

4CORE Board Meeting Minutes: September 25, 2014

LOCATION Carnegie Building Meeting Room

BOARD MEMBERS PRESENT

Kurt Schneider
Paul Senecal
Werner Heiber
Peter May Ostendorp
Mary Beth Miles
Mark McKibben – arrived at 3:23 PM
Lew Pratsch – arrived at 3:48 PM

BOARD MEMBERS ABSENT

Mark Schwantes
Roy Peterson
Tom Holcomb
Enid Brodsky

4CORE STAFF/CONTRACTORS IN ATTENDANCE

Gregg Dubit
Teresa Shishim
Cynthia Aspen
Sarah Rank – arrived at 3:54 PM

GUESTS – None

Call to order – 3:06 pm with a quorum present.

OLD BUSINESS

Approve Minutes from August 28th

Peter wanted to clarify what changes were approved in the Bylaws. Kurt clarified that three sections were changed and others were just mentioned as they had pertained to the proposed changes.

Kurt moved to approve the August meeting minutes as presented; Peter seconded. **Motion approved.**

NEW BUSINESS

ED Position Hiring Update

- Last three interviews were finished today.
- We interviewed 5 candidates out of 13 and
- 3 are chosen for a last interview, which will include a homework assignment about a programmatic plan.
- All candidates have a high skill set in certain areas, but no one has everything.
- We hope to decide on a final candidate by next week.
- Teresa will notify those that were not selected for final round and try to schedule final interview next week. Peter, Marybeth and Tom- coordinate around their schedule- Thursday?
- Jen Simon, Randy Burge, and Bruce Spinning are the three final candidates.
- Peter will draft up some general parameters and will need help generating numbers. Mary Beth Miles recommended using the city's procedure for hiring and will help create the prompt and assessment for the hiring. Use the info on the 4CORE website to create a scenario for challenging the new hires.

Financial Update

- Lights Out Reserve –to be put into an “untouchable” CD and in the future the financial reports will truly be separated from the operating fund. Kurt made the motion to move \$10,000 lights out reserve not to be touched into a three month CD at First National Bank to get it out of the operating fund. Marybeth seconded. **Motion approved.**
- The Operating Reserve is in a month to month reserve that can only be accessed by approval of the Executive Committee, which has a plan.

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- Fund Balance \$13 K, with payroll due of \$15K. Two solar contractors are delinquent, and the Colorado Energy Office \$6,552 check is still “in the mail”.
- Focus area loses have continued to increase. Solarize revenue is coming to a conclusion.
- Costs are being cut- rent is being donated, no staff are working full time.
- Bank Consolidation has taken place- now operating under First National Bank account (closed Alpine and Community Bank).

2015 Board Composition

Vice Chair has not been filled and we will keep going without one at this time. No prospects are identified at this point. Gregg sent out a draft board job description with this month’s information.

Four positions will expire by December: Enid, Paul, Pete, and Werner. Before the next board meeting, those board members who wish to stay on the board need to notify Werner.

The EC committee will form a Board Development Committee, but suggestions are welcome. We are missing bankers, business community members, fundraisers, a representative from LPEA, or an energy efficiency group. Other suggestions are welcome.

Another suggestion is to restructure the board wherein some members would be advisors to the organizations updated and met with on a quarterly basis.

Membership & Community Support

We met with a development director from another organization and we determined that substantial staff time would be needed for this undertaking. Kurt has since volunteered to take this on and develop an ad hoc committee explore membership. This is an opportunity to expand the brand of 4CORE, come up with a grassroots model, to engage businesses, and to gain support from individuals to demonstrate larger value to the original funding partners.

There is a need to re-engage those that were involved in originally forming 4CORE. Volunteers will be critical to an effort like this.

Fall Fundraising Event. Board Member Commitment?

Ecova may be giving their equipment to a partner. They have offered to donate office furniture, but a big auction is still questionable.

