

Propane Education & Research Council
Feb. 12, 2020
Scottsdale, AZ

MINUTES

Chairman Robert Freeman, Freeman Gas Co. (Spartanburg, S.C.), called the meeting to order at 8:30 a.m. MST with a prayer and the Pledge of Allegiance.

Mr. Freeman welcomed the council members in attendance:

Dave Bertelsen, Matheson Tri-Gas (Hamilton, OH)
Nick Calabretti, Energy Transfer (Newtown Square, PA)
Kevin Cobb, Suburban Propane Partners LP (Eagle, ID)
Casey Cramton, Dead River Co. (South Portland, ME)
Daniel Dixon, AmeriGas Florence, AL) — *Vice Chairman, Marketers*
Mark Donahue, MarkWest Energy (Denver, CO)
Randy Doyle (Ocean Springs, MS) — *Secretary*
Phil Farris, 3eightEnergy (Denver, NC)
Gary France, France Propane Service (Schofield, WI)
Jay Furman, DCP Midstream (Houston, TX)
Jeff Kerns, ThompsonGas (Frederick, MD)
Bruce Leonard, Targa (Houston, TX) — *Vice Chairman, Producers*
Joe Rose (Loudon, NH)
Stuart Weidie, Blossman Gas (Swannanoa, NC)
Mark Zimora, Tankfarm, (Greencastle, PA)
Duncan McGinnis, Aux Sable (Morris, IL)
Mark Sutton, public member (Wagoner, OK)
Kasib Abdullah, BP (Houston, TX)
Michael Dickinson, Williams Companies (Tulsa, OK)
Brian Wilkin, Enterprise Products Operating Co. (Houston, TX)

Chairman's Report

Executive Committee. