

Community Renewable Energy Agency Board Meeting Minutes

The Community Renewable Energy Agency Board met in a regular public meeting on **Monday, June 5, 2023**, at Millcreek City Hall, located at 3330 S. 1300 E., Millcreek, UT 84106 and participated electronically via GoToMeeting.

PRESENT:

Board Members

In person

Dan Dugan, Chair, *Salt Lake City*
Drew Quinn, *Holladay City*
Christopher Thomas, *Salt Lake City*
Emily Quinton, *Summit County*

Electronic

Randy Aton, *Springdale*
Holly Smith, *Holladay*
Elissa Martin, *Grand County*
Chris Cawley, *Alta*
Luke Cartin, *Park City*
Kalen Jones, *Moab*
Joe Frazier, *Oakley*
Patrick Schaeffer, *Kearns Metro Township*
Alexi Lamm, *Moab*
Emily Paskett, *Salt Lake County*
Samantha DeSeelhorst, *Cottonwood Heights*
Jeremy Rubell, *Park City*
David Brems, *Emigration Canyon Township*

In Person Attendees: Kurt Hansen, *Millcreek*; Alex Wendt, *Millcreek*

Electronic Attendees: Patrick Greco, *Division of Public Utilities*; Brenda Salter, *Division of Public Utilities*; Janene Eller-Smith, *Ogden City Staff*; Spencer Lawson, *Penna Powers*; Lorenzo Long, *Ogden City staff*; Gordon Bennett, *Emigration Canyon Township*; Monica O'Malley, *Salt Lake City staff*; Kathryn Calderon, *Salt Lake County staff*; Laura Singer, *Fervo Energy*

Minutes by Alex Wendt, Millcreek Deputy Recorder.

REGULAR MEETING – 1:00 p.m.

TIME COMMENCED: 12:59 p.m.

- 1. Welcome, Introduction, and Preliminary Matters**
 - 1.1 Purpose and Overview of Meeting**
 - 1.2 Current Participation Percentages included in Board Packet**

2. Business Matters

2.1 Approval of May 1, 2023, Board Meeting Minutes

Board Member Quinn moved to approve the May 1, 2023, Board Meeting Minutes. Board Member Quinton seconded. Chair Dugan called for the vote. All Board Members voted yes. The motion passed unanimously.

2.2 Treasurer Report (Year-to-Date Contributions and Expenses)

Secretary Quinton said the treasurer report is in the packet. The full budget is funded. The first invoice went to Penna Powers, this is the only change other than invoices to legal counsel.

2.3 Reports From Committees (Communications, Low-Income Plan, Program Design)

Board Member Chris Cawley said that Penna Powers gave their presentation and finished their communication audit in the May Communication Committee meeting.

Board Member Samantha DeSeelhorst gave the Low-Income Plan Committee Update. Each participating community has received, or will very soon receive, a customized email from the Low-Income Plan Committee outlining the requirements for low-income plan outreach. These emails summarize which organizations from a community's outreach list will be contacted by the Low-Income Plan committee, which organizations can be contacted in collaboration with another community, and which organizations are the sole responsibility of the community.

The Low-Income Plan committee is in the pre-outreach preparation portion of planning. Board Member DeSeelhorst gave an update on Senate Bill 288. This passed in the 2023 Utah Legislative Session. SB 288 appropriates funding to the Division of Public Utilities for utility bill credits, to benefit eligible gas and electricity customers. The Low-income Plan Committee has been interested in learning more about this funding, and how it might affect customers. In May 2023 members of the Committee attended a utility issue briefing meeting. At this meeting, the Office of Consumer Services shared more information on SB 288. It will raise the electricity credit to \$25.95 monthly and will raise the gas credit from \$107 to \$307 annually. The funding will be administered through the existing HEAT application pipeline. Funding will be provided until it runs out. Only 10% of eligible customers take advantage of these bill credits.

