**via posting**

**TO:** NAESB Board Strategic Plan Task Force Members and posting for interested industry parties

**FROM:** Jonathan Booe, Vice President, NAESB

**RE:** Meeting Notes from theNAESB Board Strategic Plan Task Force Conference Call – December 4, 2013

**DATE:** December 6, 2013

Dear Task Force Members,

A Strategic Plan Task Force conference call was held on December 4, 2013. The meeting was called to order at 10:00 am Central. Ms. Crockett and Mr. Desselle presided over the meeting. The notes and attachments below serve as a record for the meeting.

| **Notes from the December 4, 2013 NAESB Board Strategic Plan Task Force Conference Call** |
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| **Administrative:** | Ms. Crockett welcomed the participants on the phone and Mr. Booe provided the antitrust guidance. Mr. Booe called the roll of the Task Force and quorum was established. Ms. Crockett reviewed the draft agenda posted for the meeting with the participants. Mr. O’Hara made a motion to adopt the recommendation as drafted and Ms. McKeever seconded the motion. The motion passed without opposition. Ms. Crockett reviewed the November 14, 2013 draft meeting notes with the participants and asked if there were any proposed changes. None were offered. Mr. Cargas made a motion to adopt the notes as drafted and Ms. McKeever seconded the motion. The motion passed without opposition.  |
| **Discussion Regarding the Draft Surveys** | Ms. McQuade reviewed the draft member and non-member survey with the participants. She noted that the two surveys were identical and that it is likely that the NAESB office will administer the distribution and aggregation of responses through a well-known program called Survey Monkey. She also noted that a description needs to be provided for each of the topics presented in the survey. Below are the comments made and questions posed during the discussion:* Mr. True recommended that the introductory language provide a disclaimer that the results of the survey will serve to inform the task force as they develop a recommendation for the Board of Directors concerning the direction of the organization, but that the organization is member driven and will continue to be responsive to regulatory requests.
* Ms. McQuade asked if the participants support aggregating the responses by as quadrant and segment for members and market roles for non-members. Mr. Desselle and Ms. Crockett stated that presenting the results through several aggregations, including quadrant and segment, would be ideal. Mr. Stanzione supported Mr. Desselle’s and Ms. Crockett’s recommendation and asked how the survey would be distributed to non-members. Ms. McQuade noted that the NAESB office has an extensive contact list that has been cultivated through emails and other communications directed to the organization. She also noted that the survey could be provided to the various trade organizations.
* Mr. Kruse asked if the survey results would be kept anonymous. Mr. Desselle stated that he is not concerned with individual company responses but noted that he would like the aggregated data to be presented as detailed as possible.
* Mr. Thorn noted that the cover page should introduce the organization and explain its purpose. The participants discussed the level of detail that should be provided and determined that a brief summary with a link to additional information would be the most effective. The participants also discussed the level of detail that should be provided in the descriptions of each item. The participants agreed that a short description with links to additional information would be ideal.
* Ms. McQuade stated that she would have a draft of the surveys as described by the participants prepared for the next meeting in January. She asked for the task force members to provide her with any additional activities or information they would like to include in the next draft. Mr. True recommended that an item related to the retirement of certain NERC projects and requirements that may result in standards development activity for NAESB be included in the survey. Mr. Desselle recommended that a section be added to the survey that would allow responders to provide comments and recommendations concerning areas of potential standards development not identified in the survey. He recommended that the section allow responders to indicate whether they would like to be contacted regarding their comments and suggestions.
* The participants discussed the response rates to surveys they have conducted and noted that they tend to be relatively low depending on the length and structure of the survey. Mr. Thorn recommended that directed follow up be made to specific companies that the task force identifies as the most beneficial or influential.
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| **Discussion Regarding the Communications Plan** | * Ms. McQuade reviewed the draft communications strategy posted as a work paper for the meeting. She noted that the organization is currently conducting all of the activities described in item five, but that the frequency of press releases concerning NAESB activities could be increased. She also noted that Mr. Stultz will be a great resource for the task force concerning communications as he was formerly in that line of work. Mr. Desselle asked if the participants consider whether the status of external communications should a standing item for the Revenue Committee.
