Ohio Energy Project Board Meeting and Annual Retreat

Date: September 27, 2019 Time: 9:15 a.m.

**Location: Jefferson Country Club,**

**7271 Jefferson Meadows Dr., Blacklick, Ohio**

**Board Members Present:**

Scott Potter, Ohio State University – President

Devin Parram, Bricker & Eckler – Vice President

T.J. Faze, Vertiv – Treasurer

Barry Schumann, AEP – Secretary

Andrew Finton, North Central Electric Cooperative – trustee

Jeanne Gogolski of EducationProjects.org – trustee

Holly Karg, American Municipal Power – trustee

Chris Monacelli, Westerville Electric Division – trustee

Janet Rehberg, Buckeye Power – trustee

Tony Ramos, Northeast Ohio Public Energy Council – trustee

Stjepan Vlahovich, Ground Level Solutions – trustee

Bill Yost, retired USGS hydrologist – trustee

**Board Members Not Present:**

Dale Arnold, Ohio Farm Bureau Federation -- trustee

Jackie Bird, consultant – Governance Chair

Jill Kocher, Public Utilities Commission of Ohio – board partner

Susan Moser, The Breathing Association – board partner

Ryan Stredney, Columbia Gas of Ohio -- trustee

**OEP Staff Present:**

Shauni Nix, Executive Director

Sue Tenney, education director

Monique Heath, education coordinator

Liza Richard, finance manager

**Guests Present:**

Matt Kline, 2019-20 OSU Fisher School of Business Board Fellow

Merafe Endalew, Cristo Rey Columbus High School intern at American Electric Power

**Call to Order and Approval of Consent Agenda and Minutes:**

President Scott Potter called the meeting to order, welcomed all in attendance and asked attendees to introduce themselves. Potter noted the proposed agenda and minutes of the August board meeting were distributed electronically prior to the meeting, and asked if there were any corrections or additions to the minutes. Hearing none, Potter called for a motion. Bill Yost moved to approve the consent agenda and August meeting minutes; Stjepan Vlahovich seconded. Potter called the vote. Motion carried unanimously.

**Executive Director Evaluation:**

Scott Potter shared the evaluation of the executive director has been completed and gave Shauni Nix high praise. Potter said both board members and staff gave the executive director an approval rating of 96 percent.

**Resolution for Officers:**

Scott Potter noted officers of the board were to be elected at the annual meeting. Stjepan Vlahovich introduced a resolution calling for approval of the following slate of officers: Scott Potter to a one-year term as president; Devin Parram to a one-year term as vice president; T. J. Faze to a two-year term as treasurer; Barry Schumann to a one-year term as secretary; and Jackie Bird to a one-year term as governance chair. Janet Rehberg moved to approve the slate of officers; Bill Yost seconded. Potter called the vote. Motion carried.

**House Bill 6:**

Scott Potter initiated a discussion on HB 6 by noting that Shauni Nix, Devin Parram and he met Sept. 18 with AEP Ohio energy efficiency and consumer programs staff to explore the potential impact of the bill on AEP Ohio’s support of OEP energy efficiency education programs. HB 6 does away with energy efficiency (EE) and renewable portfolio standards for Ohio’s investor-owned electric utilities effective in 2020, essentially making support for EE programs such as OEP’s EE education optional. Potter said AEP Ohio staff encouraged OEP “not to worry” about program funding for school year 2020-21. AEP Ohio’s Devin Parram said AEP Ohio’s Jon Williams advised the utility is exploring funding for EE programs through a future rate case, with emphasis on support for energy efficiency programs for low-income customers in economically distressed areas. Janet Rehberg said EE for low-income customers is important. Shauni Nix noted that 57 percent of participating OEP EE schools in the AEP Ohio service area have student populations where 50 percent or more of students qualify for free-and-reduced lunch. Parram said OEP should support efforts to include EE program funding before any rate case is filed with the Public Utilities Commission of Ohio.

Potter cautioned a rate case can take up to several years to be approved and even if EE funding is approved there could be a period where no funding would be available. He also questioned how committed OEP’s natural gas utility partners would be if the electrical components of the OEP EE program and student kits are not available. Potter said the student- and family-focused education components of OEP’s school-based EE program are unique and worthy of consideration.

**Education Update:**

Sue Tenney said Monique Heath is working with Columbus City Schools’ elementary and secondary science chair coordinators to expand OEP programming in the district. Tenney said the Youth Leadership Summit season for student teams from grades 7-12 is underway with 42 teams across the state not including 12 teams from Westerville and Worthington school districts. Tenney pointed out that includes nine first-time teams participating as a result of the Northeast Ohio Public Energy Council’s recruitment efforts.

Tenney encouraged board members to invite potential new sponsors to the Feb. 11, 2020 Energy Leadership Super Summit in Columbus, where four OEP veteran teams will be participating. The event would provide a great introduction to the youth leadership development and energy education components of OEP programs. She also shared a list of upcoming OEP events and invited board members and guests to attend any of the events (see list at end of board meeting minutes).

**OEP Update:**

Shauni Nix noted that education coordinator Jessica Sarber has left OEP in order to take a position with COSI. Nix said because of the uncertain future of OEP’s energy efficiency education programs three short-term, part-time contractors have been hired in lieu of a full-time replacement. Nix said there is much work to be done, in part because of increased energy efficiency kit funding and increased youth leadership summit participation.

Nix said OEP will work with DP&L to help develop energy messages to be shared via Dayton-based ThinkTV with more than 6,500 educators.

