

STEP-UP Advisory Committee

DRAFT Minutes

Date: Wednesday, April 18th, 2012

When: 7:30 PM – 9:30 PM

Where: Town Hall, upstairs meeting room

Present:

Ross Salawitch

Fred Werth

Sarah Moseley

Suzanne Parmet

Chuck Wilson

Bob Streitmatter

Len Carey

John Tabori

Jacqueline Bradley-Chacon

Regrets:

Fred Dylla

Sarah Starrett

Linda Dylla

DRAFT Agenda:

1. Review, Revision and Approval of DRAFT Agenda

Motion to approve the draft agenda by Ross Salawitch, seconded by John Tabori. All approved.

2. Review and Approval of DRAFT Minutes from Previous Committee Meeting

Motion to approve the draft minutes from the previous meeting by Sarah Moseley, seconded by Fred Werth. All approved. Mayor Tabori recused based on absence from last meeting.

3. Introduce Communication and Program Evaluation Consultants

Chuck introduced the new consulting companies that will be contributing to communications (Pinnacle) and to the program impact / evaluation (SERA/Symbiotic). Each gave a slide presentation on their main activities for the project, which will include:

Pinnacle:

- Recommendations for new program name and logo
- Reformat participation forms
- Create CBSM marketing materials
- Create case studies/video testimonials
- Media relations/press releases
- Event support
- Repository of STEP photos/videos
- Revise STEP-UP Website

SERA / Symbiotic:

- CBSM & evaluation harmonization

- Develop survey instruments
- Implement evaluation
- Data analysis and reporting
- Impact Evaluation and support

Fred noted his interest in obtaining community-wide energy data as a baseline against which to measure the impact of this program. Len noted his interest in understand perceived savings vs. modeled savings vs. actual, realized savings.

Action Item: Chuck to circulate contact info for the consultants to the Advisory Committee.

4. Brief Operational Reports

a. Energy Coach

b. Program Director

Refer to slide deck that was circulated to Advisory Committee members as part of the meeting for more details on the minutes below.

Suzanne reported that her main activities of late have included a priority on the following:

- Driving Participant numbers – moving people through the pipeline
- Completing the town hall audit and retrofit
- Getting the preferred contractors up and running
- Meetings with Pepco and Washington Gas to retrieve utility data
- Working on the priorities with the new Consultants
- Revision to all the STEP-UP forms and documents

Chuck reported on his activities, which in addition to securing the consultant services, include a priority on the following:

- Completing the Consultant Contracts
- Closing out the Sandy Spring Bank Contract
- Closing out the Compost pilot: recommend 3-month extension
- Securing the participation of College Heights Estates, Riverdale Park, Hyattsville
- Concluding the School Board MOU on the solar installation
- Interviewing and hiring of the summer interns

Suggestions from the Advisory Committee members focused on the following areas in which to further develop STEP-UP, and to do so as soon as time permits:

- Working with the key realtors, and inviting them to share about STEP-UP with those looking for housing in UP and those newly moving into the neighborhood.
- Considering energy efficiency as a contingency for the renewal of rental licenses.
- Working harder to dovetail STEP-UP with prominent community meetings.
- Holding STEP-UP block parties or ward competitions with prizes.

5. Budget Discussion

Chuck noted the continuation of the trend that STEP-UP is rapidly closing the budget gap of underspent funds (refer to slide deck), summarized as follows:

Budgeted spend to date	\$929,000	(65%)
Actual spend to date	\$640,000	(45%: includes consultants and loan loss)
School solar project	<u>\$250,000</u>	
	\$890,000	(63%)
Monthly burn X 15 mo.	\$525,000	(\$35,000 average monthly burn in FY 2012)
Project Spend Trajectory	\$1,415,000	(only a \$10,000 cushion)

6. STEP-UP Strategy and Business Plan Discussion

- a. What is UP's post-grant objective for STEP-UP?
- b. Based on #1, where is our growth focus?
- c. Based on #2, who are the strategic partners?
- d. Based on #3, what are the potential revenues?
- e. Based on all of the above, what is the preferred structure?

It was agreed that the entire next Advisory Committee meeting would be dedicated to discussions of business planning and strategy.

Action Item: At Len Carey's suggestion, Chuck will pursue multiple options for securing a meeting facilitator to help us with the upcoming strategy discussions.

7. Additional Agenda Items

8. Adjournment

Motion to adjourn by Bob Streitmatter, seconded by Fred Werth. All in favor.