

Board Meeting Minutes
Monday, April 4, 2022
Spring Board Meeting

Meeting Minutes

Call to Order: 6:02 p.m. Eastern Time by Richard Baron

Meeting Adjourned: 7:52 p.m. by Richard Barone

Attendance: The meeting was attended by three (3) of the four (4) officers and six (6) of the eight (8) executive committee members. There were 64 voting board member representatives out of 83 voting members. This constituted a quorum according to the bylaws. A total of 78 participants attended the meeting. The meeting was called to order and conducted by Richard Barone, PLMA Chair. The attendance list is provided in appendix A.

Decisions:

Board Minutes from Fall Board Meeting (November 1, 2021)

Motion: Accept the minutes as published

Moved: J. Roehm

Second: R. Kiselewich

Vote: Approved via electronic vote tally without dissent,

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, Richard Barone

Vice Chair Report, Robin Maslowski

Secretary Report, Andrea Simonsen

Treasurer Report, Troy Eichenberger (recorded)

Staff Report Rich Philip, Judy Knight, Monica Hammond

Group Reports

, Mike Smith

Thought Leadership, Jenny Roehm

Education Planning, Paul Wassink

PLMA Awards, Brett Feldman

Connected Devices, Kari Binley

Women in Demand Management, Jessie Mehrhoff

Retail Pricing, Jordan Folks

Customer Engagement, Vanessa Richter

Global Load Management, Scott Coe
Electric Transportation, Kessie Avseikova
45th Conference Planning, Chris Walls
46th Conference Planning, Bruce Brazis

Strategic Vision REFRESH Update

Rich Barone

STRATEGIC INITIATIVES

A: Spark DER Innovation, Eric Van Orden

B: Advanced Decarbonization through LM, Rich Barone
Strategic Initiative B – Decarbonization Survey

C: Enhance Diversity, Equity, and Inclusion, Andrea Simmons

OPERATIONAL IMPERATIVES

1: Strategic Marketing, Michael Brown

2: Improve Resource Efficiency, Rich Barone

3: Financial Planning & Operations, Ruth Kiselewich

4: Member Development, Andrea Simmons

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).

Call for New Business, Rich Barone

Closing Comments, Rich Barone

7:52 p.m. **Adjourn**

Appendix A Board Meeting Attendance

PLMA Officers, Executive Committee and Staff	
Officers:	
Richard Barone – TRC Companies	
Robin Maslowski – Guidehouse	
Andrea Simonsen – Idaho Power	
Executive Committee:	
Laurie Duhan – Baltimore Gas & Electric	
Allison Hamilton – National Rural Electric Cooperative Association	
Joyce Bodoh – Rappahannock Electric Cooperative	
Ruth Kiselewich – ICF	
Christine Riker – Energy Solutions	
Kari Binley – ecobee	
Staff:	
Judy Knight	
Richard Philip	
Monica Hammond	

Board Members in Attendance:

Last	First	Organization
Adams	Jeff	ICF
Arnold	Eric	Georgia Power
Becker	William	Scope Services
Bengtson	Nick	EnergyHub, Inc.
Bergeron	Peter	CPower
Berry	Cindy	Austin Energy
Bienert	Rolf	OpenADR Alliance
Billings	Zachary	Madison Gas and Electric
Brager	Ryan	Eaton
Brazis	Bruce	Arizona Public Services
Brown	Michael	Berkshire Hathaway Energy
Carlson	Matt	Aquanta Inc.
Chowdhury	Mawra	Central Hudson Gas & Electric
Coe	Scott	GridOptimize
Coffel	Jamie	Itron
Cummings	Andrew	New Braunfels Utilities
Erickson	David	New Hampshire Electric Cooperative
Fahri	Brian	Google (Nest)
Fish	Randy	Shifted Energy

Flores	Raul	CPS Energy
Folks	Jordan	Opinion Dynamics
Foreman	Mark	CLEAResult
Gronewold	Darren	OATI
Haley	Leona	Avista Utilities
Hatch	Maryanne	NRUCFC
Hawes	Tom	Camus Energy
Henry	Craig	Honeywell Smart Energy
Hickey	Brian	Threshold Installation & Outreach
Hunt	Brenda	Portland General Electric
Hyland	Dave	EGM
Jackson	James	Emerson
Johnson	Scott	Xcel Energy
Keating	Erica	Southern California Edison
Kretzing	Maria	Bidgely
Levine	Matt	NTC
Lynch	Michelle	Hoosier Energy
Martinez	Mark	Southern California Edison
Maskrey	Yvette	Honeywell Smart Energy
Maurer	Christine	Advanced Energy
Measamer	Christine	PEPCO Holdings, an Exelon Company
Oberholzer	Dave	Resideo
Parkinson	Katie	Apex Analytics
Pickett	Jeff	Enel X
Ranade	Sangeeta	Schneider Electric
Richter	Vanessa	Oracle Utilities
Roehm	Jenny	Schneider Electric
Rupnik	Mark	Connected Energy
Schofield	Joel	Threshold Installation & Outreach
Smith	Mike	National Grid
Snyder	Matthew	FPL
Taylor	Andy	Duke Energy
Thilges	Monica	APTIM
Thompson	Jonathan	Generac Grid Services
Van Orden	Eric	Virtual Peaker
Wassel	Greg	Franklin Energy
Zuethen	Lenore	ACE (formerly Zuethen Management Solutions, Inc.)
Notes: Officers and Executive Committee members are listed separately		

Non-Voting Members in Attendance:

Last	First	Organization
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Feldman	Brett	National Grid
Gannon	Vicky	Google (Nest)
Mehrhoff	Jessie	Generac Grid Services
Malme	Ross	Malme Energy Consulting LLC
Rohrer	Terry	Connected Energy
Walls	Chris	BGE
Wassink	Paul	National Grid
Note: At-Large Board Representatives are included in the Board Members table.		

Guests in Attendance:

Last	First	Organization
Adolf	Tiger	Utility Exchange
Childs	Joseph	Retired-Eaton
Thomas	Ed	Utility Exchange