

**ECS NY Chapter Meeting  
February 15, 2011 (Meeting #3)**

Attendees

Heather Hammond  
Scott Smith  
Marissa Ainsworth  
Ron Beruta  
Eric Fare  
Mike Hagin  
Tabitha Robison  
Jeff Martin  
Steve Botz

The following items were discussed during the meeting.

Review of the Chapter's 6 month goals set during January meeting:

- Awareness of ESC and PC as resource
- Increase membership
- Have 50 members by end of March 2011 meeting
- Conduct Workshop on PC by Sept/Oct 2011
- Have booth at National Grid Expo in April or have Outreach committee attend.

ESC National Newsletter – if you did not receive February newsletter, click on link provided on the 5<sup>th</sup> slide of the meeting presentation. The newsletter:

- Provides updates and information on Association activities.
- Lists available webinars
- Lists Success stories
- Provides Video Links

Members are encouraged to review the ESC website and newsletters since they provide a summary of activities and ideas implemented by other chapters.

A member noted the difference between NY and PA's approach to PC– PA uses bonds to fund energy guarantee at colleges. NY colleges typically use third party funding. Another member indicated that NY State needs funding to encourage energy projects.

It was reported that the Governor is trying to stimulate funding for Performance Contracting.

It was recommended that members identify financial groups that have the potential to provide funding for PC projects and invite them to attend meeting and become members. The goal would be to make connection between financial firms and PC.

Marissa suggested that members reach out to other state chapters to determine what techniques they are using to motivate membership and complete outreach.

State chairs of other chapters are listed on ESC website

## **MEMBERSHIP STATUS**

12 active members as of February 7<sup>th</sup>, 2011. 2 people at meeting indicated they will join shortly.

## **COMMITTEE REPORTS**

### **Membership Committee**

- Exchanged e-mails
- Will send letter to general public to encourage joining
- Will reach out to PA to get ideas on increasing membership.
- Next meeting not set up yet (Hope to have next week).

### **Outreach Committee**

- Focus on big picture events and trade shows to educate and reach out to potential PC end users.
- Target trade shows and expo.
- Will send out draft list of potential expos and associates and introduction letter to membership for comment following next week's committee meeting. Need membership to provide comments and identify additional association and expos to target.
- May be able to get funding from chapter to attend expo.
- Join with NYSERDA or other public sector members to help promote (share cost with public sector and ESC Chapter)
- Talk with Scott about sharing cost of attending conferences with NYSERDA. Tabitha to follow up.
- Committee will maintain calendar on ESC website of meeting.
- Reoccurring meeting on the Tuesday following the ESC meeting at 2 PM.
- Requested that members provide case studies and press releases for chapter website.

### **Workshop Committee**

- 1<sup>st</sup> meeting in January

- Developed baseline goals including the developemnt of outreach products for end uses.
- E-mailed Alabama committee chairman to get input and ideas for Workshop Committee.
- Expects to work with outreach and membership committee to develop message.
- Next meeting is next Wednesday.
- Will identify regular meeting date

### **State Document Committee**

- Need to determine goals.
- Marissa to get on conference call with group to assist in outlining committee goals.
- Will review PA Chapter State Committee to identify there activities and obtain ideas.

### **Business Model Committee**

- Looking at different methods to package guarantees.
- Evaluating how to structure sustainable projects.
- Commercial sector is interested in having accurate method to report carbon reduction. It appears that commercial sees value of M&V but as measurement of carbon reduction.
- Recommended that further discussion be conducted at March meeting.

### **ESC Activity Concept**

- Available on Chapter website
- Committees should review
- Identifies activities by different activities
- Memebbers requested to think about different ways to promote PC concepts
- Memebbers requested to review concepts at March meeting.

### **Press release**

- Marissa to reach out to PA chapter to get copies of recent PA Chapter press releases.
- Marissa to get dates of upcoming Chapter webinars. Should review to determine how we can utilize

### **Project List**

- National chapter has requested that NY chapter provide information on PC projects completed in NY including: type of project; project cost; cost savings; amount of energy saved, tons of carbon avoided, jobs created, etc.
- Members are requested to provide project information to Scott or ESC National to eliminate sensitivity concern.
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- Need to understand legislative change to identify PC opportunities.
- Looking to invite Deputy for State Energy Directive to March meeting.
- National President ESC looking to develop new initiative to identify committee best practices at state levels and communicate across chapters. New initiative to get sponsor specific committee to serve as liaison for state chapters.

When potential clients are attending workshop says where I sign - Recommended that Chapter provide narrative of each ESCO to prospect and let prospect decide,

Each member company to put together a paragraph an overview of company information to have to Marissa and Scott by March meeting.

Next meeting March 15 at 1 PM at NYSERDA Albany. Report to main building and receptionist will direct you conference room.

Committees should develop regular meeting date and place on website.

Invited to exhibit at National grid expo for \$1,000 April 7<sup>th</sup> at Turning Stone. Scott to provide information to outreach committee. Need to discuss how to fund \$1,000.

Action Items:

**Suggests we have a financial firm (i.e. municipal leasing) to make presentation on financing mechanism.**

**Members should provide financing contacts to Marissa and Scott.**

Talk with Scott about sharing cost of attending conferences with NYSERDA. Tabitha to follow up

