

Board Meeting Minutes
13 May 2019
Spring Conference Minneapolis, MN

Meeting Minutes

Call to Order: 6:10 by Michael Brown

Meeting Adjourned: 8:10 by Michael Brown

Attendance: The meeting was attended by 4 of the 4 officers and 7 of the 8 executive committee members. There were 78 voting board member representatives out of 123 voting members. This constituted a quorum according to the bylaws. A total of 102 participants attending the meeting. The meeting was called to order and conducted by Michael Brown PLMA Chair. The attendance list is provided in an appendix.

Decisions:

Board Minutes from Fall Board Meeting (13 November 2018)

Motion: Accept the minutes as published

Moved: Rich Philip

Second: Jenny Roehm

Vote: Approved via unanimous hand vote without dissent

2019 Planned Actions

Officer Elections. The terms for the officers end after the 40th PLMA Fall Conference. All four officer positions will be up for elections. The election process will begin in August with self-nominations. Secretary called for volunteer to be election officer.

Fall Conference. 40th Conference in St. Petersburg, FL on November 4-6 2019. Interest group meetings planned for Monday the 4th. ULME Meeting to be held on the afternoon of the 6th and the morning of the 7th. Conference Hotel is the Vinoy St. Petersburg.

By-Laws update for Backfill Elected Positions. The By-laws require modifications to enact the approved approach to backfill elected positions. The Directors will vote on the By-law changes at the Fall 2019 Conference. The Secretary will provide the Directors with a copy of the marked-up By-Laws and conduct a webinar session prior to the Fall Conference.

Committee Sign Up. A volunteer signup sheet was passed around the room during the board meeting. Volunteers are listed in a table below. If you would like to participate in a strategic or working group, please send your name and activity to signup@peakload.org. PLMA Leadership Website: <http://www.peakload.org/?page=Leadership>).

Meeting Agenda:

Meeting agenda and slides were covered by Michael Brown, Officers, working group chairs and ULME Leadership. The Board meeting agenda are at <https://plma.memberclicks.net/board-home-page> which is behind the board member password.

Final Agenda: <https://plma.memberclicks.net/assets/board/PLMA%20Board%20Dinner%20Meeting%20Agenda-Spring%202019.pdf>

Final Slide Deck: <https://www.peakload.org/assets/board/PLMA%20Spring%202019%20Board%20Mtg%20051319-withpolls-o.pdf>

Chair's Welcome, Michael Brown

- Reference to board policies at Board Home Page link above
- Summary of Organization Structure
- Executive Committee Champion Roles. Chair described the executive committee assignments for monitoring and facilitating the PLMA activities including the Fiscal Committee, Ally Strategy Development, Paid Resources Strategy, Strategic Initiatives, and working groups
- Welcome new members and around-the-room introductions

Secretary Report, Joseph E. Childs

- Approve Spring 2017 Board Meeting minutes (listed above)
- Announce Call for Officer Elections and requirement for election officer
- Announce Call for At-Large Director Elections
- Policy Update
 - o Backfill Elected Positions. Provided overview of status of this policy and the process to enact them including changes to the By-Laws.
 - o Leadership Election Policy. Described the changes to the Election Policy.
 - o Membership Policy. Described the changes to the Membership Policy.
 - o PLMA Conference Sponsor Policy. Summarized the process to enact the policy that was approved by the Executive Committee and is active for the 39th and all events going forward. The policy is included in the PLMA Code of Conduct.
 - o Document Retention Policy. Provide status update on the policy. PLMA in the process of building out a cloud-based solution to store all materials.
- Attendance Statistics. The Austin Conference set a conference with attendance record of 324. We continue to attract new people to the conference. 46% of the attendees were first time participants. The PLMA core statistic of utility attendance / total attendance which was 39%, and above the 8-previous conference average of 33%.

