

Ohio Energy Project Board Meeting

Date: September 1, 2021 Time: 9 a.m.

Location: Jefferson Country Club, 7271 Jefferson Meadows Dr., Blacklick, OH

Board Members Present:

Scott Potter, Ohio State University – President
Devin Parram, Bricker & Eckler – Vice President
T.J. Faze, Vertiv – Treasurer
Barry Schumann, AEP – Secretary
Dale Arnold, Ohio Farm Bureau Federation – Governance Chair
Jackie Bird, consultant – trustee
Courtney Freyhaut, Northeast Ohio Public Energy Council - trustee
Jeanne Gogolski, EducationProjects.org – trustee
Jill Kocher, Public Utilities Commission of Ohio – board partner
Chris Monacelli, Westerville Electric Division – trustee
Ryan Stredney, Columbia Gas of Ohio -- trustee
Stjepan Vlahovich, Ground Level Solutions – trustee

Board Members Not Present:

Andrew Finton, North Central Electric Cooperative – trustee
Keelie Gustin, Miami Valley Community Action -- trustee
Holly Karg, American Municipal Power – trustee
Tim Street, Ohio’s Electric Cooperatives -- trustee
Bill Yost, retired USGS hydrologist – trustee

OEP Staff Present:

Shauni Nix, Executive Director
Sue Tenney, Education Director
Jessica Sarber, Manager of Strategic Partnerships
Abbey Thomas, Education Coordinator
Liza Richard, Finance & Human Resources Manager

Guests Present:

Lila Appaya, 2021-2022 OSU Moritz College of Law Board Fellow

Call to Order and Consent Agenda:

Scott Potter welcomed new OEP education coordinator Abbey Thomas and called the meeting to order.

Scott Potter noted the consent agenda, minutes of the June 2021 board meeting and financial reports were distributed electronically prior to the meeting. Potter asked for discussion and hearing none, called for a motion. Jackie Bird moved to accept the consent agenda and minutes; Jeanne Gogolski seconded. Potter called the vote. Motion carried.

Financial Report:

T.J. Faze said the financial committee met August 31 and noted total income for the fiscal year ended June 30, 2021 was \$1.9 million, down from the prior year but about the same as fiscal 2019. Expenses were also down for fiscal year, leaving net income for the year at \$200,000, down from \$350,000 for fiscal year 2020.

Faze noted year-end cash reserves of \$1.1 million placing OEP in a favorable position going into fiscal year 2022. Scott Potter added the organization is in a good fiscal condition and positioned well for the coming year as OEP continues to work to broaden funding sources. Potter called for a motion. Devin Parram moved to accept and file the financial report for audit; Ryan Stredney seconded. Potter called the vote. Motion carried.

Reduction in Household Energy Burden resolution:

Shauni Nix shared a resolution seeking funding for energy and energy efficiency education from Ohio's new Reduction in Household Energy Burden funding mechanism that has replaced the former Home Energy Assistance Program (HEAP). Dale Arnold moved approval of the resolution; Jackie Bird seconded. Scott Potter called the vote. Motion carried.

Election of Officers:

Scott Potter shared a resolution calling for the election of the following as officers until the annual meeting of the board in September 2022 or until their successors are duly elected and qualified: Devin Parram as president, one-year term; Chris Monacelli as vice president, one-year term; Barry Schumann as secretary, one-year term; and T.J. Faze as treasurer, two-year term. Potter called for a motion. Jackie Bird moved approval of the resolution; Dale Arnold seconded. Potter called the vote. Motion carried.

State Energy Legislation:

Scott Potter and Devin Parram shared information on state legislation that would allow investor-owned electric utilities in Ohio to voluntarily propose energy efficiency programs for residential and small commercial customers. The legislation would allow utilities to propose rates be collected from customers to fund the programs, and for customers to opt out of paying the associated program costs. Parram said AEP Ohio, DP&L and Duke Energy have indicated interest in the legislation. Dale Arnold suggested that Shauni Nix be prepared to present testimony at committee hearings in the next 90 days or so. Arnold also suggested Nix and OEP board members share information about OEP programs with Public Utilities Commission of Ohio chair Jenifer French as background. Jill Kocher advised a meeting between French and OEP representatives is set for Sept. 15. Jeanne Gogolski suggested highlighting OEP education and outreach programs as those topics appear of special interest to French.

Guide for Charity Board Members:

Copies of the "Guide for Charity Board Members" from the Ohio Attorney General's office were distributed to all OEP board members in attendance. Scott Potter will email an electronic version of the guide to the legal duties and responsibilities of board members to all OEP board members who were not in attendance.

