



BOARD MEETING MINUTES
(May 9, 2013)

Location

Transit Center
250 West 8th St., Conference Room
Durango, CO 81301

Board Members Present:

Enid Brodsky
Erich Bussian (remotely)
Robert Dawes
Werner Heiber
Rebecca Kauffman
Mary Beth Miles
Peter May Ostendorp
Paul Senecal
Mark Schwantes

Absent:

Gwen Lachelt
Roy Peterson

4CORE Staff in Attendance:

Gregg Dubit
Teresa Shishim
Bonnie Rozean

Guests

None.

CALL TO ORDER – Rob called the meeting to order at 3:33 pm. A quorum was present.

OLD BUSINESS

- Review and Approval of previous meeting minutes from April 2013. The spelling of Erich's first name was corrected. Change Q2 to end of June. Enid made a motion to approve the minutes as corrected; Paul seconded the motion. The motion passed without dissent.

NEW BUSINESS

- Vice Chair Election
With the resignation of Board Secretary, Bruce Baizel, Erich Bussian was nominated to serve as Vice Chair. Werner seconded the nomination. Rebecca moved to close nominations. Enid seconded. Passed without dissent. The board voted to elect Erich as Vice Chair.
- Strategic Planning – Four Focus Areas
Rob opened the discussion regarding the focus area spreadsheet. Rebecca noted that an updated spreadsheet was handed out at the meeting. Costs were reviewed for each area. Rebecca noted that a full year's of expenses were calculated and then translated into six months for the remaining half of 2013. These calculations do not replace the budget or include management and general expenses. Discussion was held on utilizing 2013 resources to help launch 2014 implementations in the information hub focus area. Discussion was held on the format of the spreadsheet and the definition of units, i.e., the number of newsletters, etc. Marketing time is covered under staff time.

The Direct Education and Training focus area was discussed next. Discussions were held on the definitions of marketing, printing, and advertising. The marketing number under Home Spotlight will be reviewed by staff. Enid noted that usually 15% of the budget is set aside for marketing. Peter noted that the revenue does not cover the expenses in this category for 2013. Discussion was held on the Information Hub being the core function of 4CORE and the focus areas serving as the methodologies for implementation. Discussion returned to the revenue that may be realized under each focus area with the goal of each area becoming self-supporting through fees and/or by being subsidized. Rob suggested that some of the staffing costs be input into the City and County annual applications to help cover the costs of the programs. The discernment between education and information was discussed.

Werner brought up the topic of knowing what our current funders priorities are for 4CORE. Enid noted that Memorandums of Understanding with our funding partners would spell out what the expectations of our funders are.

The Residential and Commercial Energy Efficiency focus area was discussed next. Rebecca noted that the intent of the LPEA contribution of \$9,500 was to be applied towards the costs of the HomeRx launch. The goal is for this area to be self-supporting. Skill sets of staff are currently in place with the addition of some sales training. Rebecca noted that the staff person would ideally have the capacity to cover the scope of the job without involving the ED extensively.

Erich connected remotely at 4:34 pm.

Rebecca noted that correct staffing is critical to success. Job descriptions will be created or revised for any new positions. Peter noted that there is currently a wait list for audits. Mark requested letters of support from the energy auditors regarding this focus area. Gregg noted that there is a meeting scheduled for May 22nd with the energy auditors with this being one of the topics to be discussed. The goal is for the program to provide a pipe line for upgrades which would create work for the auditors.

Gregg noted that First National Bank has \$2,000 to put towards the program based on board approval of the viability of the program. There may be additional funds for 2014. Businesses would be approached to subsidize audits for their employees.

The Innovative Solutions focus area was discussed next. A solar product offering would be available through a one stop shop approach. Banks would need to be approached regarding loan availability. Solar installers would also be approached for buy in of the program. Preliminary commission figures were forecast at approximately \$800 to \$1,000 per unit. Board and staff time would be utilized in the beginning. Gregg noted the potential ASTI grant from Optony Solar which could contribute to this project. Peter commented on combining the energy efficiency upgrades with solar installations in discussions with the banks. Enid described it as a range of services available to the community. The goal of this focus area is to be self-sufficient.

The score sheet was handed out and scoring was explained.

Rebecca left at 4:56 pm.

The score sheets were turned in and will be tallied. This will showcase the plan for the remainder of the year. Gregg discussed his capacity to prepare a draft of the long term strategic plan. Rob discussed the executive committee drafting goals for staff. Enid recommended one or two goals for each area with steps to achieve the goals. Teresa and Gregg will prepare the draft and submit to the Executive Committee.

Rob brought up holding another meeting in May. The board decided to hold a working meeting (not an official board meeting) again during the regular meeting time, May 16th from 3:30 to 5:00 pm.

Erich moved to adjourn, Mary Beth seconded. The meeting was adjourned at 5:07 pm.

Next Meeting: Thursday, May 16th – 3:30-5:00 pm.

Respectfully submitted by:
Peter May-Ostendorp, Secretary, 4CORE Board of Directors

Mission: 4CORE serves Southwest Colorado as the leading resource for the effective and efficient use of energy to promote and sustain our vibrant local communities.