

Commercial Member Steering Committee Meeting

Meeting Summary – Friday, September 10, 2010

EDA Offices

9:30 AM – 11:30 AM

Members in Attendance

Chair, Neil Sandford, George Todd, Jim Mason, Chuck Mossman, George Kelly, Bob Mason, John Millar, EDA Staff Support Tanya Fobear,

Regrets:

Bart Burman, Peter Black, Judy Simon, Paula Zarnett, Peter Vickery, Steve Taylor, Patrick Zirnhelt, Brian Hollywood (EDA Board Rep)

• Welcome and Call to Order

At approx. 9:33 am Chair Neil Sandford called the first meeting of the 2010/2011 Commercial Member Steering Committee to order.

• EDA Activity Update

Teresa Sarkesian provided an EDA activity update via conference call. Priority items the EDA is working on

- CDM- CDM targets, CDM Code
- Pressure on Electricity Bills
- Smart Meters
- microFIT
- Energy Consumer Protection Act

• Items from Last Meeting Terms of Reference of Commercial Member Steering Committee

TFobear shared with committee members proposed revised Commercial Member Steering Committee Terms of Reference. TFobear highlighted the importance of having a standardized set of procedures for the committee year after year. The Revised Proposed Terms of Reference are subject to EDA Board Approval.

Motion – Proposed Revised Terms of Reference as Discussed

Moved by John Millar seconded by George Todd - carried

• Objectives of Steering Committee and Determine Priority Items for Committee to work on until end of Term

Neil Sandford mentioned to the Committee the survey that was done in 2007 by the Commercial Member Steering Committee to survey the commercial members to gather information on commercial member services. He encouraged committee members to review those survey results

Committee thought one important objective would be to gather ideas to increase EDA commercial membership

Chair Neil Sandford requested TFobear bring the most recent priority matrix of Steering Committee priority items to the next meeting on November 4th.

Review 5 subcommittees that were formed after survey results were populated. The subcommittees that were formed are as follows:

1) EDA sponsored events and EDA driven events.

- Provide a list of opportunities open to commercial members through EDA sponsored events and/or EDA driven events such as: presenting at events, attending events, or contributing to an EDA publication (the *Distributor*) to let commercial members know what is available to them.
- 2) **Member attendance/participation**
 - Increase commercial member engagement. An opportunity to increase commercial membership at future AGMs was discussed. Sending out communications such as frequent broadcast messages to inform commercial members of events was suggested.
- 3) **Benefits of membership**
 - From the survey, commercial members feel the benefits of commercial membership include: obtaining relevant industry/technical information and gaining marketing opportunities. These were discussed as possible action items.
- 4) **Sponsorship Opportunities**
 - A suggestion that several commercial members share the fees to provide sponsorship for Opening Reception at future AGMs was discussed by the committee.
- 5) **Additions to Commercial Member section of website**
 - Christine Hallas provided committee with the current list of categories that Commercial Members classify their organizations. The categories were discussed and Ms. Hallas asked all members to provide her with recommendations to improve member categories.

- **District Meetings**

TFobear updated group on attendance at NorthEast/NorthWest meeting taking place September 8-10. 63 participants and 12 presenters were in attendance.

On behalf of Brian Hollywood TFobear shared with committee Western District is reviewing the possibility of having non voting commercial members on the executive and TFobear canvassed committee to get a sense of what the uptake might be.

Committee agreed this was a great opportunity for commercial members.

Committee agree and proposed to Western District that John Millar, Commercial Member Steering Committee representative act as commercial member representative on the Western District executive as a nonvoting member.

- **Advisory Committee Updates**

Chair Neil Sandford provided a brief update on EDIST advisory committee. Call for papers issued. Chair Sandford encouraged committee members if they have ideas for keynote speakers to let him know.

Jim Mason provided a brief CUEE committee update. CUEE is September 14-15, 2010. When the evaluation and recap of CUEE is complete Mr. Mason will share with committee

- **Other Business**

Chair Sandford asked other committee members if they had been approached by Energy Digital magazine for sponsorship dollars in their publication. Concern they are too aggressive and getting hold of contact information without permission. After the meeting Chair Sandford met with Christine Hallas to discuss Energy Digital magazine. Ms. Hallas confirmed that the EDA has co-operated with the company but in no way provided the contact information of any commercial members, contact information came from the individual LDCs.

The next meeting is scheduled for

- **Thursday, November 4 at 9:30am-11:30am**

- **Meeting Adjourned**

Chair Neil Sandford adjourned the meeting at approximately 11.35 am