Fiscal Year 2022 Budget Review:

Shauni Nix shared the fiscal year 2022 budget showing only income that has been confirmed, including \$997,000 for energy efficiency and education programs. Nix said it is imperative that the OEP board and staff be accountable to the organization's strategic plan which consists of seven core goals and numerous objectives which are obtainable and accountable spread across the big goals.

Nix said OEP will utilize Trello software to track progress on each objective. Jessica Sarber said portfolios consisting of companies/funders/individuals have been created for both Nix and herself. Nix and Sarber will be responsible for working with board members and the entities within their respective portfolio to attract and retain support for OEP and its mission.

Nix shared several funding opportunities, including efforts to connect with the Ohio Afterschool Network (OAN) and requests from the Tennessee Valley Authority (TVA) to partner with OEP. Nix said OEP's experience with Care After School Inc. in Worthington, including a 65-teacher workshop program, led to OEP's interest in connecting with OAN to see how OEP might partner to provide hands-on STEM programming for students in afterschool programs.

Nix said former OEP executive director Debby Yerkes provided consulting services to TVA after the Tennessee-based entity asked for help with energy programming. Nix said TVA wishes to deepen its relationship with OEP, but said staff and board are hesitant to proceed. After board discussion on opportunities and concerns about working with TVA, Scott Potter suggested OEP ascertain a realistic value of the OEP product utilizing internal and external assessments as needed. Jackie Bird, Scott Potter, Devin Parram, T.J. Faze, Jeanne Gogolski and Chris Monacelli volunteered to work on the assessment with an eye toward sharing a recommendation at the board's December 2021 meeting. Anyone interested in working on the assessment should contact Scott Potter.

Board Teamwork:

Board members in attendance split into small working groups to engage in a variety of activities, including creating individual, 30-second OEP elevator pitches, completing a fiscal year 2022 board engagement questionnaire and a board member commitment form. After completing the group work, the board members came together to hear at least one elevator pitch from each working group. Shauni Nix asked each board member to email their personal elevator pitch to her so she can compile all the pitches on the board section of the ohioenergy.com website for reference by board members and staff.

The board engagement questionnaire included questions on where, when and how each board member would prefer to engage to help OEP leadership better plan for and utilize board expertise.

The board member commitment form outlines several ways that members can effectively support the organization and includes a board member annual pledge section. Scott Potter noted that OEP seeks 100 percent participation of board members in supporting the organization with a personal financial contribution at a level chosen by each individual member. The rationale is that funders look more favorably on organizations where each board member has made a personal financial commitment to the organization and its mission. Scott Potter and Jessica Sarber encouraged board members to hold off making a financial contribution until the annual Columbus Foundation's Big Give initiative later this year, when a donation to OEP will be matched at a level to be determined by the number of organizations and donors engaged in the initiative. Information on the Big Give will be shared with board members in advance of the event.

Fiscal Year 2023 Development Presentation:

Jessica Sarber gave an overview of development plans including the use of Trello and cooperation of board members in identifying potential donors. The emphasis for fundraising for 2023 will be on relationship management, with Shauni Nix and Jessica Sarber each maintaining portfolios of potential funders.

For insight and comparison, Sarber shared data on OEP current funding sources vs. aspirational nonprofit funding sources as defined across a broad spectrum of nonprofits : Fee for service (specific programs funded through non-governmental contracts, etc.) – 57 percent currently, 50 percent aspirational; Government contracts – 20 percent currently, 25 percent aspirational; and Private contributions – 23 percent currently, 25 percent aspirational. She observed OEP's funding is fairly close to the average across nonprofits, but said there is room for improvement by increasing private giving and lessening dependence on fee-for-service support.

Sarber said OEP currently has 15-plus funding partners. She said OEP wishes to identify 25-plus potential corporate, foundation and individual funding partners, and five-plus potential community outreach partners in concert with board members to meet fundraising goals.

To help introduce OEP to potential funders and achieve those goals, OEP will host a golf event on Monday, Oct. 3, 2022, at the Jefferson Country Club in Blacklick. Board members and OEP staff worked in small groups focused on marketing, sponsorship, silent auction and program/speaker to begin planning for the golf event. Each group recorded key points of discussion for future work on the event.

Adjournment:

Potter called for a motion. Devin Parram moved to adjourn; Jackie Bird seconded. The meeting adjourned at 2:14 p.m.

-Recorded by B. Schumann, secretary

Upcoming OEP events:

Please see www.ohioenergy.org/events for latest updates pending developments with the coronavirus pandemic.

OEP Board Meeting – Dec. 2, 2021, 1:30-3:30 p.m.

OEP Board Meeting – March 3, 2022, 1:30-3:30 p.m.

OEP Board Meeting – June 2, 2022, 1:30-3:30 p.m.

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