Major donor event is an opportunity to garner support from the champions of our mission. A smaller group is typically responsible for the majority of donations for most organizations. One option is a dinner party for a targeted group of residents at Chris Calwell’s Net Zero home north of Durango asking each participant for \$1000 each. The second option is a large community event with 100 donors to give \$100 each. Staff feel that a smaller event would be more fruitful with less time invested. This would mean each board member would need to ask people to this party that they know and believe would be able to donate. Another option is setting up a challenge fund beforehand to seed and spur donations at the event. Paul received an invitation to a similar event for the San Juan Symphony. Some board members see this as an opportunity to kick off a recurring donation for the organization.

This is an opportunity for board members to leverage their relationships and ask their friends to join in a cause that they believe in. This effort won’t work without this.

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Similarly, the Anschutz Family Foundation representative met with us this week and foundations really want to see organizations engaging individual donors and growing the donation pool from this source. They want to see diversification of revenue, that our organization is valued by local people who want to see us succeed and people who show that through donations.

Peter is willing to step up to help with a smaller event. Other board members are in favor of this smaller event. A case needs to be made to pitch to the invitees.

A committee will be formed to pursue this.

August 2014 Focus Area Performance update

Gregg briefly went over the focus area sheet that was distributed via email.

EE Program Referral Coordinator, Draft Business Plan

Sarah came up with a brief one-page summary based on bare-bones Energy Efficiency Education and Energy Efficiency Referral program (also distributed via email before the meeting).

- The EE Education- 60 hours of staff time per event and presentations at Home Buyers class.
- Energy Efficiency Referral program- goal is 40 referrals, would take 4 hours per referral.
- This is not a viable position for one staff person- it would need to be a part of someone else's job.

Suggestion was that we do some earned media that doesn't cost money- promote through partners to get them to ask their staff to participate.

It was clarified that if auditors use the same pricing we do, they probably couldn't afford a referral fee to 4CORE. Also it was clarified that we need to raise \$19,000 to make this a viable program. Without subsidization, this will not work.

If this goes away, what we do becomes a bit nebulous. Health and safety is also an important component and value that we are providing.

It was decided to keep the program going until the end of the year, but review it as we go.

Review of SWITCH movie event

Movie was a success, showed "behind the plug". Didn't mention climate change, which some felt was missing. For many people climate change is a greater call to action. The movie did a projection of energy production in the future, but didn't include greenhouse gases. This issue politically-charged and there is a fine line to be aware of with the changing politics of funding partners.

If another movie opportunity arises, board should be involved in reviewing and deciding about it. Smiley building was too big, Noble was better. We should be doing more of this kind of event.

Next movie could be Pandora's Box.

Additional Updates:

Local Funding Partner Strategies: City, LPEA, County, Cortez... & BP

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Several board members have approached other boards and organizations with key messaging about the original intent of the organization and the benefits it has provided toward fulfilling the funder's mission. Other key messaging includes the financial contribution that 4CORE is making to the local economy, which is \$8M to date. If our region is to be a leader in energy reduction, support for 4CORE is needed. Another point that we are a regional hub and the dollars we save for those outside of the city and county usually returns to Durango to be spent (an estimate from an economic leakage study within the county is 70% returning to Durango).

Some board members think that our goal for HomeRx should not be decreased up increased and we should raise money to make it happen. We could ask funders to underwrite this program at certain levels.

Also, our idea of preferred provider referral program for upgrades was not included in Sarah's draft and that idea shouldn't be lost.

The City's study session is on Tuesday and Gregg and the board will report.

Not addressed in this meeting:

- **LPEA Energy Audit Incentive Program & Educational Small Grant Update**

Peter made a motion to adjourn. Mark seconded. Motion passed. Meeting adjourned at 5:23 PM.

NEXT MEETING

October 23, 3:00 – 5:00 pm at the Carnegie Building

Drafted by Teresa Shishim, Program Manager

Respectfully submitted by:
Paul Senecal, Board Secretary
4CORE Board of Directors