



WPUI Board Meeting

March 10, 2020

Location: Michael Best, 1 S Pinckney St, Ste 700, Madison, WI 53703

Minutes

Next WPUI Board Meeting July 8, 2020

Brian Rude called the meeting to order at 12:07 pm.

Present: Brian Rude, Dairyland Power; Jordan Hemaïdan, MBF; Marcia Louden, proxy for Sarah Justus, ATC; Greg Bollom, MGE; Frank Greb, Slipstream; Lawrie Kobza, Boardman Clark; Delanie Breuer, WPC; Kristin Gilkes, Customers First; Rep. Beth Meyers, WI State Legislature; Tom Content, CUB; Garrett Huffman, proxy for Rep. Mike Kuglitsch, WI State Legislature; Kira Loehr, Perkins Coie; Dave Siebert, WDNR; Mary Blanchard, WEI; Chris LaRowe, WEC Energy Group; Lori Sakk, WPUI

Phone: P.J. DiStefano, Deloitte; Brian Penington, Alliant Energy; Karl Hoesly, Xcel Energy; Jem Brown, WRWWLC

Also Present: Sara Langmack, WPUI; Josh Arnold, UW-Madison; Michael Ferris, UW-Madison

Excused: Cheryl Parrino, Parrino Strategic Consulting Group; Paul Harris, Ranger Power; Paul Wilson, UW-Madison COE; Carrie Templeton, PSCW

Introductions

Board members and guest speaker introduced themselves.

March 10, 2020 Meeting Agenda and November 25, 2019, Minutes

- A meeting agenda was provided to board members in advance of the board meeting. Jordan Hemaïdan moved to approve. Greg Bollom seconded. Motion carried.
- A correction to the November 25, 2019 meeting minutes – Jem Brown is from Wisconsin Rapids, not Manitowoc Public Utilities. Lawrie Kobza moved to approve the corrected November 25, 2019, minutes. Rep. Beth Meyers seconded. The motion carried.

Executive & Nominations Committee

- Brian Rude confirmed that as of July 2020, the succession plan for board leadership is for Jordan Hemaïdan to take over as chair and Sarah Justus as vice chair. Board members will vote to formalize these nominations at the July 2020 board meeting.
- Brian Rude reviewed list of those who are up for election in July. Lori Sakk will send out a vote survey.

Special Guest Presentation

Dr. Michael Ferris and Josh Arnold, UW-Madison, presentation: "[WEREWOLF](#) and NetZero: the interactions between operations, planning, investments and policies"

- Dr. Ferris invited board members to provide him with data from their own organizations so that the researchers could see how their model deals with "real" data.

Financial Update

- Lori Sakk provided the final numbers to close out 2019.
- Lori also reviewed the budget for 2020.

- Lori pointed out that the 2020 estimate may be affected by reactions to the COVID-19 virus.
- Board asked whether the Foundation account might be able to help with the possible financial impact of the current health crisis.
 - Lori Sakk explained that she can check but this would not make sense at this time because the foundation account earns interest, whereas the regular WPUI account does not. Until the regular WPUI account reaches \$0, there is no reason to transfer foundation account money at this point in time.
- The WPUI Structural Deficit was reviewed, and the board discussed potential budgetary impacts due to the COVID-19 virus.
 - The board agreed that much is unknown at this point in time and it is rather difficult to plan.
 - WPUI staff will add a web-conference option for March 25, 2020 program.

Programming

- Lori Sakk updated the board on program attendance numbers for 2019 (including percentage of WPUI members at programs).
- Jordan Hemaïdan pointed out that, given how critical the industries WPUI serves are, we should be very creative, offering remote programming; other board members agreed.
- Brian Penington encouraged quick action on setting up remote programming.
- Brian Rude stated that he thought that we should try a remote conference option with 3/25/2020 Gas program.
 - Challenges were discussed with panel sessions in particular being online.
 - WPUI staff will look at infrastructure options on campus with regard to web conference options.
 - Kira Loehr pointed out that this is going to become the new norm, that everyone is going to have to adjust.
- Jordan Hemaïdan suggested an ad hoc technology committee to help Lori Sakk pull remote programming together – Kristin Gilkes, Mary Blanchard, Jordan Hemaïdan, Kira Loehr, and Greg Bollom volunteered.
- Brian Rude reminded that returning, eventually, to in-person programming-only is good for other reasons – networking, face-to-face listening,
- Lori Sakk reviewed the Public Utilities Law Update program’s record attendance. She mentioned the \$1500 sponsorship from Perkins Coie. She described the challenges and the process of putting this program together this year.
- Lori Sakk reviewed the number of Gas and RTO registrations thus far.
- Brian Rude asked when registration would open for the other 2020 programming. EUB registration is open but 1-day programs need agendas developed first.
- Greg Bollom pointed out that we might see lower attendance or even cancellation of the EEI program.

General Overview

- Lori Sakk provided a general overview of WPUI activities since the board last met.
- Lori Sakk described efforts to think outside the box in terms of program promotion – partnerships, sponsorships, etc.

Committee Updates

Membership

- Lori Sakk and Karl Hoesly gave an overview of the committee meeting held on 2/20/2020.
 - Karl Hoesly is the new committee chair.
 - Committee discussed:
 - New member recruitment
 - Membership fee levels

- Membership benefits
 - Fees and benefits for 2021
- Lori Sakk provided an update on 2020 memberships
 - The board discussed membership fees historically and looking forward.
 - The membership committee (and entire board) agreed that notification of any increase should be sent to members a year in advance.
- Board discussed recruitment of potential new members
 - Brian Rude asked whether Lori Sakk could email board members with the list of potential members and a sample email to see whether board members could select someone they might be willing to contact.
 - Greg Bollom pointed out that there are a number of very large, very active renewable developers in WI that might be worth approaching.

Program Advisory

- A committee meeting will be scheduled in the next few weeks.

Compensation and Performance

- This item was moved to the Executive Session.

New Business

- None

Executive Session

- Began at 1:48pm

Meeting adjourned at 1:50pm.

Next board meeting will be July 8, 2020.