Ohio Energy Project Board Meeting

Date: April 5, 2018 Time: 1:30 p.m.

**Location: Ohio Energy Project offices,**

**200 E. Wilson Bridge Rd., Worthington, Ohio**

**Board Members Present:**

Dale Arnold, Ohio Farm Bureau Federation – President

Scott Potter, Ohio State University – Vice President

T.J. Faze, Vertiv – Treasurer

Barry Schumann, AEP – Secretary

Andrew Finton, North Central Electric Cooperative – trustee

Jill Kocher, Public Utilities Commission of Ohio – board partner

Chris Monacelli, Westerville Electric Division -- trustee

Susan Moser, Ohio Development Services Agency – board partner

Kelli Gaza Nowinsky, Columbia Gas of Ohio – trustee

Janet Rehberg, Buckeye Power – trustee

Stjepan Vlahovich, Ground Level Solutions – trustee

Bill Yost, retired hydrologist – trustee

**Board Members Not Present:**

Karen Ritchey, American Municipal Power – trustee

Jackie Bird, consultant – Governance Chair

Devin Parram, Bricker & Eckler – trustee

**OEP Staff Present:**

Debby Yerkes, Executive Director

Shauni Nix, education consultant

Sue Tenney, education consultant

Jessica Sarber, education consultant

**Guest Present:**

Jeanne Gogolski – EducationProjects.org

**Call to Order and Welcome:**

President Dale Arnold called the regular meeting of the board to order and asked all present to introduce themselves.

**Approval of Consent Agenda:**

Arnold noted the proposed agenda, financials, conflict of interest documents and February 2018 board minutes had been distributed electronically prior to the meeting, and asked if there were any corrections or additions. Members suggested adding agenda items on an Internal Revenue Service issue, strategic planning and conflict of interest to the agenda. Arnold called for a motion. Bill Yost moved to accept and close the agenda as revised; Scott Potter seconded. Arnold called the vote. Motion carried.

T.J. Faze reviewed the organization’s financials, noting that overall the current state and projections look good through the end of the fiscal year in June. Arnold called for a motion. Scott Potter moved to accept the financials and submit for audit; Bill Yost seconded. Arnold called the vote. Motion carried.

Debby Yerkes shared the organization had received a letter from the IRS stating that back taxes from the fourth quarter of 2011 were due. Yerkes checked organization records and found an email indicating the taxes had been paid. Yerkes forwarded the documentation to the IRS and expects the matter to be resolved.

**OEP in the News:**

Debby Yerkes shared a YouTube video called “Bright Minds” produced by Wright State University documenting the Dayton Energy Workshop hosted at WSU. Board members suggested that a link to the video be added at the OhioEnergy.org website. The video is available at <https://www.youtube.com/watch?v=j9SSSjnT1AU>

**Marketing Review:**

Kelli Nowinsky shared a handout and summarized a half-day work branding exercise and planning session held Dec. 17, 2017. Nowinsky said session participants identified what, how and why OEP does the things that it does. The participants identified four values: Open to All; Relationship driven; Culture of Excellence; and Innovative. Board members discussed some of the values, including who OEP activities are open to (schools, teachers, students) and whether they are truly open to all in the state. The board coalesced around the idea that these values are aspirational, and that ideally OEP programs would be open to all educators statewide.

Nowinsky also shared organizational objectives for the next five, 10, 15 and 20 years, highlighting the following:

* In five years, to increase diversification of OEP programs, participation of 50 to 75 percent of school districts, a 25 percent increase in funding from non-utility companies, and pursuit of national funding.
* In 10 years, to collaborate with other energy-specific education program where mutually beneficial, and to explore an endowment and associated foundation to sustain the organization.
* In 15 years, to serve all 88 counties in Ohio with OEP programming.
* In 20 years, for the organization to be considered a national education and energy expert.

Nowinksy said participants suggested marketing priorities for 2018 include a funding packet, updated website, an annual report, a brochure for educators, and additional photography from OEP activities for use in all venues.

Dale Arnold asked Nowinsky and staff members to draft the top values based on the board’s recommendations. Nowinsky and others recommended the board set a retreat to work on a strategic plan that includes marketing and other topics. Shauni Nix agreed to schedule a retreat in August with date and location to be determined. Nix will share some potential dates with board members and ask them to advise their availability.

**Youth Energy Celebration:**

Sue Tenney shared that this year’s celebration will be held May 15 at the Columbus Zoo & Aquarium Heart of Africa Event Center. Guests will be free to arrive starting at 9 a.m. when the zoo opens and will be able to explore the zoo until 10:45 a.m. when the event buffet will open. The awards ceremony will begin at 11:15 a.m. and conclude by 12:30 p.m., when attendees will be free to depart or to continue to explore the zoo until they need to leave.

Tenney said the “OPE Goes Wild” event is planned to be more interactive, with an Instagram live feed and live video during the awards ceremony to both make the ceremony more lively and fun and to speed up the awards while still providing recognition to all awardees.

