



Agenda for Monday, October 24, 2005
 2:00 - 4:00pm, City Hall, Room – 278
 1 Dr. Carlton B. Goodlett Place, SF CA 94102

Welcome (3 minutes) Chair/Secretary

Determine if a quorum is present/ Appoint timekeeper

Housekeeping Items (4 minutes) All

- Approval of minutes
- Modifications to today's agenda?
- Necessary change of dates for upcoming meetings?

Membership Update (3 minutes) Chair

- Membership changes & Vacancies posted
 - Welcome new member – Kimberly Knox, Tenant Seat, non-voting

ACTION ITEMS FOR QUORUM VOTE (15 minutes)

A. Resolution to reduce the number of voting seats on the task force - The All

members of the ATF vote to request the Board of Supervisors to amend Chapter 19A of the San Francisco Administrative Code which authorized the existence of the Asthma Task Force, in order to reduce the number of voting members, from 20 to 15 members, so that quorum voting will be more easily achieved at scheduled meetings. The details of seat reduction are enclosed with this agenda. In addition, the formalized participation of three additional City agencies is requested as non-voting members of the ATF.

- *Discussion*
- Rollcall Vote

B. CAFA MOU between ALASFSM & ATF – Review and approve MOU (enclosed) intended to establish agreements on the operating relationship between the Task Force and the American Lung Association (Fiscal Agent) throughout the implementation of the CAFA grant period. CAFA (Community Action to Fight Asthma) is the statewide initiative through which The California Endowment has provided funds secured by the American Lung Association of San Francisco and San Mateo Counties to support the work of the task force.

- *Discussion*
- Rollcall Vote

Recommendations to the Board of Supervisors for legislation, funding priorities or city policies—from Committees or individuals (10 minutes) Committee chairs; All

- Funding proposals Pending?
 - Update on expenditure of funds from Board of Supervisors; next steps
- Legislative proposals pending?
- Policy proposals pending?



3-year Workplan: (10 min)

- Review Revised Visual Aide – visually depicts the priority areas (objectives and activities) outlined by ATF for next 3 years
- Next Steps

Anjali
All

Media Development Activity (1 hour) - In response to Sarah He's in-service presentation at the September meeting we will move forward with our media plans to determine the best ways to work with Board of Supervisors.

Gloria/Karen/
Anjali

➤ Activity

1. Given our PSA, What is our next most important message that we want to develop? Give 1 sentence.
2. Talk about what would a radio, television, print ad look like?
3. How would you do a social marketing approach, who would you get input from & how would you go about getting it?

➤ Follow-up steps (who will follow up)

CAFA (Community Action to Fight Asthma) Update (5 min)

Anne/Anjali

Request for items to be discussed in Planning Committee (4 min)

All

Public Comment (3 minutes)

Public

Announcements (3 minutes)

All

Adjourn

All

Copies of all documents referred to in the agenda are available at the meeting, and during working hours c/o DPH Children's Environmental Health Promotion, 1390 Market Street, Suite 230, attn. Tirtza Rosenberg.