

Board Meeting Minutes
20 April 2020
Spring Board Meeting (Held online)

Meeting Minutes

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

Meeting Adjourned: 2:30 by Michael Brown

Attendance: The meeting was attended by 4 of the 4 officers and 8 of the 8 executive committee members. There were 61 voting board member representatives out of 123 voting members. This constituted a quorum according to the bylaws. A total of ~80 participants attended the meeting. The meeting was called to order and conducted by Michael Brown PLMA Chair. The attendance list is provided in an appendix A.

Decisions:

Board Minutes from Fall Board Meeting (4 November 2019)

Motion: Accept the minutes as published

Moved: W. Ames

Second: J. Powers

Vote: Approved via electronic vote tally without dissent

2020 Planned Actions

Executive Committee Elections. The terms for the executive committee will end after the 42nd PLMA Conference. All eight Executive Committee positions will be up for elections. The election process will begin in August with self-nominations. Secretary called for volunteer to be election officer.

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 is at www.peakload.org/board-homepage which is behind the board member password.

Chair's Welcome, Michael Brown

- Reference to board policies at Board Home Page link above
- Review of the Organization Structure
- Welcome New Members

Vice Chair Report, Rich Barone

- Executive Director Search Process
- Vice Chair Responsibilities
 - o Focus on Interest Groups

Secretary Report, Joseph E. Childs

- Approve Fall 2019 Board Meeting minutes (listed above)
- Announce Fall 2020 Executive Committee Elections (listed above)
- Policy Update
 - o Leadership Election Policy. Approved by Executive Committee. Posted on Board of Directors page on the PLMA website.
 - o Membership Policy. Approved by Executive Committee. Posted on Board of Directors page on the PLMA website.
 - o Volunteer Expense Reimbursement Policy (Draft). In review with Executive Committee. Working on Use Cases. Review and comments from Board of Directors requested.
 - o Document Retention Policy (Draft). Cloud-based storage of PLMA materials ~90% complete. Processes and procedures being documented.
- Attendance Statistics. The St. Petersburg Conference continued the trend of >300 participants with attendance of 319. We continue to attract new people to the conference. 35% of the attendees were first time participants. The PLMA core statistic of utility attendance / total attendance which was 32%, similar to the 11-previous conference average of 33%.

Treasurer Report, Troy Eichenberger

- Profit and Loss Statement –March 31, 2020.
 - Net Income = \$140,676 => \$258,169 Total Revenue - \$117,493 Total Expenses
- Bank Accounts – March 31, 2020
 - Total Assets = ~\$759,000 => ~235k in Operative Account + ~250k in Savings + ~\$275k across 2 CDs
 - In addition, the Scottsdale Plaza Resort deposit will roll over for the May 2021 conference
 - Liabilities ~\$18,000 in accounts payable
- 2020 Budget Overview
 - Budgeted for hiring new Executive Director and Chief Development Officer
 - Planned for Onboarding process as Utility Exchange runs PLMA in 2020 and supports transition
 - Performed risk analysis for COVID-19 including loss of revenue from Spring Conference
 - Planned budget deficit of \$195k for 2020.
 - Goal is to return to positive Budget and Balance sheet in 2022.
- Key activities of the Fiscal Committee were:
 - Fiscal Policy Update with Independent Auditor Suggestions
 - o Strengthen internal controls
 - o Updated Investment Policy
 - Reviewed Investment Options
 - Introduced Risk Analysis (Additional Full Time Staff, COVID-19 Impacts, etc.)
 - Fiscal Committee: T. Eichenberger, R. Kiselewich, L. Duhan (new)

Executive Director Report, Ed Thomas

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

Utility Load Management Exchange and Group Reports

The PLMA planning and interest groups provided updates on their activities since the last Board meeting.

Utility Load Management Exchange: Brian Doyle, Paul Wassink, and Dana DeRemigis

Thought Leadership: Jenny Roehm

Leverage conference content for additional Compendiums and publications
Supporting Strategic Initiatives A & B

Education Planning: Mark Martinez and Christine Riker

Grow and Refine PLMA Training

Online training under assessment

Examine Training Grant Opportunities

PLMA Training Enhancements

Planned Events

July 13-17. Irwindale, CA. Market Fundamentals & Program Design & Implementation

Fall 2020. Tentative NY or Chicago

November 9. Evolution of DR

Connected Devices: Kari Binley, Poornima Eber, Tamar Rousan and JT Thompson

Recorded PLMA Interest Group Presentations

Women in Demand Management: Melissa Knous, Lenore Zeuthen, and Isabela Sepulveda

Distributed Energy Resources: Richard Barone, John Powers, and Jamie Coffel

Customer Engagement: Diana Sefcik, Vanessa Richter, Scott Jarman, and Tracy Schmidt

New Leadership

Behavioral DR Webinar

Interest Group Session

Planned for June 2020

Fall 2020 Webinar

Global Load Management: John Hilowitz, Scott Coe, and Ross Malme

Planned Webinar with Country focus of Australia

Establish regular planning calls

Work on Fall Conference

Conference Planning: Bruce Brazis, Mark Gagen, and Tom Hines

Thanks for Conference Abstract Scorers (42 people scored abstracts)

42nd Conference Nov 9-11, 2020 Baltimore Maryland

43rd Conference May 10-12, 2021 Scottsdale, Arizona

Awards: Laurie Duhan, Michael Smith, and Brett Feldman

Thanks to Awards Nominations Scorers (22 people scored nominations)

Award winners announced

Scheduled LM Dialog Series from Award winners posted

Strategic Vision 2021

Michael Brown provided background on the 2021 plan. Presentation on the individual elements were presented by the team lead. Details are in the board slide presentation slides referenced above.

