

Board Meeting Minutes
Monday, November 1, 2021
Fall Board Meeting (Held online)

Meeting Minutes

Call to Order: 12:30 Eastern Time by Michael Brown

Meeting Adjourned: 2:30 by Richard Barone

Attendance: The meeting was attended by 4 of the 4 officers and 5 of the 7 executive committee members. There were 31 voting board member representatives out of 83 voting members. This constituted a quorum according to the bylaws. A total of 48 participants attended the meeting. The meeting was called to order and conducted by Michael Brown PLMA Chair. The attendance list is provided in appendix A.

Decisions:

Board Minutes from Fall Board Meeting (November 2, 2020)

Motion: Accept the minutes as published

Moved: R. Kiselewich

Second: J. Roehm

Vote: Approved via electronic vote tally without dissent

Fall Election – Laura Duhan Election Officer

Election details provided in the meeting slides. The election process was conducted according to the Leadership Election Policy. The officer election achieved a voting quorum from the Board of Directors. The At- Large Board election achieved a voting quorum from the At-Large Members. The Terms for the Officers and At-Large Directors are 11 November 2021 through the end of the Fall Conference 2023. The following are the election results:

At-Large Board of Directors

Matt Carlson - Aquanta

Allison Hamilton – National Rural Electric Cooperative Association

Eric Mallia – Geotab Energy

John Powers – Extensible Energy

Joel Schofield – Threshold Energy Solutions

Officers

Board Chair: Richard Barone – TRC

Board Vice Chair: Robin Maslowski – Guidehouse

Treasurer: Troy Eichenberger – Tennessee Valley Authority

Secretary: Andrea Simonsen – Idaho Power

2021 Planned Actions

Committee Sign Up. Volunteers are needed to support Strategic Initiatives, Operational Imperatives, and Working Groups. If you would like to participate, please send your name and activity to signup@peakload.org. Volunteers are listed in a table below. PLMA Leadership Website: www.peakload.org/Leadership.

Meeting Agenda:

Meeting agenda and slides were covered by Michael Brown, Officers, working group chairs and ULME Leadership. The Board meeting agenda and slides are available at www.peakload.org/board-homepage which is behind the board member password.

Officer Reports

Chair's Welcome, Michael Brown
Vice Chair Report, Rich Barone
Secretary Report, Joseph E. Childs
Treasurer Report, Troy Eichenberger
Elections Officer Report, Laurie Duhan

Group Reports

Utility Load Management Exchange, Brian Doyle, Paul Wassink, Julie Cain
Groups Intro, Rich Barone
Thought Leadership, Jenny Roehm, Michael Ohlsen
PLMA Awards, Michael Smith, Brett Feldman, Peter Bergeron
Education Planning, Christine Riker, Mark Martinez
Connected Devices, J.T. Thompson, Kari Binley, Cindy Berry
Customer Engagement, Tracy Schmidt, Vanessa Richter
Global Load Management, Scott Coe, Jon Hilowitz, Ross Malme
Retail Pricing, Allison Hamilton, Jordan Folks, Chris Gallo, Farrokh Albuyeh
Electric Transportation, Kessie Avseikova, Nick Bengtson, Joyce Bodoh, Katie Parkinson
Women in Demand Management, Lenore Zeuthen, Melissa Knous, Jessie Mehrhoff, Sangeeta Ranade
44th Conference Planning, Allison Hamilton, Sharyn Barata
Welcome to 45th PLMA Conference, Laurie Duhan

Staff Report Rich Philip, Judy Knight, Monica Hammond

Strategic Vision REFRESH Overview

Rich Barone

STRATEGIC INITIATIVES

A: Spark DER Innovation,
Robin Maslowski

B: Advanced Decarbonization through LM,
Rich Barone, Robin Maslowski, Christine Riker

C: Enhance Diversity, Equity, and Inclusion,
Joe Childs, Melissa Knous, Andrea Simonsen

OPERATIONAL IMPERATIVES

1: Strategic Marketing,

Michael Brown (recorded), Laurie Duhan, Troy Eichenberger, Justin Chamberlain

2: Improve Resource Efficiency,

Michael Brown (recorded)

3: Financial Planning & Operations,

Troy Eichenberger, Laurie Duhan, Ruth Kiselewich

4: Member Development,

Justin Chamberlain, Derek Kirchner (back up), Olivia Patterson, Andrea Simonsen,

Call for New Business, Rich Barone

Closing Comments, Rich Barone

Chat Log (Board Questions and Responses)

Question: Why do we need so much in the savings account? What are we saving for?