Board Member Christopher Thomas gave the presentation for the Program Design Committee and shared the Program Application Dashboard. The big update this month involves the Utility Agreement. Rocky Mountain Power sent the redline of the Utility Agreement back to the Committee. Legal counsel sent back edits and asked that RMP send back their next edits by June 20th. The Committee now hopes the Board may be able to consider final language as soon as the July Board Meeting. Please figure out internally how your community plans to sign the Utility Agreement, by vote of governing body, signature of chief executive officers, or some variation. A template memo will be distributed to Board Members in July to help you brief your Council/Commission. Please budget for fiscal year 2024, state law requires that communities cover the cost to provide two opt-out notices to customers in their boundaries. A community only needs to pay for

the noticing costs if it passes the ordinance to finalize participation. There is a chance some noticing may be done electronically for customers who indicated a preference for electronic billing. The residential opt-out letter may be one page instead of two, reducing paper costs. Postage rates will increase this summer.

Board Member Thomas gave a timeline update. The website timeline is out of date and needs to be updated. The Program Design Committee has discussed the timeline update. Utility agreement signing has been moved to August 2023, submitting the program application is moved to September 2023. The PSC action on program application has been moved to February 2024, but this could be as soon as November 2023 if there is no opposition. Then the timeline for executing the contract for renewable resources can be moved to November 2024. Finally updating the deadline for Ordinance adoption form December 2023 to May 2024 but this could happen as soon as February 2024.

Spencer Lawson from Penna Powers gave his presentation on the Penna Powers Communication audit. Because of the diversity of the Utah 100 Communities audience messaging needs to be general and convey the importance of renewable energy efforts to the audience. A larger emphasis needs to be placed on the customers. Several internal documents refer to the Utah Community Renewable Energy Agency, but external communication refers to the Utah 100 Communities. Further communication is needed for the Utah 100 Communities name, the name refers to net 100% renewable energy as opposed to 100 Communities in Utah who are participating. The Utah 100 Communities website is a good source of information that is detailed and thorough. The website is comprehensive, but the copy and navigation could be improved. Social media for Utah 100 Communities is in its early stages and growth is needed. Utah 100 can go deeper and broader with a variety of topics that would be relevant to their work and audience interests. Utah 100 does a great job of including calls to action and links. Penna Powers recommendations include being more consistent in messaging. They recommend developing an audience and brand voice. They also recommend translating key messages and materials into Spanish to ensure that information is accessible to more of their audience. Penna Powers recommends updating the name to provide clarity on the Utah 100 Communities brand. Prioritize messaging on the meaning of the name, update the logo, mark, and typeface, and formalize a color palette. Website recommendations include more meaningful content/copy on all pages, update the homepage to create a more intuitive experience, and add more imagery to add visual appeal. Social media recommendations include building a social media toolkit, always keeping the audience interests in mind when writing content and captions. Include video and photos. Video is necessary for reaching new people. Interact with followers and develop partnerships and collaboration content with cities, counties, and non-profits. Penna Powers added email recommendations as well. Order email content with the inverted pyramid, more compelling information at the top, and make sure to have fun.

Mr. Lawson asked if there were any questions. There were no questions.

2.4 Public Comments

2.5 Discussion and Consideration of Board Officer Positions (Chair, Vice-Chair, Treasurer, Secretary) terms and elections

Chair Dugan explained that Board Positions are open for elections. The Chair is currently Dan Dugan, Vice-Chair is Angela Choberka, Secretary is Emily Quinton, and Treasurer is Jeff Silvestrini. Chair Dugan said he has not received any messages from Board members about their desire to hold a Board Position. The current board officers are very happy to continue in their jobs. Board member Quinn said she believes that the current Board Officers have done a very good job.

Board Member Quinn made a motion to nominate the four current Board Officers for a second term. Board member DeSeelhorst seconded. Chair Dugan asked for the vote. All Board Members voted yes. The motion passed unanimously.

2.6 July Board Meeting to be held on Monday, July 10th, or Monday July 17th, Discussion

Chair Dugan said that the Board is considering moving the July meeting to the 10th or the 17th of July. Board Member Rubell asked to move the Board Meeting to July 10th. Secretary Emily Quinton said that if Board Members check their calendar and give their recommendations to her that would be great.


2.7 Board Member Comments

There were no comments.

2.8 Closed Session (If needed): The Board may convene in a closed session to discuss items as provided by Utah Code Ann. 52-4-205

3. Adjournment

The Board meeting adjourned due to loss of quorum at 1:53 pm.

APPROVED:  Date 17 Jul 2023
Dan Dugan, Chair

ATTEST:


Emily Quinton, Secretary