

Board Meeting Minutes
Monday, May 3, 2021
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 7 of the 8 executive committee members. There were 35 voting board member representatives out of 104 voting members. This constituted a quorum according to the bylaws. A total of 49 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 (November 2, 2020)

Motion: Accept the minutes as published

Moved: R. Kiselewich

Second: J. Roehm

Vote: Approved via electronic vote tally without dissent

2021 Planned Actions

Officer Elections. The terms for the officers end after the 44th PLMA Fall Conference. All four officer positions will be up for elections. The election process will begin in August with self-nominations.

At-Large Director Elections. The terms for the At-Large Directors end after the 44th PLMA Fall Conference. All At-Large Director positions will be up for elections. The election process will begin in September with self-nominations.

Election Officer. The Secretary called for a volunteer to be election officer for the Fall 2021 Elections.

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.

Open Floor Discussion

Open floor discussion was limited due to the webinar format.

12:30 p.m. EDST: **Call to Order**

Chair's Welcome, Michael Brown

Reference to board policies (at link above)

Welcome new members

Vice Chair Report, Rich Barone

Interest Group Update

Secretary Report, Joseph E. Childs

Approve Fall 2021 Board Meeting minutes (see posted files above)

Treasurer Report, Troy Eichenberger

Financial Reports

Fiscal Committee Activities

Chief Development Officer and Executive Director Updates: Rich Philip, Judy Knight, and Monica Hammond

Group Reports

Utility Load Management Exchange, Paul Wassink

Thought Leadership, Michael Ohlsen

Awards, Peter Bergeron

Education Planning, Mark Martinez

Connected Devices, J.T. Thompson

Women in Demand Management, Lenore Zeuthen

Retail Pricing, Chris Gallo

Customer Engagement, Tracy Schmidt

Global Load Management, Ross Malme

Electric Transportation, Katie Parkinson

43rd Conference Planning, Bruce Brazis

Welcome to 44th PLMA Conference, Rich Philip

45th PLMA Conference Announcement, Laurie Duhan

Strategic Vision 2021 Update, Michael Brown

Process for a "Vision 2021 REFRESH"

Introducing the PLMA Values

Strategic Initiatives

A: Spark DER Innovation, Robin Maslowski

B: Foster DER Adoption, Rich Barone

Strategic Imperatives

1: Ally Strategy, Jenny Roehm

2: Improve Resource Efficiency, Michael Brown

3: Financial Planning & Operations, Troy Eichenberger

4: Member Development, Derek Kirchner

Chair Remarks: Michael Brown

Open Floor Discussion

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
Derek Kirchner – Consumers Energy Company
Robin Maslowski - Navigant
Ruth Kiselewich – ICF
Olivia Patterson – Opinion Dynamics
Andrea Simonsen - Idaho Power
Staff:
Judy Knight
Richard Philip
Monica Hammond

Board Members in Attendance:

Last	First	Organization	Member Type
Ashley	Chris	EnergyHub	Board
Bergeron	Peter	Cpower Energy Management	Board
Bodoh	Joyce	Rappahannock Electric Coop	Board
Brazis	Bruce	APS	Board
Coe	Scott	GridOptimize	Board
Delillo	Carol	Tucson Electric Power	Board
Gallo	Chris	ConEd	Board
Hamilton	Allison	NRECA	Board
Hilowitz	Jon	Orange & Rockland Utilities	Board
Hoechst	Jonathan	Tetra Tech	Board
Martinez	Mark	SCE	Board
Measamer	Christine	Pepco Holdings	Board
O'Melia	Stephanie	Georgia Power	Board
Roehm	Jenny	Schneider Electric	Board
Sherman	Craig	SMUD	Board
Simovic	Uros	West Monroe Partners	Board
Smith	Mike	NationalGrid	Board
Taylor	Andy	Duke Energy	Board
Thilges	Monica	Aptim	Board
Thompson	JT	Enbala	Board
Tullis	Emilie	Uplight	Board
Wassink	Paul	NationalGrid	Board
Zeuthen	Lenore	Zeuthen Management	Board
Hines	Tom	Tierra Resource Consultants	At Large Board
Note: Officers and Executive Committee members are Board Members and are not listed in this table.			

Non-Voting Members in Attendance:

Last	First	Organization	Member Type
Malme	Ross	Bowen Partners	At Large Representative
Parkinson	Katier	Apex Analytics	At Large Representative
Saliba	Chad	Geotab Energy	At Large Representative
Schofield	Joel	Threshold	At Large Representative
Note: At-Large Board Members are included in the voting members table			

Guests in Attendance:

First	Last	Organization	Member Type
Avseikova	Kessie	Opinion Dynamics	Guest
Berry	Cindy	Austin Energy	Guest

Brown	Frank	BPA	Guest
Cain	Julie	CPS Energy	Guest
Feldman	Brett	Guidehouse	Guest
Folks	Jordan	Opinion Dynamics	Guest
Negron	Doris	Pepco Holdings	Guest
Nierenberg	Meridith	West Monroe Partners	Guest
Schmidt	Tracy	TVA	Guest