

## 4CORE Board Meeting Minutes: August 15, 2013



### LOCATION

Durango Transit Center Conference Room

### BOARD MEMBERS PRESENT

Enid Brodsky  
Werner Heiber  
Mary Beth Miles  
Peter May Ostendorp  
Paul Senecal

### ABSENT

Gwen Lachelt  
Roy Peterson  
Mark Schwantes/ Greg Munroe

### 4CORE STAFF IN ATTENDANCE

Gregg Dubit  
Bonnie Rozean  
Tom Zajicek

### GUESTS

Lew Pratsch – Gregg gave a brief background for Lew. Lew was previously with the DOE and has a home in Forest Lakes.  
Kurt Schneider – Owns Select Mortgage in Durango and is an active member of the Solarize LaPlata committee.

Call to order - 3:42 pm

Introductions were made.

Peter noted Enid's request to postpone discussing the Marketing and Outreach Plan. This will be moved to the September meeting.

### OLD BUSINESS

**Approve minutes from July 25<sup>th</sup>.**

Motion: Werner made a motion to approve the July board meeting minutes; Mary Beth seconded.

Vote: Motion approved.

### Strategic Planning Worksheet

Gregg briefly went over the strategic planning worksheet which was developed to be used as a tool to monitor progress on the goals and outcomes spelled out in the strategic plan. Gregg walked through the residential energy efficiency focus area detailing the lead and noting the updates for July and August to date. Gregg

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discussed the plan to meet with the local propane providers to begin soliciting incentives. Peter provided feedback for Gregg to indicate the items in the report that need board attention. Enid noted that these updates can be included in a quarterly report to the board.

Enid questioned if all of the four focus areas were included in the draft report. Gregg will be adding the Information Hub focus area.

Paul arrived at 4:00 pm.

Werner's feedback was for Gregg to notify the board briefly on items that are exceeding expectations, where help is needed, etc. This can be done using the staff report.

Gregg invited the board to let him know what reporting the board would like to see and if they are not receiving it.

### **Program Update: HomeRx and Home Energy Score**

Tom reported on the status of the HomeRx program portion of the energy efficiency focus area. The Home Energy Score (HES) assessment tool is being used to audit homes. Tom successfully passed the HES Assessor testing to become certified. The first sale was made in July and three audits have been sold in August so far. Lew Pratsch paid for an audit and Tom went over Lew's HES report to familiarize the board with the product that is produced after the assessment. Tom went over the recommendations for this home. HomeRx Plus adds health and safety recommendations which are prioritized. The HES provides an asset evaluation which does not account for client behavior. The HES is a good marketing tool and HomeRx Plus has the capability for more detailed information and recommendations.

Tom went over the fees which are determined by the square footage of the home with a range from \$350 to \$650. The fee for the separate quality assurance inspection after work has been completed is \$100.

Discussion was held on tracking the costs of conducting the audit and producing the report. Tom noted that the audit can take from 3 to 4 ½ hours. Data input for HES takes about 30 minutes. Each time the process is being streamlined. The goal is to generate an average revenue of \$50 per hour per home. The HomeRx brochures were handed out to the board. Tom noted that Radon tests can also be included for an additional charge. Tom noted that current utility usage data is gathered prior to the audit. The HES is about half the data and about half the cost of the HERS rating. The realtors are being educated that this information is available to be used on the MLS. Discussion was held on whether the HES could replace a home inspection; it is thought not but the score adds value. Home inspection fees were discussed. Werner requested a work session for the board to go over a HES report.

Lew shared that the DOE created the HES as a mechanism to lower the costs of a HERS rating. Lew was pleased with the level of detail received in his report and commented that the health and safety add on is very valuable. Lew's recommendation is to note the increased comfort to homeowners from an energy efficient house. A work session will be planned for October for those board members interested.

Discussion was held on blitzing the services in area subdivisions to streamline travel time.

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**Sales Funnel/Pipeline Development.** Discussion tabled until next meeting.

### **NEW BUSINESS**

#### **Financial Update**

Gregg noted that the financials for July will be forthcoming as there was not adequate time to produce them before today's meeting due to grant reporting deadlines falling on the 15<sup>th</sup> and Bonnie's part time status. The budget/forecast was discussed. Bonnie went over the budget/forecast detail. Gregg noted that the cash reserve has been increased by approximately \$68,000 by leveraged funds from the Weatherization program. Gregg noted that the HomeRx revenue is projected in the budget/forecast. LPEA funding has not yet been received for 2013 and the application has been submitted. The date to meet with the Durango City Council is forthcoming.

Discussion was held on the five counties that have been previously served. Currently the outlying counties are not being served.

Gregg noted that the need to diversify and increase 4CORE's funding is now paramount.

Discussion moved to the funding history worksheet. Gregg discussed his plans to talk to the different funding partners. Background was given on the original formation of 4CORE and the willingness of the funding partners to participate. Discussion was held on finding other sources for funding. Enid noted that the marketing and outreach plan will facilitate this endeavor. Werner noted the direct community and life cycle benefit of the work being done by the HomeRx program.

Gregg will send the City of Durango application to the board.

#### **Board Development Updates**

Peter led a discussion on board development. The board is currently at the minimum number of members. Paul stated that he had approached Kurt Schneider regarding the Treasurer position on the board which is currently vacant. Peter stated the need is still present for additional board members and for each board member to solicit a candidate.

Gregg noted that the County will be appointing another member as Gwen is no longer able to serve.

Motion: Werner moved to appoint Lew Pratsch to the board. Mary Beth seconded. Lew graciously accepted the nomination. For half of the year Lew will be out of the county but can participate remotely.

Vote: Motion approved.

Enid noted that she had a contact to ask.

Kurt talked about his background and interest in serving on the board. Werner requested that Kurt's background be sent to the full board for consideration at the September meeting.

#### **Executive Director Annual Evaluation and Executive Committee Recommendations**

Moved to old business at the next meeting.

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### **Additional Business**

Lew recommended creating task forces to implement marketing and outreach and fundraising. Gregg noted that a significant fundraising toolkit is available to implement. Gregg will send this out prior to the next meeting.

Mary Beth asked if the meetings could be extended for two hours. Consensus was that this would be workable. The meetings will be from 3:00 to 5:00 pm starting with the September 19<sup>th</sup> meeting.

### **NEXT MEETING**

September 19th, 3:00 – 5:00 pm at the transit center conference room

### **ADJOURNMENT**

Peter moved to adjourn, Werner seconded. Motion approved at 5:06 pm.

Drafted by Bonnie Rozean, Finance Manager  
Respectfully Submitted by:  
Paul Senecal, Secretary  
4CORE Board of Directors