

ASEA Annual Membership Meeting
January 23, 2010
Granite Reef Senior Center
Scottsdale, Arizona

Board Member Attendees:

Chuck Skidmore, Chair
Lane Garrett, Vice-Chair
Carole Mars, Secretary
Dan Aiello, Treasurer
Central Region Directors: Jim Stack, Jesse Henson
Southern Region Directors: Marcy Holler, Toby Schneider
Directors-at-Large: Geoff Sutton, Kevin Edwards

Chair Report – Chuck Skidmore

- Meeting carried out even though late notice – drive elections at correct time per by-laws
- Looking for input from membership as to where the organization needs to go
- Goal for remaining term:
 - Convene a by-laws committee to assess needed by-law and organizational issues
 - Take one weekend as a retreat to work out structure and clearly define issues
 - Provide recommendations for moving forward to 2010 Board of Directors

Treasurer Report – Dan Aiello

- No formal report given at meeting
- *Report for 1/1/2009 – 12/12/2009 provided to secretary through e-mail (CKM 1/28/10)*
- Attached – Annex A

Secretary Report – Carole Mars

- 197 members current
- Break down by region – Annex B
- 37 non-renewals – waiting for December paperwork for final determination

Central Region Report – Jesse Henson, Jim Stack

- Solar Home Tour – October 24-25, 2009
 - One weekend of state-wide effort during October – 15 homes in the Valley participated
 - Joint effort in the valley between ASEA, Az Solar Center and City of Scottsdale Green Building Program
- Lecture Series
 - 2 tracks – one geared toward general public, other towards professionals/educated lay people
 - Most successful – presentations given by different suppliers of solar system sub-components (Fronius Inverter training, Quick Mount racks)
 - Expanding on dual track approach this spring

Southern Region Report – Marcy Holler, Toby Schneider

- Very active in community outreach opportunities
 - Outreach Booths: Solar Rock music event, Southern AZ Home Builders Associations Home Shows (April & October), 28th annual Tucson Solar Potluck & Exhibition, Civano, Raytheon Green Day
 - Children’s Museum display particularly successful – displayed 9’ parabolic dish solar oven, made pizza box solar ovens with the children attending
 - Met with two middle school teachers to discuss on-line solar resources for their classes
 - Opened conversations with southern region towns and cities outside of Tucson regarding ASEA activities
- ASEA Solar home tour – David Bachman-Williams (Director-at-Large) and two from John Wesley Miller
- Worked with City of Tucson and Pima Association of Governments to put together solar energy seminar for realtors based on feedback received during a real estate association luncheon.
- Began research designed to understand the mission of other solar organization in Arizona and determine ones with which strategic relationships could be formed

Northern Region Report – board members unable to attend due to inclement weather; Dan Aiello reported on behalf of Michael Bower & Joe Costion:

- Multiple home tour sites during October in Flagstaff, Sedona, Snowflake and surrounding areas
- Interacted with Coconino Community College and other organizations to coordinate lectures and workshops on solar energy

ASEA Elections, 2010 Board of Directors

- Ferrell Anderson serving as head of Elections Committee
- Nominations opened by e-mail 1/8/2010
- Nominations closed at the end of the membership meeting on 1/23/2010
- Requirements for Nominations:
 - Member of ASEA to run
 - Must join ASES as well if elected
 - Nominations must be submitted in writing, either e-mail or hard copy
- Process
 - Once nominations close, elections committee will vet nominees – do they want to run and for which office in the case of multiple nominations
 - Once slate is set, committee will solicit bios of all candidates
 - Ballots and bios will be sent to membership (estimated time frame – March 2010)
 - Ballots collected and counted; new board announced
- New Board should be seated between April 1 and May 1, 2010

Legislation and Public Policy Update – Geoff Sutton

- HR Bill 2574 - reintroduced this session
 - Inspired by Berkeley FIRST Solar Financing program
 - Enables homeowners to borrow money from their city to install solar PV systems on their homes
 - Repayment over long term (Berkeley – 20yrs) as part of property tax bill – obligation stays with property as it is transferred between owners
 - Designed to make solar affordable to more homeowners
- Arizona Corporate Commission
 - Elections this year – losing Chris Mays, long time supporter of solar energy
 - Passed initiative that allows companies to use state monies to install solar PV systems on schools and enter a SSA with the school district to repay the state

ASES Conference

- ASEA signed contract to coordinate Arizona Day on May 22, 2010 – includes 2 tours, volunteers for registration and workshop monitors, 2 workshop tracks and general support of ASES activities that day
- Professional PR individual recommended to ASES to coordinate local media relations

Question and Answer Session

Note: instead of a presentation, the floor was open to a discussion between the Board of Directors and the membership in attendance. A summary of the topics covered and ideas generated during the discussion is provided below. (CKM, 1/28/10)

