOVERNING BOARD**

**Skip Barwick, Chair**  
Councilmember, City of Tulare

**Hub Walsh, Vice Chair**  
Supervisor, Merced County

**Oliver L. Baines III**  
Councilmember, City of Fresno

**Tony Barba**  
Supervisor, Kings County

**Sally J. Bomprezzi**  
Councilmember, City of Madera

**Dennis Brazil**  
Mayor, City of Gustine

**Judith G. Case**  
Supervisor, Fresno County

**David Couch**  
Supervisor, Kern County

**Bob Elliott**  
Supervisor, San Joaquin County

**Harold Hanson**  
Councilmember, City of Bakersfield

**William O'Brien**  
Supervisor, Stanislaus County

**Alexander C. Sherriffs, M.D.**  
Appointed by Governor

**Tom Wheeler**  
Supervisor, Madera County

**J. Steven Worthley**  
Supervisor, Tulare County

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**Seyed Sadredin**  
Executive Director  
Air Pollution Control Officer

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Northern Region Office  
4800 Enterprise Way  
Modesto, CA 95356-8718  
(209) 557-6400 • FAX (209) 557-6475

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Central Region Office  
1990 East Gettysburg Avenue  
Fresno, CA 93726-0244  
(559) 230-6000 • FAX (559) 230-6061

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Southern Region Office  
34946 Flyover Court  
Bakersfield, CA 93308-9725  
(661) 392-5500 • FAX (661) 392-5585

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San Joaquin Valley Unified Air Pollution Control District

**MAY 2013 GOVERNING BOARD STUDY SESSION FOR  
EDUCATIONAL AND STRATEGIC PLANNING  
PURPOSES**

The Pines Resort Boathouse  
54449 Road 432, Bass Lake California

**AGENDA**

Thursday, May 2, 2013  
11:00 a.m.  
and  
Friday, May 3, 2013  
8:00 a.m.

All meeting attendees are advised that all pagers, cellular telephones and any other communication devices should be powered off upon entering the Meeting Room, as these devices interfere with our audio equipment.

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Any member of the public may address the Governing Board during both the public comment period and on any scheduled item on the agenda. Comments are limited to a maximum of three minutes per speaker unless, for good cause, the Chair amends the time limit.

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- Please provide 20 copies of any information intended for use at Governing Board Meetings to the Clerk of the Board prior to the meeting.
  - To request special accommodations for those persons with disabilities, please contact the Clerk of the Board at (559) 230-6000 at least 7 days prior to the meeting date.
  - The Governing Board relies on the credibility of witnesses and the veracity of testimony on matters brought before this Board for action.
  - While we request that you fill in your name on the Sign-in Sheet, filling it out is voluntary.
  - The Complete Agenda Packet is available online at [www.valleyair.org](http://www.valleyair.org).
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1. CALL TO ORDER
2. ROLL CALL
3. HOUSEKEEPING AND LOGISTICS – Seyed Sadredin, Executive Director/APCO
4. WELCOMING REMARKS – Tom Wheeler, Madera County Supervisor
5. AUTHORIZE SCIENTIFIC SURVEY TO HELP QUANTIFY AIR QUALITY IMPACT FROM RESIDENTIAL WOOD BURNING, LAWN CARE AND PERSONAL VEHICLE USE; AND TO MEASURE EFFECTIVENESS OF THE DISTRICT'S OUTREACH PROGRAMS (30 minutes)
6. REVIEW, REAFFIRM AND/OR FINE-TUNE THE DISTRICT'S MISSION STATEMENT, VISION STATEMENT, AND CORE VALUES (35 minutes)
7. CELL PHONE ALLOWANCE OPTION FOR CERTAIN NON-REPRESENTED DISTRICT EMPLOYEES (15 minutes)
8. CONSIDER THE NEED AND OPTIONS FOR REBRANDING THE DISTRICT'S RISK-BASED STRATEGY (45 minutes)
9. HYDRAULIC FRACTURING IN SAN JOAQUIN VALLEY PETROLEUM PRODUCTION (55 minutes)
10. APPROVE POLICY TO ESTABLISH ENHANCEMENTS TO THE DISTRICT'S AIR MONITORING STATION SITE SELECTION PROCESS AND PROCEDURES –(40 minutes)
11. CLOSED SESSION – The Governing Board will hold a Closed Session pursuant to Section 54957 and 54956.9(d)(4) of the Government Code (Ralph M. Brown Act) as follows:
  - Public Appointment/Employment – Title: District Counsel
12. PLANNED EVALUATION OF THE DISTRICT'S ORGANIZATIONAL STRUCTURE (90 minutes)
13. EXPLORE POTENTIAL MEANS TO OFFER FINANCIAL ASSISTANCE FOR PLANNING ACTIVITIES BY VALLEY CITIES AND COUNTIES, AND/OR DEVELOPMENT PROJECTS THAT CAN LEAD TO REDUCTIONS IN MOBILE SOURCE EMISSIONS (90 minutes)
14. EXPANDING THE DISTRICT'S USE OF SOCIAL MEDIA (30 minutes)
15. DISTRICT-WIDE EFFICIENCY AND CUSTOMER SERVICE IMPROVEMENT THROUGH IMPLEMENTATION OF NEW AUTOMATION TOOLS (35 minutes)

16. [OPTIONS FOR STREAMLINING THE ATTAINMENT PLANNING PROCESS FOR NEW AIR QUALITY STANDARDS](#) (60 minutes)
17. [CONSIDER POTENTIAL ENHANCEMENTS TO THE DISTRICT'S BURN CLEANER PROGRAM](#) (35 minutes)
18. [CONSIDER OPTIONS FOR REDUCING SCHOOL-BASED VEHICLE-IDLING EMISSIONS](#) (45 minutes)
19. PUBLIC COMMENT – *This time is made available for comments from the public on matters within the Board's jurisdiction that are not on the Agenda. It is requested that no comments be made during this period on items on the Agenda. The public may make comments on each Board Agenda Item during the time allowed for public comment. Attention is called to the fact that the Board is prohibited by law from taking action on matters discussed that are not on the Agenda.*

ADJOURN

***\*Please note: Times allotted are approximate; The Governing Board reserves the right to extend and/or move the order of Agenda items.***

*Next scheduled meeting of the Governing Board: Thursday, May 16, 2013 starts at 9:00 a.m., Central Region Office, Governing Board Room, 1990 E. Gettysburg Avenue, Fresno. The meeting will be held via video*

*SJVUAPCD Governing Board  
MAY 2013 GOVERNING BOARD STUDY SESSION FOR EDUCATIONAL AND STRATEGIC PLANNING  
PURPOSES  
May 2<sup>nd</sup> & 3<sup>rd</sup>, 2013*

*teleconference (VTC) with the Northern Region Office (Modesto) and the Southern Region Office (Bakersfield) participating via VTC.*