

## Minutes from a Quarterly Meeting of the ASEA Board of Directors

September 27, 2008

A regular meeting of the Board of Directors (the "**Board**") of the Arizona Solar Energy Association ("**ASEA**"), a non-profit corporation, was held on September 27, 2008 MST at the APS Solar Test and Research Center.

### **Agenda:**

- Introductions
- Approval of Minutes of August, 2008 meeting
- Treasurer's Report Ferrell Anderson
- ASES Conference Harvey Bryan, Dan Aiello
- Discussion: What should go to the entire Board to decide, and what should be decided by committees?  
What is the process we should use to go through the committees and Board to make decisions?
- Updates by Regional Directors
  - Events and seminars
  - Membership contact
- Updates by Committees
  - Education/Outreach Dan Aiello
  - Communications Tom Timmons
  - Legislative Mike Neary
  - Membership Geoff Sutton
  - Executive Committee Vivian Harte
  - Development / Fundraising Tom Timmons
  - Home for ASEA's Materials Dan Lonetti
  - Booth Committee Vivian Harte
  - Website Committee Elaine Stack

### **Directors Present**

- Vivian Harte
- Tom Timmons
- Anthony Floyd
- Dan Aiello
- Joe Costion
- Ferrell Anderson
- Michael Neary
- Dan Lonetti
- Elaine Stack
- Bill Cunningham
- John Peter Francis Neville III

### **Directors Absent**

- Amanda Acheson
- Toby Schneider

### **Also Present**

- Geoff Sutton
- Carol Mars

## INTRODUCTIONS and APPROVAL of MINUTES of August, 2008 meeting

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 August 23rd conference call were unanimously approved.

### TREASURER's REPORT

<b>2008 Starting Balance</b>	6,480.19
INCOME	
Membership Dues	3,280.00
Old account transfer	192.21
EXPENSES	
(not itemized)	<u>(2,723.77)</u>
<b>2008 Current Balance</b>	<b>7,228.63</b>

### ASES CONFERENCE

Vivian read Becky Campbell-Howe's note expressing her regrets that she was unable to attend today's board meeting. She stated a desire to meet with ASEA sometime before May 2009. It was suggested we give her a dog-and-pony show (possibly via Power-point) portraying the solar resources here in the valley which could be possible pre and post-conference local activities. Perhaps an edited version of the USGBC promo film would be available to us?? Maybe the intro could emphasize that ASES started over 50 years ago right here in Phoenix?? It was agreed that Dan Aiello will organize a committee to develop ASEA's contribution of tours and activities for the conference. Suggestions included:

- The solar showcase house originally developed for the first international symposium in 1956
- Dan Aiello has a book of original competition designs that could be used for stills in movie
- Reuse USGBC committee people and resources (statewide)
- Schedule the solar spring home tour for the same weekend
- Northern tours could include Sedona, Arcosanti, Flagstaff, Grand Canyon

Vivian suggested that our chapter begin submitting articles to Solar Today and other publications on a regular basis, and this was agreed to. Ideas were:

- the notes from the brainstorming session we did a few months ago
- workshops with realtors, lenders and appraisers – how to develop and what outcome to expect
- how the laws have changed for HOAs and how to work with them to change their perception of solar
- interviews of talking with elected officials and public service officials

### DISCUSSION:

- o **What should go to the entire Board to decide, and what should be decided by committees?**

It was agreed that anything that has to do with our REPUTATION, STATE-WIDE ISSUES or LARGE EXPEDITURES (over \$50) needs to be decided by the board as a whole. Lesser decisions can be made by committees.

- o **What is the process we should use to go through the committees and Board to make decisions?**

If a committee needs to have a decision made by a certain date, an initial email must be followed up by a second email then a phone call requesting a vote of yes or no. No response will be considered an abstention with the vote being determined by the majority of responders.

### UPDATES by REGIONAL DIRECTORS

#### Events and Seminars

**North** – Joe reported that ASEA sponsored a booth at the Sustainable Living Fair which touched appx 1900 people. He and Amanda are preparing for the National Solar Home Tour in Oct. with 6 homes plus several Solar Open Homes as adjuncts to the Tour. Verde Valley is planning a tour/expo in Oct. John Neville

discussed an opportunity to partner with a business performing energy audits with the proceeds going to install solar systems on local schools. He will develop an official letter for ASEA to approve.

**Central** – Involved in monthly lecture series in Scottsdale. Dan Aiello identified three sub-chapters of the Central region: the Rio Salado, Fountain Hills group (6 members) and the Chandler-Gilbert group (12-14 members). Both Rio and Fountain Hills have formal lectures/meetings and participate in the Tours and Dan would like to use these groups to jump-start the Solar Salon series.

