

**Amberley Village Council
Public Outreach Committee – Minutes
July 11, 2011**

In attendance: Peg Conway, Fran Cohen, Jon Chaiken, Merrie Stillpass, Scot Lahrmer, Don Marshall (Eagle Energy)

Energy Aggregation Ballot Issue

Scot passed out a timeline indicating PUCO regulatory requirements, assuming the ballot issue is approved by voters. It was noted that the current opt-in program expires Dec. 31, 2011, so even if the opt-out passes, there will be a gap between the two programs.

During this one to three month interval, residents could select another supplier; it's also possible that Dominion would extend the opt-in through the first quarter. An outstanding issue is the new rate plan that Duke has filed with the PUCO to be effective 1/1/12, and it's not clear how this would impact the savings potential for residents under the opt-out program if the PUCO approves it.

The committee discussed the process for educating residents, and the consensus was to begin publishing web/e-news articles soon and to send a paper letter explaining the issues in detail sometime in the fall, probably late Sept or early Oct. It was noted that this letter approach had been successful with the opt-in program.

Communications Approval Process

Scot indicated that he has been accustomed to taking the lead on creating communication materials such as press releases and newsletter articles, which differs from our existing procedures. The committee's consensus was to let Scot use his judgment on these matters, seeking input from the Public Outreach Chair and the Mayor and/or circulating final drafts to Council as needed.

The meeting was adjourned.

Chair: Peg Conway -