WPUI Board Meeting
March 21, 2019
Location: Michael Best, 1 S Pinckney St, Ste 700, Madison, WI 53703
Draft Minutes
Next WPUI Board Meeting July 16, 2019

Brian Rude called the meeting to order at 12:10 pm.

Present
Brian Rude, Dairyland Power; Deb Erwin, Xcel Energy; Dave Siebert, WI DNR; Jeff Ripp, Alliant Energy; Garrett Huffman, proxy for Rep. Mike Kuglitsch, WI State Legislature; Rep. Beth Meyers, WI State Legislature; Earl Gustafson, WI Paper Council; Sarah Justus, ATC; Lawrie Kobza, Boardman Clark; Jordan Hemaidan, Michael Best & Friedrich; Tom Content, CUB; Nilaksh Kothari, Great Lakes Utilities; Kristin Gilkes, Customers First; Frank Greb, Slipstream; Ronda Ferguson, WEC Energy; Mary Blanchard, WEI; Lori Sakk, WPUI

Phone: P.J. DiStefano, Deloitte

Also Present
Mark Anderson, UW-Madison COE; Sara Langmack, WPUI

Excused
John Sumi, MGE; Paul Harris, Ranger Power; Kira Loehr, Perkins Coie; Jake Blanchard, UW-Madison COE; Carrie Templeton, PSCW; Cheryl Parrino, Parrino Strategic Consulting Group

Introductions
Board members and guest speaker introduced themselves.

Meeting Agenda and November 19, 2018, Minutes
- A meeting agenda was provided to board members in advance of the board meeting.
- Lori Sakk announced a change, the addition of one slide, to the board meeting presentation. There were no objections to that change.
- Sarah Justus moved to approve the November 19, 2018, minutes. Lawrie Kobza seconded. The motion carried.

Executive and Nominations Committee
- Brian Rude announced the unanimous vote to add Rep. Beth Meyers to the board. Rep. Meyers was welcomed to the board, and she gave an introduction on her background. She will finish former Rep. Genrich’s term, which ends June 2020.
• Brian Rude also announced the new PSCW representative Carrie Templeton, Chief of Staff.

**Special Guest Presentation**
Mark Anderson, Assistant Professor, UW-Madison College of Engineering, gave a presentation on Thermal Energy Storage.

**Financial Update**
• Lori Sakk gave an update on closeout numbers for 2018. She also gave an update for the 2019 estimates.
• Lori Sakk presented the additional slide about WPUI’s structural deficit, and the board discussed ways to deal with it, including the pros and cons of raising membership fees, limited fundraising through grant proposal writing, sponsorship of specific receptions or lunches.
• Lori Sakk was asked whether an estimate is available for the April 2020 RTO program. She will look to developing this for the July board meeting.
• The structural deficit will remain an item of discussion for future board meetings.

**Programming**
• Lori Sakk reviewed the programming thus far for 2019.
• She stated that we hope to do more member-only events.

**General Overview**
• Lori Sakk gave a general overview of WPUI’s activities and goals since the last board meeting.
• WPUI staff will look into adding Google Analytics to the WPUI website.
• The board discussed different ways to market WPUI programs.
• Garrett Huffman reviewed the legislative update program hosted by Rep. Kuglitsch. Lori Sakk presented at the program, along with PSCW and Legislative Council staff. The board discussed WPUI’s role is in situations like this.

**Committee Updates**

**Executive & Nominations**
• Brian Rude acknowledged again Rep. Beth Meyers’ election to the board.
• Executive Committee members continue to hold monthly conference calls with Lori Sakk.

**Membership**
• Lori Sakk presented a review of the status of memberships to date, as well as a comparison of membership fees over the past several years.
• Deb Erwin discussed the membership committee meeting that was held on February 26, 2019. This meeting included discussion of ways to increase membership and/or to encourage some current members to move up to the next membership level.
• Board members were invited to review WPUI’s prospective membership list and provide suggestions for updated and/or new contacts.
• Deb Erwin discussed WI Paper Council’s (WPC) 2019 waiver request (2nd year) and the membership committee’s recommendation to approve WPC’s request for one more year only.
• Nilaksh Kothari moved to approve the WPC waiver request for 2019. Sarah Justus seconded. The motion carried.

Program Advisory
• Lori Sakk presented the updated registration and cancellation policies.
• Board members were asked to encourage their organizations’ staffs to attend WPUI programs.
• The Program Advisory Committee will meet in April.

Compensation and Performance
• Frank Greb reported that he and P.J. DiStefano met with Lori Sakk in early January to review board feedback on her performance.

New business
• Brian Rude brought up the upcoming term expirations. The Executive and Nominations Committee members will reach out to those members whose terms are expiring. A survey will be sent out to board members for voting before the July board meeting.
• Brian Rude discussed WPUI’s succession plan and the upcoming transition from P.J. DiStefano as WPUI board chair to Brian Rude and incoming vice chair position to Jordan Hemaidan.
• Brian Rude thanked Michael Best & Friedrich for again hosting a WPUI board meeting.

Executive Session
• It was determined that none was needed.

Brian Rude adjourned the meeting at 2:15pm. Next board meeting will be on July 16, 2019.