



**COMMUNITY  
POWER COALITION  
OF NEW HAMPSHIRE**

## MEMBER OUTREACH AND ENGAGEMENT COMMITTEE MINUTES

Meeting Type: **Member Outreach and Engagement Committee**  
 Meeting Location: **175 Parrott Avenue, Portsmouth, NH 03801**  
 Meeting Date: **Tuesday, July 11, 2023**  
 Meeting Time: **Noticed for 10:00 AM**

### CPCNH Member Outreach & Engagement Committee, Appointed 4/21/23

Member	Name	Present/Absent
Rye	Lisa Sweet, Director (Committee Chair)	Present
Rye	Howard Kalet, Member Rep	Present
Durham	Steve Holmgren, Director	Present
Newmarket	Joseph Lamattina, Director	Present
New London	Jamie Hess, Director	Present (virtual)
Enfield	Jo-Ellen Courtney, Member Rep	Present
Pembroke	Jackie Wengenroth, Member Rep	Absent
Hudson	Craig Putnam, Member Rep	Present
Peterborough	Bruce Tucker, Director	Present (virtual)

**Also Attending:** Brian Callnan, CEO; Board Chair Clifton Below; John Kondos, Clean Energy NH Circuit Riders; Tom DeRosa, b-fresh Consulting; Andrew Hatch, Resilient Buildings Group

## MINUTES

### 1. Welcome & Housekeeping

- a. Rollcall, quorum confirmation (1/3 of 8 → 3), consensus on agenda
- b. Approval of [6/6/23 Draft Minutes](#) (Action)

Committee Chair Sweet called the meeting to order at 10:11 am.

*Member Representative Putnam moved to approve the minutes of the 6/6/23 meeting. Representative Jo-Ellen Courtney seconded. Hearing no objection, Committee Chair Sweet declared the minutes approved by unanimous consent.*

### 2. Member Services Update

Chair Sweet gave a brief overview of the planned resourcing for Member Services. The Board approved a Director of Member Services, as well as adding the services of b-fresh Consulting and Resilient Buildings Group (RBG). We will also continue to work with Clean Energy New Hampshire. These resources will be coordinated so that we continue to serve our members, engage with the public and various stakeholders, grow our membership, and develop new products and services.

- a. CEO Callanan update



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CEO Callnan elaborated on how the pieces will work together. B-fresh will be focusing on media relations and stakeholder engagement for CPCNH. They will work with CPCNH and CENH to develop a 12 month media engagement strategy for new CPCNH outreach. We should have RBG on board by the end of this week. They will be able to help with member candidate outreach and member support. They will also be assisting us as we engage with our larger C&I customers.

CEO Callnan stated that the rate table had been updated to reflect the correct rates for Liberty. There was discussion on the renewable content for Granite Basic and the utilities' default products. Granite Basic and all utility default products will have 23.4% renewable energy throughout 2023 and 24.3% starting in 2024. CPCNH is working on how we will bring on new customers. We will be requesting refreshed customer data from the utilities on a monthly basis and plan to send mailers to new accounts on a quarterly basis. Customers who are rolling off a competitive supplier contract will be able to opt-in. We should think about how we reach out to engage these potential customers.

CEO Callnan pointed out that since our rates are now lower than NH Coop, we may consider whether we enroll these customers on an opt-out basis. Currently, we do not enroll them automatically, but they may opt-in. Changing to an opt-out basis may require amending the Energy Aggregation Plan for some of the members and this type of change needs to be approved by the PUC. This is an area of discussion, not action, at this point.

Director Tucker suggested that we include the fact that new customers to a community will be enrolled in the utility default in the mailing for launching communities.

Representative Kalet said that now that our rates have dropped, there are new opportunities to reach out to ratepayers who are presently on a 3<sup>rd</sup> party supplier. They may want to opt-in with our new rates. Perhaps this is something that local energy committees can encourage in their communities.