Strategic Initiatives

A: Spark DER Innovation: Robin Maslowski

B: Foster DER Adoption: Rich Barone

Strategic imperatives

Ally Strategy: Jenny Roehm

Improve Resource Efficiency: Michael Brown

Financial Planning and Operations: Troy Eichenberger

Member Development: Derek Kirchner

Chair's Remarks Michael Brown

New Staff Comments and Introduction

Rich Philip

Judy Knight

Open Floor Discussion

Open floor discussion was limited due to the webinar format. Comments included questions about the Organization of staff moving forward and the transition plan.

Adjourn Michael Brown

Appendix A Board Meeting Attendance

PLMA Officers, Executive Committee and Staff
Officers:
Michael Brown – Berkshire Hathaway, NV Energy
Richard Barone -
Troy Eichenberger - TVA
Joseph Childs - Eaton
Executive Committee:
Justin Chamberlain – CPS Energy
Derek Kirchner – Consumers Energy Company
Ruth Kiselewich – ICF
Robin Maslowski - Navigant
Olivia Patterson – Opinion Dynamics
Christine Riker – Energy Solutions
Wendy Brummer – Pacific Gas & Electric
Andrea Simonsen – Idaho Power
Staff:
Ed Thomas
Tiger Adolf
Judy Knight
Richard Philip

Board Members in Attendance:

First	Last	Organization	Member Type
Mark	Bailey	Connected Energy (UK) LTD	Board
Ron	Bartnick	Florida Power & Light	Board
Peter	Bergeron	CPower Energy Management	Board
Rolf	Bienert	OpenADR Alliance	Board
Bruce	Brazis	Arizona Public Service	Board
Thad	Carlson	TrickleStar	Board
Scott	Coe	GridOptimize	Board
Jamie	Coffel	Honeywell Smart Energy	Board
Brad	Davids	Google (Nest)	Board
Sarah	Densmore	Black & Veatch Management Consulting	Board
Bob	Donaldson	Duke Energy	Board
Brian	Doyle	Xcel Energy	Board
Laurie	Duhan	Baltimore Gas and Electric Company	Board
Ward	Eames	NTC	Board
Jon	Farland	TROVE	Board
Keegan	Farrell	DTE Energy	Board
Suzanne	Frew	Snohomish County PUD	Board
Michael	Goldman	Eversource Energy	Board
Matthew	Haak	Calico Energy	Board
Kit	Hagen	Armada Power	Board
Richard	Hasselman	GDS Associates	Board
Jon	Hilowitz	Orange and Rockland Utilities	Board
Jonathan	Hoechst	Tetra Tech	Board
Garry	Jones	Oncor Electric Delivery Company	Board
Erica	Keating	Southern California Edison	Board
Steve	Kenny	Landis+Gyr	Board
Wendy	Lohkamp	Oracle Utilities	Board
Brad	Mantz	SDG&E	Board
Aaron	Mehta	Consolidated Edison	Board
Ashley	Millwood	Santee Cooper	Board
Jim	Musilek	NCEMC	Board
Meridith	Nierenberg	West Monroe Partners	Board
Dave	Oberholzer	Resideo	Board
Michael	Ohlsen	City of Tallahassee Electric & Gas Utility	Board
Jeff	Perkins	ERS	Board
Jenny	Roehm	Schneider Electric	Board
Tyler	Rogers	EnergyHub	Board
Mark	Rupnik	Connected Energy	Board
Joel	Schofield	Threshold	Board
Ashley	Schriewer	New Braunfels Utilities	Board

Cory	Scofield	Central Hudson Gas & Electric	Board
Craig	Sherman	Sacramento Municipal Utility District	Board
Monica	Thilges	APTIM	Board
Greg	Wassel	Franklin Energy	Board
Andy	Whitaker	Clean Power Research	Board
Lenore	Zeuthen	Zeuthen Management Solutions	Board
Matt	Carlson	Aquanta	At Large Board
James	Jackson	Emerson Commercial & Residential Solutions	At Large Board
John	Powers	Extensible Energy	At Large Board

Note: Officers and Executive Committee members are Board Members and are not listed in this table.

Non-Voting Members in Attendance:

First	Last	Organization	Member Type
Brenda	Chew	Smart Electric Power Alliance	At- Large
Steve	Cowell	E4TheFuture	At- Large
Scott	Jarman	Austin Energy	At- Large
Brad	Rittler	Encycle	At- Large
Kathryn	Valentine	E Source	At- Large
Christopher	Wehr	FirstEnergy	At- Large

Note: At-Large Board Members are included in the voting members table

Guests in Attendance:

First	Last	Organization	Member Type
			Guest
Marlon	Argueta	Consolidated Edison	At- Large
Sharyn	Barata	Opinion Dynamics	At- Large
Kerri	Carnes	Arizona Public Service	At- Large
Patrick	Donlon	Armada Power	At- Large
David	Erickson	New Hampshire Electric Cooperative	At- Large
Brett	Feldman	Guidehouse	At- Large
NATHAN	HOLDER	Advanced Energy	At- Large
Allison	Hamilton	National Rural Electric Cooperative Association	At- Large
Diana	Husmann	Nexant	At- Large
Daniel	Lewis	SolarEdge	At- Large
Jason	Price	West Monroe Partners	At- Large
Thomas	Roberts	IGS Energy	At- Large
Diana	Sefcik	Orange and Rockland Utilities	At- Large
Isabel	Sepulveda	EnergyHub	At- Large
Chetna	Smith	Southern California Edison	At- Large
Darryl	Taylor	CLEAResult	At- Large
Alekhya	Vaddiraj	Electric Power Research Institute	At- Large

Kathy	Wagner	Portland General Electric	At- Large
Kitty	Wang	Energy Solutions	At- Large