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**Board Meeting Minutes**

(April 18, 2013)

**Location**

West Building

835 E. 2nd Ave., Suite 444, Conference Room

Durango, CO 81301

**Board Members Present:**

Mary Beth Miles

Erich Bussian

Robert Dawes

Werner Heiber

Rebecca Kauffman

Peter May-Ostendorp

Roy Peterson

Paul Senecal

Enid Brodsky

Gwen Lachelt

**Absent:**

Mark Schwantes/LPEA

Bruce Baziel

**4CORE Staff in Attendance:**

Gregg Dubit

Bonnie Rozean

Teresa Shishim

**Guests**

None

**Call to Order** – Rob Dawes called the meeting to order at 3:32 pm. Thank you cards were sent around for the Home Spotlight Event for board members to sign.

**Consent Agenda:**

Approval of previous meeting minutes.

**Motion:** Rebecca made a motion to approve the March board meeting minutes; Enid seconded.

**Vote:** All in favor with no opposition.

**New Business**

* Local Clean Energy Fund

Donations have been made, primarily by Tim Wheeler ($460 in 2009), and $9,000 was moved into the account, but the $460 was the amount donated. Werner, LeeAnn and Isabel from Local First, Brian Morrison and Gregg have been discussing using a portion of this for local vesting. Gregg wants to return ~$9,000 back to the 4CORE PSF, and release $250 to co-send a representative (Local First Intern – Isabel) to the Slow Money conference in Denver. Approximately $200 will be left.

**Motion:** Rebecca motions to transfer the balance beyond the $460 (about $9,000) back into PSF. Werner seconded.

**Vote:** All in favor with no opposition.

**Motion:** Werner moved to co-fund Isabel, with matching $250 from Local First, to attend the Slow Money conference in the amount of $250 each organization, totaling $500. She will report back to the 4CORE board when she returns.

**Vote:** All in favor with no opposition.

* Retreat Focus Committees

**Information Resource Hub**: Mary Beth Miles, Bruce Baziel, Werner Heiber, and Teresa Shishim

Goals:

1. Long term goal: Develop the Information Resource Hub for our community to become a leader in progressive energy resource use. Provide our region with the information and resources to become a leading progressive energy community. Highest revenue and highest benefits to mission.

2. Short term goal: Identify and institute opportunities to finance information hub in the next six months. Monetize website and blog, send donation letters to service providers listed on web site, and ask repeat users of blog to join before they can use it more. High revenue. Peter commented that he thinks that it is inappropriate to have ads on .org web sites.

3. On-going goal: Identify our target market- who is using and how are they using our services. Is there a correlation between who is using our website/information resources and who is using our program services? Do we have needs from the region that aren’t being met? Are our information resources relevant? Revenue is low, but benefits to mission are high.

4. Short term goal: Identify matrices to demonstrate effectiveness of our progress on the goals above.

Enid wants to have a total overall marketing plan with goals, metrics, etc. There is help available by FLC Marketing students who are looking for projects for credit (Simon is professor).

Rebecca gets the info hub and defining what products we have to sell, and also understands the importance of marketing plan once we have a list of offerings available.

Werner emphasized the importance of trying to start a study on who is using the services 4CORE provides. We want to mine for 1 year, and gain an intimacy of who is using 4CORE.

Peter asked if we looked at any other “hubs” like e-source to see what their business models are.

Rob wants to know how much staff time this will take.

**Direct Education, Training Outreach** – Board: Robert Dawes, Enid Brodsky, Gwen Lachelt, Cori

Andreatta

Priorities for education include:

**General education series**- community meetings with a topic involved, should be done quarterly or once per month. Ask for participants to pay. Sponsors also could be solicited, but we’d need to be careful to ask all applicable vendors. Examples:

Solarize

Home Spotlight Events- should be held quarterly. Take donations at event. Sponsors also help supplement financial cost.

**Technical Training**- cost covered by tuition or grants.

A lot of staff time is involved setting up these events- catering, speaker, facility, etc. Doing general education and Home Spotlight would require one FTE.

Enid emphasized that there is a tie-in with what the market demand is for topics and how it fits in with participation. Watch for emerging markets to adapt to the latest and greatest.

Peter asked if we have data on this based on surveys that have been collected or requests from the community. He also suggested having outside speakers come to present.

Rebecca mentioned always having a suggested donation of $5 to $15 should always be implemented. When you pay, you place more value on the information.

Green business Roundtable has become a “social event” for attendees whether they like the topic or not.

**Energy Efficiency, Effectiveness** – Board: Peter May Ostendorp, Mark Schwantes, Roy Peterson, Gregg Dubit, Amanda Saunders

Goal: 4CORE will be the efficiency catalyst and facilitator for the communities in Southwest Colorado by running innovative energy efficiency programs. The programs will build on the current successes with the RSBP and the HomeRx pilot program.