Response (Rich P.). A chunk of it serves as an "emergency reserve" position, Craig. If we had to cancel a conference without being able to lean on Force Majeuer (like we did for the 2020 conferences)--the Hotel commitments/fees would have been nearly \$250,000. We need to have enough in the bank to cover such an event...as "event cancellation insurance" doesn't really cover all situations.

Question: Do we have a max amount then of how much we want to keep in the bank for that emergency reserve?

Response (Rich P.). Yes, each year, the Fiscal Committee determines what that amount should be.

Question: With respect to our Income, we put a lot of effort into our training programs; have we benchmarked what we charge for participation in those classes against comparable organizations? The income from training seems low.

Response (Rich P.). John, we have in the past, done such benchmarking. Training revenues don't fully reflect training-related fees, as members often use "passes" from their higher level of membership toward training classes.

Chat (De-Carbonization):

Tyler: Expanding off the first bullet, does that mean we might actually measure the collective impacts of PLMA on carbon reduction? As in GHG reduced or new MW under management? Would be interesting to talk about starting to quantify and assess the impact of the PLMA community YoY as we all work to decarbonize.

Rich P.: Tyler, that hasn't been defined yet...but I'm sure that Rich/Robin/Christine would love to get some input from you on the idea you pose.

Robin: Thanks for the question and suggestion, Tyler Rogers (Guest)! As Rich says, we have not yet explicitly defined what the "link" might look. We identified a clear need for a better qualitative link. Whether or not we take the next step of starting to quantify might be dependent on how far the Decarb Task Force wants/can go. Would be great to hear more about your ideas -- and perhaps have you join the Task Force!

Tyler: Sounds fun. Let's keep talking Robin Maslowski.

Laurie: Tyler, the "future of EmPOWER Maryland" is moving to GHG abatement vs. MWH reduction goals. MW or Peak MW reductions are part of the discussion - still early and we have not determined how to value. It will likely be small - possibly the impact of the "dirtiest" plant(s).

Rich P.: Tyler, that hasn't been defined yet...but I'm sure that Rich/Robin/Christine would love to get some input from you on the idea you pose.

2:30 p.m. **Adjourn**

Appendix A Board Meeting Attendance

PLMA Officers, Executive Committee and Staff	
Officers:	
Michael Brown – Berkshire Hathaway, NV Energy	
Richard Barone – TRC Companies	
Troy Eichenberger - TVA	
Joseph Childs - Eaton	
Executive Committee:	
Laurie Duhan – Baltimore Gas & Electric	
Justin Chamberlain – CPS Energy	
Robin Maslowski - Guidehouse	
Ruth Kiselewich – ICF	
Christine Riker – Energy Solutions	
Staff:	
Judy Knight	
Richard Philip	
Monica Hammond	

Board Members in Attendance:

Last	First	Organization
Binley	Kari	ecobee
Brazis	Bruce	APS
Carlson	Matt	Aquanta
Frew	Suzanne	Snohomish County PUD
Hilowitz	Jon	Orange and Rockland Utilities
Mantz	Brad B	SDG&E
Maskrey	Yvette	Honeywell
Measamer	Christine E	Pepco Holdings
Oberholzer	Dave	Resideo
Ohlsen	Michael	City of Tallahassee Utilities
Powers	John	Extensible Energy
Roehm	Jenny	Schneider Electric
Rogers	Tyler	EnergyHub
Schlusselberg	Joseph	Consolidated Edison
Sherman	Craig	Sacramento Municipal Utility District
Simovic	Uros	West Monroe Partners
Smith	Michael	Michael Smith
Taylor	Andrew Douglas	Duke Energy
ThilgesCochran	Monica	APTIM

Van Orden	Eric	Copper Labs
Warmack	Joshua	Enervision
Zeuthen	Lenore	Zeuthen Management Solutions
Notes: Officers and Executive Committee members are listed separately		

Non-Voting Members in Attendance:

Last	First	Organization
Fattahi	Ali	Johns Hopkins University
Hamilton	Allison	NRECA
Malme	Ross	Bowen Advisors
Ranade	Sangeeta	New York Power Authority
Rittler	Brad	Encycle
Schofield	Joel	Threshold
Note: At-Large Board Representatives are included in the Board Members table.		

Guests in Attendance:

Last	First	Organization
Albuyeh	Farrokh	OATI
Avseikova	Kessie	Opinion Dynamics
Barata	Sharyn	Opinion Dynamics
Cain	Julie E.	CPS Energy
Feldman	Brett	Guidehouse
Folks	Jordan	Opinion Dynamics
Gold	Aaron	Honeywell
Knous	Melissa L	Duke Energy
Mehrhoff	Jessie	Enbala
Richter	Vanessa	Oracle
Thompson	Jonathan	Enbala