

## 4CORE Board Meeting Minutes: November 20, 2014

**LOCATION** Carnegie Building Mtg Room

### **BOARD MEMBERS PRESENT**

Kurt Schneider  
Paul Senecal  
Werner Heiber  
Enid Brodsky  
Tom Holcomb  
Peter May Ostendorp

### **4CORE STAFF/CONTRACTORS IN ATTENDANCE**

Teresa Shishim

### **GUESTS – None**

Call to order – 3:05 pm with a quorum present.

### **BOARD MEMBERS ABSENT**

Lew Pratsch  
Roy Peterson  
Mary Beth Miles  
Mark McKibben

### **OLD BUSINESS**

Approve minutes: Peter made the motion to approve the minutes from October 9<sup>th</sup>, 15<sup>th</sup> and 23<sup>rd</sup>, and November 6<sup>th</sup>. Enid seconded. **Motion approved.**

### **NEW BUSINESS**

#### **Financial Update**

- Multiple grants are wrapping up at the end of the year. We have known income that will fund about \$5,000 per month for November and December.
- As of today- Cash: \$17,500, AR: \$17,800 AP: \$0
- CD accounts are all up to date, but the checking account still has prior staff authorized to sign on checking account. Kurt motioned to reconcile the signature card for the First National Bank checking account and approve changing the signatures on the account to Werner, Kurt, and Teresa, and Kurt will look in to removing Gregg from the credit card account and report back to the board. Pete seconded. Motioned approved.

#### **2015 Funding**

The City of Durango is committed to funding 4CORE for \$17,000 for general operating expenses and a \$25,000 block grant, of which \$5,000 is for running the block grant. Several of the City council members thought that 4CORE should be funded without having to go through the grant process each year. This could restrict our activities, however, if an agreement was reached on this.

La Plata County is working on approving \$27,000 for 4CORE.

LPEA application will be submitted the day after Thanksgiving. After this, Mike Dreyspring has invited 4CORE to present to the board for 30 minutes on December 17<sup>th</sup> to give them a background of organization, what we are now working on and to potentially open the door to a new working relationship moving forward.

#### **HomeRx and ComRx Changes**

We've moved to a referral model. There is a comprehensive agreement for working with energy auditors. At this point, Gregg is our only contractor. Sarah is moving on after the beginning of the year to take a teaching position. Promotion is going on currently- on website and in an ad in the Telegraph positioned

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next to LPEA's energy efficiency rebate ad. LPEA will be promoting their rebate, as well (did a photo shoot).

Getting the word out about the referral program could include ads or articles in the Pagosa Sun, Herald, and Telegraph. Article could feature the benefits of the referral and incentives provided by utilities. Tom can work with the Sun. Kurt can call Bruce Spinning and Janet Enge to ask about writing the article. Headline could feature health and safety and rebates. Libraries could be stocked with brochures, and Werner suggested large format posters on tripods. Messaging needs to be redone for website and new brochures created.

### **2015 Board Development**

Enid indicated she was still considering whether to remain on the Board, which resulted in confusion based upon her decision reported on the October 23 minutes. Not remembering her statement from that meeting, she indicated she would prepare a resignation letter. Board discussed potential candidate names for future 4CORE board members. After discussion, Werner indicated that he would first approach the list of women suggest by the board to actively recruit.

### **New ED Discussion**

Consensus is that we target the beginning of January to resume the hiring process. The funding picture will be a bit more complete then, but still might not be solidified.

### **Survey to Funders**

Kurt is rewriting the survey that went out to the board about priorities. Survey should be rewritten in terms of their needs instead of what we do (focus areas). Survey would go to staff and elected officials for our partners. Should include direct questions with a reference to the original business plan, snippets of what we are doing now, 4CORE's role as an economic multiplier, and an open ended question about what they want to see in reference to their goals. Survey content suggested; "When 4CORE was established, XYZ were the founding principles. Of these, what are your top three priorities? Of those priorities, do you see opportunities for collaboration with 4CORE, other utilities, etc.?"

### **Resource Efficiency Summit**

Kurt is interested in hiring Will Nedder to do a strategic planning session with the 4CORE board and then also doing a summit with our funders to diagnose the barriers to our partners using us more. A scheduled telephone call tomorrow between Kurt and Will will enable the Board to have more information regarding this. There was a discussion about the order of an internal planning session and a partner summit. The survey could be structured to assess some of their needs first.

### **Budget**

Does the board want to look at a draft budget comprised of what is known funding and what is still uncommitted, or should the budget be deferred to the first of the year for when we know more? A draft budget will be disseminated and the budget will be approved in 2015.

Peter motioned to adjourn at 5:09 PM, Paul seconded. **Motion approved.**

### **NEXT MEETING**

Wednesday, December 3, 4:00 – 5:00 pm at the Carnegie Building

Drafted by Teresa Shishim, Program Manager

Respectfully submitted by:  
Kurt Schneider, Acting Director