Tenney shared some questions for board members to help determine what kind of experiences among guests, board members, students and educators would be ideal, how to increase engagement between guests and students/educators, what information board members would like to help facilitate interactions between guests and students/educators, etc. The board broke into three groups for a short discussion about these topics and then came back to together to shared key points. OEP staff will review the key points to see what can be done to accommodate the suggestions at the event.

Debby Yerkes shared lists of past OEP sponsor contacts and asked board members to review, edit, update or add to the list so that OEP can determine how to best reach out to past sponsors to encourage renewed support.

**Executive Director Transition:**

Dale Arnold announced Shauni Nix has accepted an offer to become the next executive director of the organization upon the retirement of Debby Yerkes June 30, 2018. The leadership transition began April 1 and Yerkes will work with Nix to facilitate transfer of control effective July 1, 2018. The board warmly congratulated Nix.

**Other Topics:**

Stjepan Vlahovich raised some questions about the conflict of interest statements each board member is required to complete, noting for example that his employer provides energy efficiency services to moderate and low-income homeowners through business partners and OEP funders Columbia Gas of Ohio, American Electric Power and Ohio Development Services Agency. Dale Arnold said providing yes or no answers on the statement enables the organization to identify potential conflicts of interest, and encouraged any board member who feels a conflict of interest in a specific board action to abstain from voting on that action.

Shauni Nix announced former board member Jeanne Gogolski of EducationProjects.org had accepted her invitation to return to the board as a trustee. Nix noted Gogolski’s work with the Ohio Oil and Gas Energy Education Program and the experience she brings to the board as an educator. Dale Arnold called for a motion. Bill Yost moved to elect Jeanne Gogolski to the board; Janet Rehberg seconded. Arnold called the vote. Motion carried unanimously.

T.J. Faze suggested that the board consider participating in the AmazonSmile fundraising program, whereby Amazon donates 0.5 percent of the price of eligible AmazonSmile purchases to the charitable organization of the purchaser’s choice. The program is open to anyone purchasing through Amazon including Amazon Prime members. However, all purchases must be made by logging in through the smile.amazon.com website in order to be included in the fundraising program. Dale Arnold called for a motion. T.J. Faze moved that staff explore promoting OEP as a beneficiary in the fundraising program; Chris Monacelli seconded; Arnold called the vote. Motion carried.

**Adjournment:**

With meeting agenda business concluded, Arnold called for a motion to adjourn. Bill Yost moved to adjourn the meeting; Scott Potter seconded. Arnold called the vote. Motion carried.

The meeting adjourned at 3:24 p.m.

*-Recorded by B. Schumann, secretary*

**Upcoming OEP events:**

AEP Careers in Energy – April 18, 2018, Zane State College, Zanesville

AEP Careers in Energy – April 25, 2018, Stark State College, North Canton

Youth Energy Celebration – May 15, 2018, Columbus Zoo

**Board Meeting – June 7, 2018, Worthington**

Fifth-grade Professional Development – June 12, 2018, Springfield

Third- and Fourth-grade Professional Development – June 13, 2018, Tipp City

Columbus Energy Sources Tour -- June 19-21, 2018, Columbus and other locations

Seventh- and Ninth-grade Professional Development – June 26, 2018, Orrville

Third- and Fourth-grade Professional Development – June 27, 2018, Wadsworth

Energy Efficiency Professional Development/Open House – July 12, 2018, Dayton

Marysville Energy Sources Blitz – July 17-18, 2018, Marysville and other locations

Energy Efficiency Professional Development/Open House – July 19, 2018, Canton

Energy Efficiency Professional Development/Open House – July 20, 2018, Mt. Gilead

Energy Efficiency Professional Development/Open House – July 25, 2018, Columbus

Energy Efficiency Professional Development/Open House – July 26, 2018, Nelsonville

Energy Efficiency Professional Development/Open House – Aug. 1, 2018, Columbus

**Board Meeting – Aug. 2, 2018, Worthington**

**Board Retreat – August date and location to be determined**

Energy Efficiency Professional Development/Open House – Aug. 2, 2018, Dayton

Energy Efficiency Professional Development/Open House – Aug. 7. 2018, Toledo

Energy Efficiency Professional Development/Open House – Aug. 8, 2018, Columbus

Energy Efficiency OEC Workshop – Aug. 9, 2018, Mt. Gilead

Energy Efficiency OEC Workshop – Aug. 10, 2018, Mt. Gilead

Energy Efficiency Professional Development – Sept. 19, 2018, Dayton

Energy Efficiency Professional Development – Sept. 25, 2018, Canton

**Board Annual Meeting – Oct. 4, 2018, Worthington**

Energy Efficiency Professional Development – Oct. 9, 2018, Columbus

Energy Efficiency Professional Development – Nov. 8, 2018, Columbus

**Board Meeting – Dec. 6, 2018, Worthington**

Board members are encouraged to attend any OEP event. See [www.ohioenergy.org/events](http://www.ohioenergy.org/) for information on more upcoming events or contact OEP staff for specific event information.