



## **WPUI BOARD MEETING**

**November 9, 2017**

P.J. Distefano called the meeting to order at 12:03 p.m.

Present: Jeff Ripp, Alliant Energy; John Sumi, MGE; Deb Erwin, Xcel Energy; Brian Rude, Dairyland; Dave Siebert, DNR; Garrett Huffman, Office of Rep. Mike Kuglitsch; P.J. DiStefano, Deloitte; Kira Loehr, Perkins Coie; Frank Greb, Seventhwave; Sarah Justus, ATC; Lawrie Kobza, Boardman and Clark; Kristin Gilkes, Customers First Coalition; Bill Jordahl, Public Service Commission; Tim Donohue, Wisconsin Energy Institute; Mary Blanchard, Wisconsin Energy Institute; Earl Gustafson, Wisconsin Paper Council; Tom Content, Citizens Utility Board; Lori Sakk, WPUI

By phone: Ronda Ferguson, WEC Energy Group; and Jordan Hemaïdan, Michael Best and Friedrich

Also present: Doug Ahl, Seventhwave; Scott Williams, WEI and WPUI; and Sara Langmack, WPUI

Excused:

Cheryl Parrino, Parrino Strategic Consulting Group; Rodney Stevenson, Wisconsin School of Business; Nilaksh Kothari, Manitowoc Public Utilities; Rep. Eric Genrich, WI State Assembly

### **Meeting Agenda and Minutes**

- A meeting agenda was provided to board members in advance. Frank Greb moved to approve agenda. Brian Rude seconded. The motion carried.
- Deb Erwin moved to approve the minutes from the July 18, 2017 board meeting. John Sumi seconded. The motion carried.

### **Board Members**

The following board members were introduced to either replace or sit in for a board member:

- Kristin Gilkes, director of Customers First Coalition, replaces former director Sarah Barry and will serve the remainder of her term.
- Garrett Huffman is representing the Office of Rep. Mike Kuglitsch at the meeting.
- Jeff Ripp has moved to Alliant Energy and will be replacing Rob Crain as the board representative from Alliant.
- Bill Jordahl, Chief of Staff at the Public Service Commission of Wisconsin, will replace Jeff Ripp as the PSCW representative.

Brian Rude moved to approve Kristin Gilkes, Jeff Ripp and Bill Jordahl as board members. Frank Greb seconded. The motion carried.

## **Internet of Things Presentation**

Doug Ahl, Director of Research at Seventhwave, gave a presentation on the Internet of Things and the potential implications of connected devices for energy consumption.

## **Budget Review**

- Lori Sakk reviewed revenues and expenses from CY 2014 through September 2017.
- P.J. Distefano moved to approve the CY 2017 and 2018 budgets as proposed. Sarah Justus seconded. The motion carried.

## **Program Review**

Lori Sakk provided a breakdown of programs and revenues and direct expenses associated with each program (not including staff time).

## **Committee Updates**

*Executive Committee:* P.J. Distefano and Brian Rude reported that they have been meeting regularly with Lori Sakk to provide advice and review details about programming, revenues, and expenses going forward.

*Program Advisory Committee:* Kira Loehr provided an update to the board:

- The committee met in September to brainstorm program ideas and discuss structure of programming. Several program ideas were introduced:
  - Advanced tech panel – a WPUI member-only panel discussion featuring technology researchers from UW-Madison
  - Grid Modernization – building on discussions from PSCW and Customers First
  - Washington Briefing – updates on energy and environmental policy directions from the White House and Congress
  - Public Utilities Section of State Bar – annual program (State Bar section handles content, WPUI handles logistics)
  - Energy Utility Basics Lite for Legislative Staff – a shortened version of EUB offered to legislative staff and possibly other attendees. Suggestions included:
    - Alternating each year between a program legislative staff and one that is either open to the public or offered to local government officials from around the state
    - For the non-legislative session, partnering with an existing event that draws local officials or webcasting to increase participation
    - Developing a separate, informal program for reporters to interact with WPUI members
  - RTO Programs – RTO 101 and history of state’s participation in MISO
  - Hedging against risk in RTO market – a deeper dive into RTO issues and a potential to provide affordable training for Wisconsin stakeholders
  - Cost of Service Study – review of methods and relevance
    - One suggestion included splitting the program into a half-day on electricity and the other half-day on water

- EEI Advanced Rates Course – will continue to host this training for EEI members
- OMS Workshop – WPUI handled much of the logistics for the 2017 program and received positive feedback, but OMS hasn't committed to a program in 2018
- Disruption in Electric Industry
- Energy Utility Basics
- One suggested program related to water utility issues was water demand forecasting: at a higher level, how is it done and what assumptions go into forecasts?
  - Suggestions for speakers included faculty from UW-Milwaukee's Sea Grant program in water policy, and UW-Madison's meteorological researchers
- What does your bill look like? Invite legislative staff to bring utility bills and explain different charges; could include developing an online video detailing a generic utility bill that could be shared widely

### *Membership Committee*

Deb Erwin provided an update to the board:

- The committee approved a new corporate membership level.
- Despite across-the-board fee increases, most members that remained members stayed at the same level. One member dropped levels, and a few others didn't renew, possibly due to personnel changes.
- It was suggested to query members' level of satisfaction and inquire with each contact who else at their organization should be involved in WPUI programming.
- Deb Erwin moved to eliminate the Standard membership for non-paying, non-profit members, but to provide the board the opportunity to waive the membership fee if an entity petitions the board. John Sumi seconded. Earl Gustafson and Tom Content abstained from voting. The motion carried.
- The committee has drafted a list of member benefits and differentiation among member levels
- Regarding Energy Utility Basics, the committee also proposed eliminating several partial-week categories of registration, combining non-profits into a single category for members and non-members, and increasing the rate for government attendees.
- Future business for next committee meeting included discussing goals and strategy for outreach to new members and strengthening relationships with existing members.

### **Strategy Planning Process**

#### *Board Evaluation*

- Before the next board meeting, the Executive Committee will send out a short list of questions to consider and then conduct a self-assessment at the board meeting.

#### *Potential move to Office of Vice Chancellor of Research and Graduate Education (OVCRGE)*

- A major recommendation from a recent Wisconsin Energy Institute self-study was to move WEI administratively from the College of Engineering to OVCRGE. WEI is in the process of that move, which could be finalized in the next few months.
- Given the relationship between WEI and WPUI, it has been proposed to move WPUI to OVCRGE as well.

- Proposed changes to the WPUJ charter that would coincide with a move to OVCRGE were circulated.
- No final decision has been made, but WPUJ staff will continue to provide updates on proposed changes and seek board feedback.

### **New Business**

*Potential collaboration with NRRJ:* There is a potential for WPUJ to host a NRRJ summit on sustainable energy and water infrastructure; now the focus has shifted to whether Great Lakes states plan for microgrids.

### **Next Board Meeting**

- The next board meeting is planned for March 2018. A poll will be sent to board members to choose a date.
- Jordan Hemaian offered to host the meeting at Michael Best and Friedrich.

John Sumi moved to adjourn the meeting. Kira Loehr seconded. The motion carried.  
The meeting adjourned at 3:05 p.m.