Treasurer Report, David Hyland

- Financial Update
- 2018 Budget and 1st Quarter Actuals Report
 - Income 95% of Budget
 - Account Investment Income of \$792
- Key activities of the financial committee were:
 - 2018 Taxes filed
 - Corporate Registration Completed
 - Completed External Financial Review
 - Fiscal Policy Update – Improved risk management, financial reserve and transaction review
 - Extended engagement with CPA for 3rd party reconciliation and review

Executive Director Report, Ed Thomas

Ed provided an overview of the key activities of PLMA since the last board meeting

- Refining Performance Metrics
- Refreshing and Leveraging our Brand
- Replicating Success
- Succession Planning

Utility Load Management Exchange and Working Group Reports

The PLMA working groups provided updates on their groups and summarized the activities from the meetings held during the day.

Utility Load Management Exchange: Brian Doyle, Paul Wassink, and Shira Horowitz

Connected Devices: Justin Chamberlain, Olivia Patterson, Poornima Eber, and Shira Horowitz

Women in Demand Management: Melissa Knous, Erika Diamond, and Lenore Zeuthen

Distributed Energy Resources: Richard Barone, John Powers, and Matt Carlson

Customer Engagement: Andrea Simonsen, Scott Jarman, and Sharyn Barata

International: Scott Coe and Ross Malme

Conference Planning: Patrik Ronnings and Jeff Haase

Awards: Laurie Durham, Mike Smith, and Dain Nestel

Education Planning: Mark Martinez and Christine Riker

Thought Leadership: Richard Philip and Jenny Roehm

Strategic Vision 2019 Update

Michael Brown walked through the status and current achievements of the strategic objectives. The details are in the board slide presentation slides referenced above.

Open Floor Discussion

Policy Group Stakeholder Group. It was suggested that we form a group to facilitate communication and education with policy makers specifically on what PLMA members need from policy makers.

- Observer; Dialog; Education
- Rates; fuel switching
- What counts for compliance
- Matching programs to policies
- State level policy

Pricing and Policy – Retail Side. SEPA covering issue.

Mystic Delivery (Referencing movie Mystic Pizza). Deliver to our base what they need/want before they ask.

- We have financial resources to spend money on addition staff
- Provide concrete plan at Fall Conference
- Have 1 conference in savings is a good benchmark
- Demand for Help. Need specific examples. What is the ask?
- Need more benchmarks comparing us against others
- We are who we are because of the volunteers stepping up and delivering

40th Conference – Florida

- Need to actively solicit local utilities and providers to attend and support conference.

Adjourn

PLMA hosted a Member Welcome Reception.

Appendix A Board Meeting Attendance

PLMA Officers, Executive Committee and Staff
Officers:
Michael Brown – Berkshire Hathaway, NV Energy
Paul Miles - PECO
Dave Hyland – Zen Ecosystems
Joseph Childs - Eaton
Executive Committee:
Justin Chamberlain – CPS Energy
Troy Eichenberger – TVA
Ruth Kiselewich – ICF
Robin Maslowski - Navigant
Olivia Patterson – Opinion Dynamics
Christine Riker – Energy Solutions
Andrea Simonsen – Idaho Power
<u>Absent Executive Committee</u>
Wendy Brummer – Pacific Gas & Electric
Staff:
Ed Thomas
Tiger Adolf

Board Members in Attendance:

