

Duke Class Benefit Board Meeting Minutes
March 9, 2016
8:00 a.m. – 11:00 a.m.
Location: Freking, Myers & Reul
525 Vine St., 6th Floor Cincinnati, OH 45202
Approved April 6, 2016

Board Members: Debbie Brooks, Kathy Merchant, Brewster Rhoads, Mark Shanahan, Kevin Bright

Attorneys: Paul De Marco, Bill Markovits, Randy Freking, Ariane S. Johnson

Staff: Megan Kennedy

Administrative Issues:

- Editing in Dropbox
- Submitting timesheets
- Elected Chair: Brewster

Key Documents:

- By-laws and conflict of interest policy have been approved via email by the Board; approval confirmed at this in-person meeting
- Approved summary of 12-21-15 Initial Meeting with Attorneys (drafted by Kevin)
- Requested Board member notes for 1-14-16 Meeting to create Minutes (meeting was held before Megan joined as Administrative Assistant)
- Confirmed approval of Minutes from 2-24-16
- Megan will incorporate into future documents a checkbox and signature line
- Discussion of the Conflict of Interest process: If there is a Conflict of Interest, the Board member can be part of the discussion, but cannot vote
- Bill will put these documents on the website in the next couple of days

Discussion with Julie Toliver, Chair of Greater Cincinnati chapter of Efficiency First:

- Board members introduced themselves and asked Julie to explain the role that she sees for contractors in dealing with energy efficiency programming for residential and smaller commercial buildings.
- Julie talked about her background as a contractor:
 - Worked on commercial (Paul Brown Stadium, schools) and residential buildings
 - She became Building Performance Institute Certified and conducted energy audits for Greater Cincinnati Energy Alliance
 - Focus on air ceiling work
 - Found there to be no market for this work
 - Now with Efficiency First Cincinnati
(<https://www.efficiencyfirst.org/chapters/cincinnati/>)

- Active with US GBC (Green Building Council)
 - Focus on reaching customers, education, outreach
 - Green Homes Summit of 2014- education for both professionals and homeowners
 - “Indow Windows” : Supplemental protection to the windows
 - Eco seal- an environmentally friendly sealant- no formaldehyde, corn based
- Julie explained that consumers are more willing to invest in comfort than efficiency
 - Many consumers have had negative experiences with contractors
 - Homeowner knowledge is key- homeowner can ask for specific retrofits or seek out contractors that deliver a “full envelope”
 - Comfort is tied to energy efficiency- how do contractors convey that the best?
 - Julie has had more success getting away from the conventional energy contractor model
 - The relationship between consumers and contractors is broken and a different approach is necessary
 - Julie discussed the importance of collaboration between HVAC contractors, “envelope” contractors, and remodeling companies
 - Example of Zimmer Heating and Air and Dave Costa Remodeling
 - Julie mentioned the importance of “Building science”, a “healthy home”, meaning a home that is safe, comfortable, durable, energy efficient, “smart homes” with circuit systems
 - Water is the next big issue in energy efficiency- how much energy is involved in heating and moving water is the next big issue
 - Example of Lunsford- a tiny house on wheels, building science education, traveling to 20 cities and Cincinnati will be one of its stops
 - Social media is another important tool for bringing in customers
 - Efficiency First Greater Cincinnati seeks funding

Reflections from Board Members on Julie’s Presentation:

- Demonstrated that contractors are siloed
 - Contractors and remodelers usually don’t look at the whole picture of a home/building
 - How do we break down the silos?
- Consumers do not buy for efficiency, they buy for comfort
 - The importance of consumer demand, which will drive everything else.
 - The people that are most inclined to do the energy uptake are mostly buying more expensive/higher quality products in general
- HVAC contractors education vs. community customer education
 - Partnership with Cincinnati State?
- Potential opportunity: Loan funds to mitigate the cost and offer whole house renovations
- An entry point for whole home energy efficiency is when people first buy homes
 - Energy efficiency education and inspection can be conducted at this point

- Right now, most home inspectors don't think about energy

Preparation for Settlement Hearing on April 18:

- Kathy will give a formal presentation on behalf of the board to an open court
 - 10 minutes long
 - Present at a podium
 - A computer will be available to display a visual presentation if wanted
- Presentation should convey what the Board has done and what they plan to do
- All Board members will introduce themselves to the court
- The Board should go over presentation on April 6 meeting
- Kathy will meet with Lawyers on April 13 at 2:00pm at Randy, Freking, Meyers & Reul office

Review and Adoption of CBF "Blueprint" document:

- Kathy went over document
 - Residential/ Nonresidential, Direct/Indirect
 - Low interest loan funds- A list of existing loan interest funds would be useful
 - Leveraging funds that will extend the term of benefits received by class members
 - Incentives to upgrade equipment and the higher efficiency option
 - Increased funding for non-profits
 - The 95% requirement should be modified because of the difficulty of tracking
 - Wording changes in the document to make statements clearer
 - If approved, the Board should periodically evaluate the programs they fund to ensure that they are actually funding all class members and not giving benefits disproportionately
 - If approved, process will include a letter of interest, then an RFP
- Document ties into some of the points made by Julie
 - Whole house renovations
- Timeline
 - March 30- Lawyers will share with the court the Board's documents and where things stand with the Board
 - The Board will elicit feedback on the website next week
 - All input will be taken into account and will be acknowledged in the Board's presentation to the Court
 - Changes to timeline

Next meeting:

- April 6, 2016, 8 a.m. -12 p.m.
- Subsequent meetings will be scheduled on the 6th

To Dos/ Next Steps:

1. Megan will work out with Beth a day for monthly payroll submission and let the Board members know when to send their timesheets in. Choose a day for the monthly submission- talk with Beth
2. Megan will make corrections to the “Initial Meeting with Attorneys”
3. Kathy will draft the presentation and go over it with the Board at April 6 meeting
4. Kathy will meet with Lawyers to go over presentation on April 13 at Randy, Freking, Myers & Reul office
5. Kathy will make corrections to the Blueprint document and send to Bill; Bill will put up on the website
6. Brewster will reach out to Jeanne Golliher with Cincinnati Development Fund, Kathy will talk with Philadelphia company offering loan servicing (ask Andy Holzhauser) and someone dealing with energy finance at Goldman Sachs Imprint Capital
7. Board members will discuss who will be responsible with preparing the Letter of Intent and RFPs
8. Megan will start conducting research on who is doing what in the energy efficiency field in the Duke settlement area

Meeting Recorded by Megan Kennedy