

Minutes from a Quarterly Meeting of the ASEA Board of Directors

January 10, 2009

A regular meeting of the Board of Directors (the "**Board**") of the Arizona Solar Energy Association ("**ASEA**"), a non-profit corporation, was held on January 10, 2009 MST at the APS Solar Test and Research Center.

Agenda:

- Introductions
 - Approval of Minutes of September and November, 2008 meetings
 - Treasurer's Report
 - Update on 501(c)(3) paperwork
 - Discussion of requested committee topics
 - Update on Annual Meeting, March 21
 - Break-out Discussions of development / fundraising suggestions
- Ferrell Anderson
Dan Aiello
- Harvey Bryan

Directors Present

- Vivian Harte
- Tom Timmons
- Ferrell Anderson
- Jesse Henson
- Toby Schneider
- Ferrell Anderson
- Michael Neary
- Dan Lonetti
- Elaine Stack
- Bill Cunningham
- Harvey Bryan

Directors Absent

- Amanda Acheson
- Joe Costion
- Dan Aiello
- John Neville

Also Present

- Lane Garrett
- Mike Norris
- Jim Stack
- Alex Lane
- Bruce Rhomberg
- Brian Sitterding

INTRODUCTIONS and APPROVAL of MINUTES of September & November, 2008 meetings

Vivian Harte called the meeting to order at 10:00 am MST. A quorum of directors was present, and after introductions, was ready to proceed with business. Minutes of the September 27th and November 15th meetings were unanimously approved.

TREASURER's REPORT

Dec 15, 2008 Balance	7,205.31
INCOME	
Membership Dues	N/A
EXPENSES	
Tabletop displays	(352.00)
Printing & misc	<u>(175.98)</u>
2009 Current Balance	6,677.33

NON-PROFIT 501(c)(3) UPDATE

Deferred to next meeting due to Dan Aiello's absence.

LEGISLATIVE UPDATES

Michael reviewed current legislation including the Omnibus bill, Permitting Cap (per Installation) bill, and the Berkeley model for using city-floated bonds to finance residential solar installations. Espoused the need to educate our legislators regarding solar technologies, incentive structures, impact on environment, give them tours, etc. as many of them are blind to much of this. Would need to work with other groups to put on a Solar Day at the legislature as it requires deep pockets.

REGIONAL UPDATES

North – Northern directors have asked for an *annual* \$200 contribution which would establish ASEA as an *annual* sponsor of the Sustainable Living Lecture Series <http://www.flagstaff.az.gov/index.asp?NID=971>. There was no clear indication as to what the monies would be used for nor what ASEA would be provided in return (ie. distribution of handouts, membership forms, "brief commercials", etc.). It was decided that this decision will be tabled until more information can be obtained from Amanda Acheson.

Central – Nothing special, just ongoing events.

South – Southern directors have requested \$250 for a half-table display at the Tucson Alternative Energy Expo <http://www.tucsonaltenergyexpo.com/Index.htm>. The vote was unanimous to provide this funding.

Membership Contact

Vivian has crafted a mass-renewal letter to be mailed to all of the members that were extended courtesy memberships last year but wants to wait for one more PO Box retrieval prior to mailing.

ANNUAL MEMBERS MEETING – MARCH 21 - UPDATE

The 2009 ASEA Members Meeting will be held on March 21 at ASU's Global Institute of Sustainability Building. The room holds about 150 people and we have it for the entire day. Harvey would be able to provide a tour of the newly installed solar system at ASU and will possibly be able to provide a speaker. Each board member needs to be prepared to make a brief presentation on the "State of the Union" in their area in addition to the speaker.

The Members Meeting is the last date when nominations can be received. By the date of the Members Meeting, we need to have a list of all nominations that have been accepted and validated along with their completed Candidate Statements to be included in the ballot which needs to be mailed out by April 4, 2009 and all returned ballots counted by April 19, 2009. Still need to determine how to feed these folks.

