



City of Dallas

ENVIRONMENTAL HEALTH COMMISSION
Dallas City Hall – 1500 Marilla, L1FN Conference Room “B”
Regular Meeting
August 4, 2008
9:00 a.m. – 10:30 a.m.

MINUTES

Members Present

Jon (Tad) Heimbürger
Diane Benjamin
Cheryl S. Camin
Keith Kwoh
Susan R. Rader
Mandy Valasek
Mary Warner
Kedra Williams

Members Absent

Sheron C. Patterson
Sylvia Lagos
Meredith McQuiston
David J. Metzler
Linda Sharp
Reginald Seastrunk

Staff Present

Dilip R. Shah, Assistant Director, Environmental and Health Services
Laura Fiffick, Director, Office of Environmental Quality
Eric Griffin, Interim Director, Office of Environmental Quality
Frank Camp, Office of Environmental Quality
Kevin Lebvre, Office of Environmental Quality
David Howe, City Attorney's Office
Don Knight, City Attorney's Office
Lilia Gonzalez, Environmental and Health Services

Public Present

Mica Esquenazi

Minutes

Ms. Cheryl S. Camin, Acting Chair, called the meeting to order at 9:10 a.m. Minutes from the July 14, 2008 were approved unanimously with a minor change.

Environmental Awards Criteria/Guidelines and Trademark Concerns

Laura Fiffick, Director, Office of Environmental Quality

Don Knight, City Attorney's Office

Ms. Cheryl S. Camin introduced Mr. Don Knight from the City Attorney's Office. Mr. Knight addressed concerns on trademarks that pertain to the awards application. Ms. Camin asked Mr. Knight what clipart can be used with the current application. Mr. Knight recommended that the commission use clipart that extends to using on printed

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publications. So far, the clipart used in the draft awards application only allows the City of Dallas to use as part of a one year product and services including websites and does not extend to printed publications.

Ms. Laura Fiffick, Director of Office of Environmental Quality stated that city staff would find other clipart and review the licensing of that particular clipart. Mr. Tad Heimbürger asked if the City of Dallas has a graphics department. Ms. Fiffick stated that Frank Libro, Director of Public Information Office, would help determine whether or not a certain clipart can be used.

Mrs. Rebecca Rader's concern is infringement issues by using "Tree Top" because it is the name of a school and a major juice product. Mr. Knight agreed that the use of the word may have legal issues. Mrs. Rader suggested the project be named "Mayoral Environmental Award". Mr. Knight recommended that the commission use acronyms. For example, Instead of "Mayoral Environmental Awards" use "MEA".

Mrs. Linda Sharp suggested that the application should have the word "awards" plural consistently throughout the application since more than one award will be given. She also suggested that the word "green" should be back in the title. Mrs. Fiffick suggested "Mayor's Green Dallas Award".

Ms. Fiffick also suggested that at the next meeting the commission should be able to finalize everything. This includes deciding on when to open the website and a deadline for the applications. She will contact the Environmental Protection Agency (EPA) and inform them of the commission interests in joining the EPA's conference in February 2009 to present the awards.

Mr. Kevin Lefebvre suggested sending a letter to schools at the beginning of the school year informing them of the program so that they have enough time to apply. Also, schools can use prior year projects.

Mrs. Diane Benjamin asked if an artist would be hired to design a logo. Mrs. Fiffick mentioned that PIO has a graphic artist they could use.

Mr. Lefebvre informed the commission that Jill A. Jordan, P.E. Assistant City Manager, suggested that the paragraph at the bottom of the application on page 3 should be deleted. Mrs. Jordan's believes the paragraph is too confusing and that the descriptions under each category were clear.

Mrs. Mandy Valasek suggested rewording the third paragraph on the first page. It should read as follows: "Once you have created an ID you may save and exit the site at

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any time. If you wish to return later to complete the application, return to an application in progress then click RESUME.”

Other substantive changes to the awards application were provided by the commission and will be incorporated in the next version of the application.

Commission Reports

None

Staff Reports

None

Public Comment

None

Adjournment

Being no further business, the meeting was adjourned at 10:35 a.m.