**Strategies for Fundraising:**

Adrienne Selsor, founder and president of Time Talent and Treasure LCC, to lead a discussion on effective fundraising strategies. Selsor is also coordinator of the Fundraising Leadership Academy offered through The Columbus Foundation for non-profit leaders. Nix participated in the academy.

Selsor shared an overview of funding sources, including corporate, foundation and individual and their respective pros and cons. She noted the importance of each board member having their own personal story to share about why they support OEP, including what about OEP “hooked” them and became their passion. She said a brief personal story combined with a succinct vision and mission message is the best pitch to engage potential donors.

Selsor said corporate and foundation funding is often larger and important, but individual funding while typically smaller is often more enduring and less likely to be restricted in purpose. She said planned giving is an area to explore, especially given educators are more likely than the general public to engage in planned giving.

Selsor said fundraising is not a one-time act, but rather a process of building a relationship with potential donors. She said the process includes identifying prospects and constituents, cultivating relationships, making an appropriate solicitation, and stewarding the relationship in a way that conveys the importance of the donor to the organization. A potential source of prospects are local community foundations, which often have donor-advised funds

Selsor said engaging corporate donors is often best done by inviting them to activities already being done such as activities for students or professional development for teachers, tours and the Youth Energy Celebration. Another effective method is to engage corporate employees as volunteers or board members who can then encourage corporate support from inside the company.

Selsor encouraged the board to consider a goal of each member providing personal financial support at some level so the board can report 100 percent board member support. She said the act of giving is more important than the amount given in this context.

Following a break, Selsor reconvened the attendees and led a discussion around whether OEP should focus its programming and fundraising efforts on central Ohio or statewide. The group ultimately agreed there are large corporate and foundation prospects in central Ohio but the organization seeks to provide energy education throughout the state and needs to look for prospective funders wherever OEP programs are delivered or requested.

**Lunch and Putting Contest:**

Following lunch, several board members participated in a putting contest. T.J. Faze putted his way to the top spot and Chris Monacelli finished second.

**Strategic Doing Project:**

Shauni Nix led an overview of the Strategic Doing Project and how the process could help the board in fundraising. The board then broke out into workgroups using the Strategic Doing Map with the goal of hosting one or more events at the Youth Energy Celebration and/or Super Summit/summits to expand OEP’s partner network. The groups reported back to the full board.

Nix will share her prospect list of current contacts from corporations she developed through the Fundraising Leadership Academy.

Scott Potter asked Nix to create a board-member pledge card to be distributed at the Dec. 12 meeting.

**Adjournment:**

Scott Potter called for a motion. Devin Parram moved to adjourn; Bill Yost seconded. Potter called the vote. Motion carried. The meeting adjourned at 2:30 p.m.

*-Recorded by B. Schumann, secretary*

**Upcoming OEP events:**

Energy Leadership Summit – Oct. 2, Cincinnati

Energy Leadership Summit – Oct. 3, New Philadelphia

Westerville Electric Division Open House – Oct. 3, Westerville

Be E3 Smart Professional Development -- Oct. 8, Dayton

Energy Leadership Summit – Oct. 8, Lima

Energy Leadership Summit -- Oct. 9, Bowling Green

Energy Leadership Summit – Oct. 10, Chillicothe

Energy Leadership Summit – Oct. 15, Cleveland-East

Energy Leadership Summit – Oct. 16, Cleveland-West

Columbus City Schools E3 Smart Professional Development – Oct. 22, Columbus

E3 Smart Professional Development – Oct. 23, Columbus

Energy Workshop – Oct. 24, Portsmouth

Energy Workshop – Oct. 28, Cincinnati

Energy Workshop – Oct. 30, Columbus

Columbus City Schools E3 Smart Professional Development – Nov. 2, Columbus

Westerville Educator Professional Development Day – Nov. 5, Westerville

Informal meeting/Committee meetings – November

Energy Workshop – Nov. 6, New Philadelphia

Energy Workshop – Nov. 8, Chillicothe

Dayton Public Schools Professional Development – Nov. 13, Dayton

NSTA Regional Conference – Nov. 14-15, Cincinnati

Energy Workshop – Nov. 18, Cleveland

Energy Workshop – Nov. 19, Toledo

Energy Workshop – Nov. 20, Columbus

Energy Leadership Summit – Dec. 4, Dayton

Energy Leadership Summit – Dec. 5, Dayton

**OEP Board meeting – Dec. 12, Worthington**

Informal meeting/Committee meetings – January

Energy Leadership Summit – January TBD, Worthington

Energy Leadership Summit – January TBD, Westerville

Energy Leadership Summit – Feb. 5, Columbus

**OEP Board meeting** **– Feb. 6, Worthington**

Energy Leadership Super Summit – Feb. 11, Columbus (including four OEP veteran teams)

Energy Workshop – Feb. 25, Dayton

Energy Workshop – Feb. 26, Dayton

Fifth-Grade Energy Workshops – February dates, Worthington

Fifth-Grade Energy Workshops – February dates, Westerville

Informal meeting/Committee meetings – March

Energy Workshop – March 3, Columbus

Energy Workshop – March 4, Columbus

Fifth-Grade Energy Workshops – March dates, Worthington

Fifth-Grade Energy Workshops – March dates, Westerville

**OEP Board meeting** **– April 2, Worthington**

School Portfolios due to NEED – April 15, online

Energy Portfolio judging – April 16-20, online

Informal meeting/Committee meetings – May

Youth Energy Celebration – May 6, Columbus Zoo

**OEP Board meeting** **– June 4, Worthington**

Informal meeting/Committee meetings – July

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