

*Colorado ESC  
Meeting Notes, June 12, 2001*

Attendees: Jim Knutson, Linda Smith, Mike Mendenhall, Chris Youngs

**MARKETING STRATEGIES & PLANS**

At the prior meeting, it was decided that marketing should be the number one focus, enabling the organization to establish itself in the eyes of customers and other potential members.

**EPA Workshop**

EPA volunteered to sponsor a workshop on energy efficiency and financing on July 25<sup>th</sup>. EPA invited OEMC & ESC to co-sponsor the event, and offered to customize the workshop to suit our needs and interests. We devoted much time to developing an agenda from scratch, proposing it to EPA and suggesting it as a template for any future ESC stand-alone workshops. The proposed agenda for the EPA workshop follows:

***Proposed Workshop Format:***

**Hours:** Begin at traffic-friendly time of 9:30 am; End at 2:30 with optional vendor showcase for one-on-one consultation until 3:30. This makes a comfortable/easy day, or allows for people to do some work in early morn or late afternoon, so is friendly to participants.

**Audience:** All local government (cities/counties/schools/special districts); or focus on cities due to restricted space.

**INTRODUCTION 9:30 - 9:50**

EPA -- overview, spin, desired outcomes, etc. (5-10 min)

ESC -- spin, EPA/ESC/OEMC partnership, Colorado issues, how ESC represents every facet of the industry and how the day's topics have something value-added for everyone (business officials, facility managers, decision-makers, etc.)

**COLORADO'S ENERGY FUTURE 9:50 - 10:30 (40 min)**

PANEL: Panel discussion on energy supply & forecasts including representatives from Gov's Office, State Energy Task Force, utilities, Nat'l Conference of State Legislatures, etc. (This is a hot topic and can be used as a keynote presentation to draw people in.)

**ACHIEVING RESULTS (ENERGY EFFICIENCY 101) 10:30 - 10:50 (20 min)**

EPA: Current proven technologies (proven technologies, savings potential, other benefits, pollution prevention, the basics for those unfamiliar with energy efficiency -- I think a lot of cities will need the basics)

**BREAK 10:50 - 11:05**

**WHAT'S NEW (ENERGY EFFICIENCY 201) 11:05 - 11:20 (20 min)**

EPA: What's New -- Emerging technologies (interesting stuff used as a draw for people who already know the basics -- T5 lighting, fuel cells, geoexchange, distributed generation, etc.).

**FINANCING 11:20 - 12:05 (45 minutes)**

EPA: Overview, including performance contracting (possibly OEMC would do pc part)

EPA: Why finance, comparison with a city preparing a bond issue, lost opportunity cost of doing a 5-year implementation plan (cost of delay), etc.

PANEL: Panel discussion & Colorado/municipal issues (CitiCapital representative & Baystone Financial representative -- both ESC members)

**LUNCH** 12:05 - 12:35 (30 minutes)

Picnic outside

**JUMP-STARTING A PROJECT** 12:35 - 1:05 (30 minutes)

EPA: Energy Star Approach

OEMC & ESC: Performance contracting services, legislative support, ESC support, Q&A  
Q&A

**WHAT YOUR ENERGY PROJECT CAN DO FOR YOU...more than savings energy** 1:05 - 1:50 (45 minutes)

PANEL: Customer panel to present overview of their projects, why they did it, results, recommendations, etc. (Mapleton Schools on a pc project; Otero County on integrating with a major renovation project, Gunnison County as a project similar to what a city might do as well as integration with architectural projects)

**OTHER GOOD STUFF** 1:50 - 2:30

**MEET THE EXPERTS...consult on your project** 2:30 - 3:30 (60 min)

VENDOR BOOTHS/TABLES (ESCOs, EPA, OEMC): One-on-one consultation with an ESCO  
PRODUCTS & MATERIALS GIVE-AWAY

Support: ESC offered to manage the finances, collecting a nominal fee from each attendee and covering the lunch. Update since the meeting: Because EPA handled the registration and offered it at no-cost, we will look at a different approach.

## **ORGANIZATION ISSUES**

**Treasurer:** We identified a need for a Treasurer, and Chris Youngs of CitiCapital volunteered. Thanks Chris!

### **Workshops:**

Colo ESCO could hold workshops, collecting \$75 per booth and \$25 per attendee.

### **Administrative Support:**

It was suggested that the chapter retain a person to manage communications and events, handle workshop and booth registrations, coordinate speakers and invitations, etc. The person's fee would be supported by incoming registration fees.

**Treasury:** AEE held a forum on distributed generation systems that ESC co-sponsored. Some proceeds will provide seed money for the ESC chapter.

**Chapter Budget:** As the first ESC state chapter, the ball is in our court to draft a budget plan and submit requests to ESC-national for consideration.