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| **Discussion Regarding the Draft Outline for the Recommendation to the NAESB Board of Directors** | * Ms. McQuade reviewed the draft outline with the task force members and noted that it could serve as the basis of the report of the task force to the Board of Directors next year. She stated that similar process was used by Ms. Tierney to develop the National Petroleum Council report in 2012.
* Mr. True asked if the task force intended to become a standing Board committee moving forward. Ms. McQuade noted that the question is posed as agenda item four and that the recommendation of the task force should be included in roman numeral four of the draft outline. Mr. Thorn supported making the task force a standing committee as unforeseen shifts in the industry could necessitate strategic shifts of the organization. Mr. Cargas noted concerns regarding the number of existing Board committees and that resource adequacy should be considered. Ms. Crockett stated that she could support a standing committee but if resources are an issue, the responsibilities of the task force could be subsumed by the Revenue Committee if needed. Mr. Stanzione supported the transition to a standing committee. Ms. McQuade noted that many similar organizations have a standing committee that addresses strategic planning. Mr. Gent noted that some boards he participants on conduct all of their strategic planning as a whole. Mr. Desselle stated the SPP has a standalone committee to address strategy and Mr. Kruse noted that he also supports the transition to a standalone committee.
* Mr. Lauby stated that developing a scoping statement may be helpful in making the determination. Ms. McQuade stated that a scoping or mission statement should be developed by the task force and could also be included in roman numeral four of the outline. Mr. True stated that coordination with Revenue Committee should be included as an activity of the task force or a standing committee if created.
* Ms. McQuade encouraged the task force members to review the draft outline and let her know how they would like to see each section shaped. She stated that she would prepare a draft scope statement for the next meeting.
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| **Discussion Regarding Certification Programs** | * Mr. Desselle stated that during the previous meeting the idea of having the NAESB office administer the NAESB certification programs rather than employing a self-certification was proposed as an additional revenue stream. He noted that the task force asked Ms. McQuade to develop a report concerning how that may be accomplished and how other organizations administer their certification programs. Ms. McQuade reviewed the report and Mr. Desselle asked the participants to consider the process outlined by Ms. McQuade prior to the next meeting.
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| **Other Business** | Ms. McQuade reminded the participants the next Task Force meeting is scheduled for January 29, 2013 from 10:00 am to 12:00 pm Central  |
| **Adjourn:** | The meeting was adjourned at 11:23 am Central. |
| **Work Papers Provided for the Meeting:** | * Antitrust Guidance: <http://www.naesb.org/misc/antitrust_guidance.doc>
* Announcement: <http://www.naesb.org/pdf4/bd_strategic_101513announcement.docx>
* Agenda: <http://www.naesb.org/pdf4/bd_strategic_120413a.docx>
* Outline for Recommendation to the NAESB Board of Directors: <http://www.naesb.org/pdf4/bd_strategic_120413w1.docx>
* Member Survey: <http://www.naesb.org/pdf4/bd_strategic_120413w2.docx>
* Non-Member Survey: <http://www.naesb.org/pdf4/bd_strategic_120413w3.docx>
* Communications Strategy Considerations: <http://www.naesb.org/pdf4/bd_strategic_120413w4.docx>
* Certification Programs: <http://www.naesb.org/pdf4/bd_strategic_120413w5.docx>
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| **Notes from the December 4, 2013 NAESB Board Strategic Plan Task Force Conference Call** **STRATEGIC PLAN TASK FORCE MEMBERS** |
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| **Name** | **Organization**  | **Attendance** |
| Cade Burks | Big Data Energy Services | Present |
| Jim Cargas | City of Houston | Present |
| Valerie Crockett  | Tennessee Valley Authority | Present |
| Lorraine Cross | Cross & Company, P.L.L.C. |  |
| Dave Darnell | Systrends, USA | Present |
| Michael Desselle (Chairman) | Southwest Power Pool | Present |
| Michehl Gent | Open Access Technology International, Inc. | Present |
| Richard Kruse | Spectra Energy Transmission | Present |
| Mark Lauby | North American Electric Reliability Corporation | Present |
| Debbie McKeever | Oncor Electric Delivery Company, LLC | Present |
| Jim Minneman | PPL Solutions |  |
| Chris O’Hara | NRG Energy, Inc. | Present |
| Timothy Simon | TAS Strategies | Present |
| Mark Stultz | BP Energy |  |
| James A. Stanzione | National Grid | Present |
| Terence (Terry) Thorn | KEMA Gas Consulting Services | Present |
| Sue Tierney  | Analysis Group, Inc.  | Present |
| Roy True | ACES Power Marketing, LLC | Present |
| **OTHER ATTENDEES** |
| **Name** | **Organization**  |
| Jonathan Booe  | NAESB |
| Pete Connor | Representative for AGA |
| Dale Davis | Williams Gas Pipeline |
| Doug Field | Southern Star Central Gas Pipeline |
| Rae McQuade  | NAESB |
| Denise Rager | NAESB |
| Kim Van Pelt | Boardwalk Pipeline |
| Randy Young | Boardwalk Pipeline |

\*Please note that attendees that did not provide their company affiliation are not included in the attendance list above. If you did attend this meeting and are not listed, please alert the NAESB office and we will update this record.