DEVELOPMENT & FUNDRAISING DISCUSSION GROUPS UPDATES

BRANDED PRODUCT SALES

Products

1. Cookbook (Toby-content, Tom-assembly)
 - A. Short version (Free with membership or renewal?? – 8 pages)
 - B. Long version (maybe \$10 for 64 pages)Include membership form and “liability” disclaimer regarding meat temperature
2. - T-shirts - Windbreakers
- Polo shirts - Hats
all clothing items to use the same ASEA logo
3. Mugs, pens, etc – Brian to cost out price breaks
4. Resource Guide – identify and develop potential partnerships
5. Re-usable tote bags – canvas or non-woven fabric w/ ASEA logo - get pricing from Oriental Traders
6. Solar Ovens – Sun Oven, Solar Sport & others from Barbara Kerr (Solar Cooking International)

Who would be interested

Members
Green enthusiasts
Expo/Tradeshow attendees
Internet Sales
Health Food store shoppers

Problems

Insufficient inventory – Solution: obtain additional inventory
Excess inventory – requires storage

Best Outcome

New income stream
Increased credibility at events due to tangible product

WORKSHOPS

Public

1-day session
technologies
incentives
energy efficiency
½ day on one technology
Overview of Solar as a prerequisite
Water heating
PV, grid-tied
PV, off-grid

Types of class structure

Low-cost overview – 1-day session, \$25 - \$35 with lunch or light refreshments – include handouts, etc. – limited to 100 participants
Indepth - \$50 - \$75 – weekend, 3-ring binder, tour, workbook, certificate – limited to 25 participants (ETA offered their workspace as venue)

Advantages

We have expertise among our ranks

Disadvantages

Takes a lot of work

Conclusion

We could do it – should take a survey after first few sessions to improve the next set of classes.

GENERAL EDUCATION SERIES

Designed primarily for the general public to create awareness and enough information to get started
Also useful for those who want to get in the business

Problems

1. Not enough participants – need publicity
Call key managers in papers
AZ Solar Center
Radio (NPR, etc)
2. need stable venue
ideally centrally located (Phoenix)
alternating weekends

Who – need 2 or 3 leaders per class (doesn't need to be the same people at every class)

Where – ASU (Harvey will check)

AZ Science Center
Community colleges
Scottsdale Senior Center
ETA conference room (limited to no more than 40 participants)

Steps

Create outline and obtain materials
Select dated
Identify leaders
Reserve location
Create handout materials & put together PowerPoint
Publicize, publicize, publicize!!!
Try to get most participants to pre-pay with PayPal but allow some walk-ins
Offer discounts with valid ASEA membership to encourage purchase of membership at same time

Best result expected

Too many students – have to turn some away (or sign them up for next class)
Need too many classes
Create database of potential ASEA members

Post FAQs on website as follow-up

HOME ENERGY AUDITS

ASEA could form a team to provide intermediate level energy assessments – more than on-line fill-in-the-blank calculators but not as comprehensive as with professional blower test

Advantages

Increase Membership by offering reduced price for members with a differential greater than the cost of membership
Would build rapport with New/Potential members
Would build good reputation for ASEA
Referral to commercial businesses for remedial corrections could be highlighted by sponsoring businesses

Challenges

A minimum amount of training would be required but not full certification
Need to work in teams of at least two to avoid legal or safety issues
Consider making homemade infra-red laptop camera for thermal photos

CLOSING THOUGHTS AND ADJOURNMENT

Next Conference Call:	February 21, 2009 10am	(218) 936-7979 access code xxxxxx
Next face-to-face:	March 21, 2009	ANNUAL MEMBERS MEETING

SUMMARY OF ACTION ITEMS

Assignee	TASK	Due Date
Ferrell	Provide Treasurer's report (with itemized receipts and payments) to Elaine for chart generation	16-Feb-09
Vivian	Mail out renewal letters to Complementary Members	1-Mar
ALL	Work with Harvey to complete tasks required for annual members meeting	21-Mar
Vivian, Elaine	Begin planning and recruiting volunteers for the annual members meeting and elections in March	21-Mar
Dan A, Ferrell, Elaine	Help Vivian in planning annual members meeting and elections in March/April	21-Mar
Vivian	Suggest a member to replace Geoff as Membership Services Chairperson	ongoing
Regional Directors	Continue contacting members with the goal of fostering greater involvement and renewed memberships	ongoing
Regional Directors	Develop a plan to implement the known activities for the next 12 months for your region.	10-Jan-09
Dan A	Follow up and report on the status of the IRS 501c3 tax-exempt paperwork.	10-Jan-09
Dan A	Write article for newsletter detailing the 2008 Solar Home Tours in Arizona	10-Jan-09
Vivian	Write and submit regular articles to Solar Today	ongoing
Board (entire)	Submit media contact information for inclusion in Media Resources Database	ongoing
John Neville	Write letter to solar company who provides audits with proceeds going toward Solar for Schools	10-Jan-09
Elaine, Tom	Develop a Speaker's Bureau matrix (or database) to facilitate easy identification of speakers	10-Jan-09