**South** – Bill Cunningham described our being active in several events and expo's – some of which require a booth charge. Ideas were discussed for partnering with other non-profits to reduce costs. Solar potluck will probably be the last Sat in April. Dan Aiello suggested a tour or some event in conjunction with the potluck.

### **Membership Contact**

Vivian expressed to each regional director the urgency with which they needed to act in contacting their members to establish rapport prior to the expiration of the courtesy memberships. A survey has been developed to allow conversation to involve members and get them active. The Northern and Central Regions have made a little headway in making contact. The Southern Region has attempted to contact about 2/3 of the members with about half of those unreachable (they are keeping lists).

## **COMMITTEE UPDATES**

**Education/Outreach** – Statewide Tours and lecture series are ongoing avenues of education/outreach. Memberships can be gleaned from visitors, volunteers, all contacts during tour development, etc. Dan Aiello moved that funds be allocated for a thank-you gift for each homeowner for ASEA-initiated tours. Due to budget constraints, the motion was not approved, but it was agreed to send thank-you letters explaining the courtesy membership offered by ASEA and Solar Today subscription by ASES. Also, Anthony is making a small-format reproduction of Jesse Henson's "Steps to Solar" poster for use in public places to attract interest.

**Communications** – Dan will write an article for the newsletter detailing the 2008 National Tour and Vivian will submit a "letter from the chair". Tom wants a database developed of media contacts.

**Legislative** – Bill for extending the federal tax funding has passed the Senate.

**Membership Services** - Geoff reported 373 ASEA members, 291 ASES-also members, 132 ASEA-only members. He felt his role with the membership committee had been fulfilled and resigned from this committee. The renewal process was described by Elaine and a list of outstanding members submitted. Dan Aiello described his mail retrieval process in an attempt to validate where some of the "members" are falling out. Vivian will start planning the annual members meeting and 2009 elections. Dan Aiello and Ferrell agreed to help. Tom brought up that boomerang.com provides online voting for the voting process.

It was agreed that we will inform members that they are always welcome at board meetings.

**Executive Committee** – Dan reported that the paperwork for the 501c3 has been submitted to the attorney for review and he will update us with the progress at the next meeting. Ferrell is still reviewing the policy handbook and will send a link so we can see the details, also.

**Development / Fundraising** – Tom and Vivian are in the process of interviewing ASES chapters with staff to determine how to transition from an all-volunteer organization to paid staff positions, caveats to watch for, recommendations, etc. Additional funds could be realized via grants, publications, single donations, etc. Guidelines will be proposed beginning with the next session of the board. It was decided to make the Development/Fundraising committee a standing committee rather than just an ad-hoc. Tom will head this committee and Joe volunteered to help. Ferrell said that Ms. Chatzkel said she would facilitate a "values assessment/soul-searching" session for us to help us determine our path.

**Home for ASEA's Materials** – Dan Lonetti found several potential places where we can store our items but is waiting to hear back from some of them. After the "home" is determined, he will develop an inventory database.

**Booth Committee** – New banners and tabletop displays were distributed.

**Website Committee** – Elaine reported we are moving forward with the development of the website. The committee needs input from everyone regarding ideas for details to include in the website.

## **CLOSING THOUGHTS AND ADJOURNMENT**

Next Conference Call: November 15, 2008  
Next face-to-face: January 10, 2009

## SUMMARY OF ACTION ITEMS

Assignee	TASK	Due Date
Vivian	Suggest a member to replace Geoff as Membership Services Chairperson Organize a committee to develop ASEA's contribution to the ASES 2010	ongoing
Dan A	Conference Begin planning and recruiting volunteers for the annual members meeting and elections in Feb/March	10-Jan-09
Vivian		31-Mar-09
Dan A & Ferrell	Help Vivian in planning annual members meeting and elections in Feb/March	31-Mar-09
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
Vivian & Elaine	Develop a Thank-You letter for homeowners participating in the National Tour of Solar Homes	31-Oct-08
Elaine	Contact ASES to request that annual report reminders be emailed to both Vivian and Elaine	10-Jan-09
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
Ferrell	Present results of his review of the Policy Handbook provided by the insurance company	10-Jan-09
Elaine, Tom	Develop a Speaker's Bureau matrix (or database) to facilitate easy identification of speakers	10-Jan-09
Elaine	Provide Vivian with info, costs, etc. of a VoIP-type call forwarding service	10-Jan-09
Toby	Develop partnership with possible volunteers to type up downloadable documents	10-Jan-09