

Commercial Member Steering Committee Meeting

Meeting Summary – Monday, February 28, 2011

EDA Offices

9:30 AM – 11:30 AM

Members in Attendance

Chair, Neil Sandford, , Jim Mason, , Bob Mason, , Chuck Mossman, , Paula Zarnett, , EDA Staff Support Tanya Fobear, EDA Staff, Marica Macura, EDA Staff, John Loucks

Regrets:

George Kelly , John Millar, George Todd, Judy Simon, Bart Burman, Peter Black, Brian Hollywood (EDA Board Rep), Patrick Zirnhelt, Steve Taylor, Doug Westlund

- **Welcome and Call to Order**

At approx. 9:38 am Chair Neil Sandford called the meeting to order.

- **Items from Last Meeting**

TFobear informed committee the product/service search feature Broadcast Message the committee worked on at the December 16th meeting was sent to LDC as a reminder of the service on January 24th.

- **EDA AGM Update – Marica Macura**

Ms. Macura provided details on the 2011 Annual General Meeting "The Evolving Regulatory Framework".

She indicated registrations are up from this time last year. She shared with the committee details on the special luncheon occurring at the AGM to commemorate the EDA's 10th anniversary.

The committee finalized details on the Sunday night on the Sunday night reception and the contribution that they as a Steering Committee will make. Further to the meeting on December 16, **the committee agreed to each committee member donating a \$50 gift card from a place of their choice and will bring the card to the Commercial Members meeting on Sunday night to give to Neil.** The committee discussed raffling the gift cards in 3 separate draws throughout the reception worth values of \$100, \$200 and \$300.

The Steering Committee also agreed as a group to contact at least 3 commercial members to encourage them to attend the Commercial Members meeting and reception on the Sunday evening.

EDA Activity Update – John Loucks provided an update on EDA activities. He informed the committee the EDA had restructured and he was the new VP of Corporate and Member Affairs, Teresa Sarkesian is now the VP, of Policy and Government Affairs.

John provided an update on CDM activities and the EDA's Streamlined Regulation initiative.

He encouraged committee members to share any ideas they may have for EDA Council Forums topics to share with the EDA staff. He also bounced a few possible forum topics off the committee.

The committee discussed with Mr. Loucks the difficulty they have had in previous years with commercial member participation at district annual meetings. It was discussed that perhaps more operational topics on district agenda would appeal to different individuals in different departments within the utility. For example purchasing people may be encouraged to attend.

The committee also discussed the possibility of announcing new commercial members of the EDA in the Distributor magazine.

Developing Agenda for All Commercial Members Meeting

The committee discussed canvassing the members at the all members meeting on March 27th to see what priorities and initiatives they would like the committee to address moving forward. The possibility of developing a survey to survey all commercial members was also discussed to bring up at the all members meeting.

A presentation that would include the importance of the Commercial Member Steering Committee and Commercial Members was also discussed to include on the agenda for the All Commercial Members Meeting

EDA Membership Update

TFobear advised committee renewals were still coming in from Commercial Members. 92 out of 138 have currently renewed.

TFobear informed the committee of the upcoming Operations Council Forum on March 11, 2011 on Asset Management.

She also advised the committee of new opportunities for commercial members in 2011 including the opportunity to exclusively sponsor EDA Forums for \$1000.00 per forum

- The next meeting is scheduled for
 - **Sunday, March 27 at 7:30-8:30pm at the Royal York Hotel in the Boardroom**
- **Meeting Adjourned**
Chair Neil Sandford adjourned the meeting at approximately 11.35 am