ASEA 501(c)(3) Tax Status

- Current status unknown – statement to our status needs to be removed from the website until confirmed
- Assumed paperwork was submitted to the IRS 2 years ago, but no documentation can be found
 - Could take up to 5 years for IRS to recognize status
 - Since no paperwork exists, members shouldn't claim ASEA dues as deductions
- ASEA still listed under ACC as non-profit organization (due in April)
- ASES members can claim dues as deductions since their 501(c)(3) status is active

Misuse of ASEA name and logo

- Other individuals using ASEA name and logo without permission of our organization
- Need to determine criteria for association as well as actions to be taken when there is unauthorized use of name and logo

Board Performance

- Consensus easily reached that the board has performed poorly to dismally so far this year
- Organizational issues identified as major performance hindrance:
 - Board term – current 1 year term for executive committee members isn't long enough to effectively implement plans or improvements to the organization
 - No clear job description and no listing of responsibilities for board positions
 - Clear vision/mission statement/goals needed – ASEA does not have a clear direction
 - Poor communication with ASES – poor alignment with national priorities and vision
 - Overall disorganization – files and documentation in variety of formats and in a variety of places, no clear meeting schedule or agendas published
 - State-wide organization highly fractured – regions operate well independently for local activities but not as a whole for state-wide coordination
- Proposed Solutions
 - Set up succession plan for board positions as is instituted in other organizations – start at secretary, move to treasurer the next year and so on
 - Implement a leadership mentoring program to encourage new individuals to get involved in board
 - Appoint an organizational bookkeeper to maintain ASEA reports and records – idea that the position doesn't change with changing boards for consistency; individual remains the same but serves at the pleasure of the board
 - Explore organizational resources available from ASES to support ASEA
 - Convene by-laws committee to assess current system and make recommendations on changes
 - To be presented to and voted on by membership
 - Have board execute current by-laws in the meantime
 - Convene a long-term planning committee to address systemic organizational issues
 - Develop strategic plan for ASEA
 - Execute organizational assessment
 - Provide board recommendation for implementation and monitoring
 - Convene committee to evaluate mission and goals for ASEA and their alignment/compliance with ASES and recommend where changes are necessary
 - Incorporate technological solutions to address communication issues
 - Teleconferencing/ video conferencing for board meetings to minimize travel requirements and meet requirements for minimum number of meetings
 - Move election process on-line to conserve paper and streamline voting process

Membership Engagement

- Communication to the general membership has been non-existent this year – members are confused and feeling isolated
- More time is spent on outreach activities and educating the general public than is spent on developing and educating ASEA members

- Proposed Activities
 - Execute a membership survey to determine what members are looking for from ASEA, then actually act on results
 - Improve communication with the membership
 - Update and clarify website links
 - Distribute regular newsletter – key to keeping everyone in the loop on activities
 - Increase membership to increase income and increase clout within the policy and regulation community
 - Host state-wide membership meetings to get people together

Annex A – Treasurer’s Report 1/1/2009 – 12/12/2009

*CHECKING BALANCE - 1/1/09 \$6,299.81

*INCOME +\$8,130.00

- Memberships - new, renewals
- Direct to ASEA and through ASES
-

*EXPENDITURES - \$2,224.10

CATEGORY AMOUNT

- Election \$ 591.67
- Communications/Newsletter \$ 164.55
- Website \$ 93.78
- Insurance (Board and Event) \$1,124.00
- Tours \$ 120.00
- Other - Toby Schneider \$ 130.00

Total Expenditures \$2,224.10

BALANCE 12/12/09 \$12,205.71

Donations - non-monetary contributions beneficial to ASEA/partnered programs:

1. From the Az. Solar Center - Staff and Board members - in-kind donations
 - AzSC Board member/APS - \$1500 in printing and PR
 - AzSC Website/webmaster - \$1000 in web work and PR
 - AzSC Board member/Az. Dept of Commerce - \$250 in Governor's Proclamation and PR
 - AzSC solicitation - akaGreen sponsorship PR
 - AzSC Board member (education arena) - volunteers - est. value at \$10/hr = \$1500 - \$2000.
 - website/PR/traffic coordination for tours throughout the State (Spring, Fall) and partnered lectures - year long - est. value \$2500.
2. SRP sponsorship - \$250 in handouts and PR
3. Solar City - \$150 in handouts
4. A.I.A. Az. - \$150 in PR and Newsletter
5. City of Scottsdale Green Bldg Program –
 - \$500 in PR and website
 - Use of C o S. space for ASEA/partnered activities
6. Dependable Solar - \$100 in handout materials

Annex B – Membership Report, 1/1/2009 – 12/31/2009

Total Membership: 197

34 Memberships expired without renewal

- Includes renewals that expire in December and January that paperwork has not yet been received

24 New memberships