### **b. Calpine Weekly Stats - Attachments 1 & 2**

The attachments were reviewed. The committee agreed that this is information that the members would like to see and use for updates to their communities. This may be useful data to follow if we offer things like an opt-up campaign.



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### c. B-fresh Consulting report

Tom DeRosa said he and Andrew Provencher are very excited to continue working with CPCNH. He highlighted the areas they will be working on (media relations, stakeholder relations, direct media contact, coordination of media events, engagement with NH VIPs, monitoring media for accuracy/tone, funnel and respond to media inquiries). They are developing a regular report that they will give to the committee on a monthly basis. They will be meeting with CENH, RBG, and member energy committees to identify and coordinate support. They will also collect and distribute media coverage on a regular basis.

### 3. Communications

#### a. Regular Member Updates – cadence, process, content, format (see example from September Attachment 3)

The committee reviewed the attached Member Update and agreed that this type of update would be helpful for members as they keep their communities informed. Content suggested includes the monthly opt- actions, news on projects, hiring updates, media links, regulatory updates, highlighting an FAQ or other basic info about CPCNH. We do need administrative support to get this together on a regular basis. The committee discussed getting this out every other month. Representative Putnam suggested that we try to make this bi-directional so that CPCNH hears from member communities and member communities are hearing about CPCNH. We discussed whether the update should be tailored to members at different stages since the needs can be different depending on where you are in the process. Representative Courtney asked about whether we are meeting the needs of the members at various stages. Consultant Herndon has been working with the various members at different stages, and we are bringing in more support. This support is where different members get the targeted information that is needed at various stages. This ‘new’ regular update would be “every member” news.

#### b. Member Resources - Tabling materials / Surveys

Ideas for tabling resources include: Map showing member communities, rate comparison chart with graphic showing prices. Also, members could use template design for posters and sandwich boards.

### 4. Mentor/Ambassador program

#### a. Update for Board (review and suggest) Attachment 4

#### b. Membership meeting – July 27 before regular Board meeting

The committee voted unanimously to call the program “Ambassadors” rather than “Mentors”. We discussed if there is any training required and how do we ensure that Ambassadors are able to give accurate information. Consultant Herndon has developed resources such as a PowerPoint presentation that



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Ambassadors can use. Ambassadors should not feel that they have to be experts, but rather to answer the questions they can accurately answer, share their experiences, and help the person get help with questions that the Ambassador may not be prepared to answer. CEO Callnan stated that he feels the members are an amazing resource for spreading the word about CPCNH to more communities. The people who have volunteered to be Ambassadors are willing to take calls/emails and to go to meetings to present basic information about CPCNH.

John Kondos said that the town of Fitzwilliam will be joining Cheshire Co, Community Power and then wants to join CPCNH. They will want to speak with an Ambassador for that process.

The Membership Meeting will be on July 27, just before the regular Board meeting, at the McConnell Center in Dover (right near the library and City Hall). The timing is roughly from 10-2, including lunch. Chair Below will soon send a survey to get a headcount for meetings and lunch. Ambassadors will be available for members and will be identified with nametags. Representative Kalet offered to help with nametags.

### 5. Adjourn - Next meeting August 1 or 8?

Topics for the next meeting were discussed. Suggestions include:

- Are we prepared to have a presence at various community events? (CPCNH rather than an energy committee)
- Wave 2 and Wave 3 needs and how we are supporting them
- b-fresh report
- conversation on FAQs – what should we be adding? Do communities have FAQs that we should have? May want FAQs on inadvertent switching, new customers, will I lose power, concerns about whether utility will service those on CP programs as quickly as those on default)

Next meeting will be August 8, tentatively in Newmarket.

***Member Representative Putnam moved to adjourn the meeting and Director Holmgren seconded that the meeting be adjourned. Hearing no objection, Committee Chair Sweet declared the meeting adjourned by unanimous consent.***

Meeting was adjourned at 11:38 am.