First	Last	Organization
John	Clint	Alternative Energy Systems Consulting
Jeffrey	Berg	Ameren Missouri
Kelly	Marrin	Applied Energy Group
Monica	Thilges	APTIM
Matt	Carlson	Aquanta
Bruce	Brazis	Arizona Public Service
Kit	Hagen	Armada Power
John	Milton	Austin Energy
Shane	O'Quinn	AutoGrid Systems
Gina	Calvert	Baltimore Gas and Electric Company
Steven	Koep	Beneficial Electrification League
Michael	Brown	Berkshire Hathaway Energy
Matthew	Haak	Calico Energy
Cory	Scofield	Central Hudson Gas & Electric
Andrew	Grassell	Chelan County PUD
Michael	Ohlsen	City of Tallahassee Electric & Gas Utility
Nick	Bengtson	CLEAResult
Mark	Rupnik	Connected Energy
Rachel	Charow	Consolidated Edison
Justin	Chamberlain	CPS Energy
Keegan	Farrell	DTE Energy
Richard	Philip	Duke Energy
Joseph	Childs	Eaton
Teague	Douglas	ecobee
Jonathan	Thompson	Enbala
Christine	Riker	Energy Solutions
Tyler	Rogers	EnergyHub
Ronnie	Donaldson	EnerVision
Dean	Chuang	Entergy
Jeff	Perkins	ERS
John	Powers	Extensible Energy
Greg	Wassel	Franklin Energy
Richard	Hasselmann	GDS Associates
Jeffrey	Haase	Great River Energy
Scott	Coe	GridOptimize
Richard	Barone	Hawaiian Electric Company
Jamie	Coffel	Honeywell Smart Energy
Ruth	Kiselewich	ICF

First	Last	Organization
Andrea	Simmons	Idaho Power Company
Sarah	Creighton	IGS Energy
Shannon	Kahl	Illume Advising
Christopher	Wheatley	JouleSmart Solutions
Steve	Kenny	Landis+Gyr
Paul	Wyman	Lockheed Martin
Luke	Peterson	Minnesota Power, an ALLETE Company
Greg	Vaudreil	Mosaic Power
Mike	Smith	National Grid
Robin	Maslowski	Navigant
David	Erickson	New Hampshire Electric Cooperative
Ward	Eames	NTC
Rick	Hill	Oklahoma Gas & Electric
Don	Dulchinos	OpenADR
Olivia	Patterson	Opinion Dynamics
Jon	Hilowitz	Orange and Rockland Utilities
Susan	Marinelli	PEPCO Holdings, an Exelon Company
Sean	Pressmann	PPL Electric Utilities
Patrick	Hood	RF Demand Solutions
Brett	Korven	Sacramento Municipal Utility District
Mark	Gagen	Salt River Project
Jenny	Roehm	Schneider Electric
Bob	McArthur	Scope Services
Jeff	Havranek	Sensus USA
Jerry	Mound	Shifted Energy
Andrew	Nih	SoCalGas
Daniel	Lewis	SolarEdge Technologies
Mark	Martinez	Southern California Edison
Al	Takle	Steffes
Darren	Gronewold	Tantalus
Troy	Eichenberger	Tennessee Valley Authority
Sue	Hanson	Tetra Tech
Joel	Schofield	Threshold
Thad	Carlson	TrickleStar
Debbie	Lindeman	Tucson Electric Power
Ross	Kiddie	West Monroe Partners
Dave	Oberholzer	Whisker Labs
Brian	Doyle	Xcel Energy
Dave	Hyland	Zen Ecosystems
Lenore	Zeuthen	Zeuthen Management Solutions

Members and Guests in Attendance:

First	Last	Organization
Laurie	Duhan	Baltimore Gas & Electric
John	Regan	Calico Energy
Mike	Feeley	COI Energy Services
Brian	Kirchman	Commonwealth Edison
Ryan	DeKimpe	DTE Energy
Melissa	Knous	Duke Energy
Kathryn	Valentine	E Source
James	Jackson	Emerson Commercial & Residential Solutions
Kitty	Wang	Energy Solutions
Yvette	Maskrey	Honeywell Smart Energy
Robyn	Link	ICF
Thomas	Roberts	IGS Energy
Poornima	Eber	National Grid
Allison	Hamilton	National Rural Electric Cooperative Association
Eddie	Eames	NTC
Kyle	Barton	Portland General Electric
Josh	Keeling	Portland General Electric
Lowell	Todd	RF Demand Solutions
Ross	Malme	Skipping Stone
Gadi	Michaeli	SolarEdge Technologies
Jonathan	Hoehst	Tetra Tech
Erin	Elmiger	Threshold
Tom	Hines	Tierra Resource Consultants
Will	Lange	Waterfurnace
Patrik	Ronnings	Xcel Energy