***Commercial:*** Whole-building improvement program similar to residential below, but there is a question of leaving in the holistic aspects of the RSBP program, and also, do we incorporate a “portfolio manager” concept.

***Residential:*** Whole-building residential energy improvement program (HomeRx)

* HomeRx Light is of interest- initial higher volume, low barrier, low fee. Utility bill analysis (vs. square footage), and recommendation of a field audit (HomeRx Medium). Goal is 200 consultations for year one with 1/2 turning into HomeRx Medium (income of $50-$100 per consultation).
* HomeRx Medium- liability to organization is less. Includes site visits, audits, and inspections, but not general contracting. Goal is to conduct 100 audits with 20 converting to home upgrades. Connect these upgrades to financing and perhaps take a “finder’s fee”.
* HomeRx Heavy- 4CORE is essentially a general contractor, necessitates increased insurance (pollution occurrence). Wx pays for this insurance currently.

There is a $27 K startup costs, that may or may not be funded by LPEA this summer as a partnership model. Mark would prefer that LPEA focus on the electric and 4CORE focus on non-electric building shell, water, and other fuels. The hope is to “bundle” the electric services with non-electric, and we would refer services to each other.

Rebecca suggested we look at this from the customer’s perspective and need for a “one stop shop” so that these services are easily attained by whoever is providing them.

Rob thought we should “facilitate” the process instead of being a general contractor, which requires a lot of insurance. There is a need for more dialogue on this topic.

Enid asked about an MOU that exists with current 4CORE partners like LPEA. 4CORE staff confirmed that this does not exist. Enid suggested that these should be instituted with all partners to make sure expectations are clear from both parties.

Financial viability: RSBP is certainly viable, and both residential and commercial

Gregg reported that we are also now eligible to do “Excess is Out” audits under Atmos Energy for commercial and we get the rebate, even though it is funded by the EPA grant. We have also received direct requests for residential audits (3 in the last two weeks).

**New World Initiative** - Board: Erich Bussian, Paul Senecal, Rebecca Kauffman, Teresa Shishim, Cori Andreatta, Gregg Dubit

Long-term Goal: Create progressive, forward-thinking, charismatic, revenue-generating programs that pro-actively address energy consumption and generation.

**Solarize** is front and center for this effort, but we also are exploring a **Solar Package** that would extend the availability of solar for rooftops. Erich would like to work with Britt Basset to model costs and financial viability of a Solar Package. He is willing to present it to the 4CORE board, if the board is interested. This would include information of how much we can make on each transaction.

Short term revenue generators could include EE Gift baskets, working with Realtors to offer audits for home buying process, etc.

Name change of this committee from “***New World Initiative***” to “***Innovative Solutions***”.

* Treasurers Report/funding forecast (Treasurer – 10 minutes)

Rebecca sent out a narrative report that states we will run short on revenue by October and will need to dip into reserves by then. Remaining staff is offering to drop their staff time to reduce the need for salary. We have the option to use some of our reserves to jump start a program, but we need to consider cash flow for future, as well as staff time to implement these programs.

* Identify Next Steps

Rob Dawes says the board needs to decide where our priorities lie and what programs will have the highest probability of generating income. Another board meeting is needed to analyze this.

Roy would like a cost / benefit AND staff capacity analysis provided by Gregg as a tool to make a decision. Rebecca suggested that board should send any metrics they would like analyzed and then Rebecca, Bonnie and Gregg will sit down and standardize these. Scoping sheets could be used to complete this task.

Gregg said his passion/favorite is energy efficiency in buildings produces measurable results, but this is not based on the types of analyses Roy suggested. Each group could rank the priorities of their focus area and the cost information and provide them to staff **by Friday the 26th.**

Roy appreciated the table of obligations Gregg created, and perhaps this information can be presented in this format.

Rob suggested an interim meeting on May 9th. He would like audit information sent to board, and doesn’t think we need a presentation by Zink and Associates.

**Additional Business:**

Rob reported that Bruce Baziel resigned from the board.

**Call to Action:**

Rob Dawes’ time on board is limited, and he will likely have to depart toward the end of June 2013. We need a new board Vice President to replace Bruce, but that individual should also be prepared to quickly step up to President when Rob eventually departs. Think about it.

**Motion:** Rebecca made the motion to adjourn; Erich seconded.

**Vote:** All in favor with no opposition. The meeting was adjourned at 5:22 pm.

**Next Meeting:**  Thursday, May 9th – 3:30-5:00 pm.

Respectfully submitted by:

Peter May-Ostendorp, Secretary, 4CORE Board of Directors