

**AGENDA**  
**REGIONAL AIR QUALITY COUNCIL**

Thursday, May 5, 2005

3:00 - 5:30 p.m.

1445 Market Street, Denver  
4<sup>th</sup> Floor Board Room

3:00 p.m.

I. Call to Order

II. Approval of Agenda

III. Approval of Minutes

IV. Informational Items

- Chairman
- Executive Director
- Committees
- Members

V. Public Comment and Discussion

The Council invites local elected officials, members of the business community, citizens groups, and other members of the public to comment on air quality issues and the work of the RAQC.

VI. Preliminary Results of Ozone Public Awareness Survey and Focus Groups

Tom Miller from National Research Center will present the preliminary results of the recently-conducted ozone public awareness survey and follow-up focus groups.

**Action:** Information

VII. Ozone Advertising Campaign

The team from Launch Advertising will present the advertising concepts for the TV, radio, and outdoor advertising that will be conducted this

summer. Potential scripts and creative concepts will be presented for the Council's review and approval.

**Action:** Review and Approval

**VIII. Public Relations and Events Updates**

Darby Doll from JohnstonWells and Sara O'Keefe from RAQC staff will present an update on public relations activities and events associated with this summer's ozone outreach campaign.

**Action:** Input and Direction

**VII. Adjourn**

**5:30 p.m.**