

 <p><b>COMMUNITY POWER COALITION OF NEW HAMPSHIRE</b></p>	<b>FINANCE COMMITTEE – MINUTES</b>	
	Meeting Type:	<b>Finance Committee</b>
	Meeting Location:	<b>Lebanon City Hall, S. Park St, Lebanon, NH &amp; Microsoft Teams Meeting</b>
	Meeting Date:	<b>Monday, December 5, 2022</b>
	Meeting Time:	<b>Noticed for 9AM</b>

**Committee Members in Attendance:**

- Treasurer Kimberley Quirk, Chair, Town of Enfield
- Clifton Below, CPCNH Chair, City of Lebanon

**Committee Members in Virtual Attendance:**

- Paul Looney, Town of Walpole
- Terry Clark, Cheshire County

**Guests:**

- Henry Herndon, Herndon Enterprises
- Lisa Sweet, Chair CPCNH Member Ops

**Called to order: 9:03 am**

**Minutes approval**

**MOTION:** To approve the minutes from Nov 21, 2022 with one correction: the minutes stated that contracts from CC Partners, Herndon Enterprises and DWG&P all end “on” Dec 31, 2022. This wording was changed to end “by” Dec 31, 2022 since at least one contract has an end date a week or two before Dec 31. Approved by unanimous consent.

**COMMITTEE DELIBERATIONS AND RECOMMENDATIONS**

**Accounting Services**

Clifton sent out the SOW Solicitation to Plodzick and Sanderson and to Jitasa.

Clifton expects to have time to make a call to the ex-CFO of NHEC this week as well. In general this project has been second priority to finalizing the contracts with Calpine and Ascend.

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### **Budget for 2022-23 through launch/revenue**

Here is a link to the - our draft budget to get to revenue (a few months past expected launch of April/May).

We went over all the new items on this budget compared to our last meeting:

- Small changes to contracts for CCPartners and Herndon Entp to reflect when the money will be needed so this budget can reflect cash flow as well as more accurately reflect the contract extensions under discussion.
- Addition of a PR firm and Paid Media campaigns to help us with launch – specifically to reach our wave 1 communities with educational information.
- Ascend’s \$1.3M (approx.) in the deferred section of the budget represents the work they need to do before launch, including buying energy. Right now it is all in one month

Discussion around the PR and Media campaigns ensued.

Terry suggested we might want a “soft” opening of our wave 1 participants before too much media attention. There will probably be a lot of free coverage.

Clifton noted that this is a seminal event in the energy world in general, but also for our state. This is an opportunity for NH to take a leading role in the energy industry and even if we might want a quieter launch, we might not get that opportunity, so it would be better to have a PR firm on board to help control the messaging and information.

Henry suggested that an investment in PR is not meant to be a recruiting tool.

Lisa agreed that the paid media campaigns are for getting out educational information, not recruitment. We need to raise awareness for all those who will be affected so when they get information about being opted-in to CPCNH this will not be the first time they have heard of it.

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Paul suggested we have a strategy (as a company) about our growth. He agreed that the municipalities that are launching need to get information ahead of time.

Our next meeting will be Dec 12 at 11am, in Lebanon for in person quorum. We are getting this final meeting in before the December board meeting with the hope/expectation that we will have business plan feedback from Ascend to provide revenue forecast for the budget.

**MOTION:** Clifton moved to adjourn. Paul seconded. Unanimous agreement for adjournment.

Adjourned at 10:01 am.