

BOARD MEETING DATE: January 4, 2019

AGENDA NO. 19

REPORT: Special Meeting of the Administrative Committee

SYNOPSIS: The Administrative Committee held a special meeting on Tuesday, December 18, 2018. The following is a summary of the meeting.

RECOMMENDED ACTION:  
Receive and file.

Dr. William A. Burke, Chair  
Administrative Committee

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### **Committee Members**

Present: Dr. William A. Burke/Chair (teleconference)  
Mayor Ben Benoit/Vice Chair (teleconference)  
Dr. Clark E. Parker, Sr. (teleconference)

Absent: Mayor Pro Tem Judith Mitchell

### **Call to Order**

Chair Burke called the meeting to order at 9:00 a.m.

### **ACTION ITEM:**

1. **Issue Purchase Order to Promote “The Right to Breathe” Video:** Media Relations Manager Sam Atwood reported that staff is proposing to add \$500,000 to SCAQMD’s Google AdWords campaign to promote the updated “The Right to Breathe” video. Dr. Burke asked how many people took the time to watch the video. Mr. Atwood responded that according to Google, there were 20.5 million complete viewings of the 45-second pre-roll video. Dr. Burke inquired about the viewing by city. Mr. Atwood responded that analytics show the number of views were ranked as follows: 1. Los Angeles; 2. Santa Ana; 3. Long Beach; 4. City of Riverside; and 5. Irvine.

Moved by Benoit; seconded by Parker, unanimously approved.

Ayes: Benoit, Burke, Parker  
Noes: None  
Absent: Mitchell

**OTHER MATTERS:**

2. **Public Comment**

There were no public comments.

3. **Next Meeting Date**

The next regular Administrative Committee meeting is scheduled for January 11, 2019 at 10:00 a.m.

**Adjournment**

The meeting adjourned at 9:05 a.m.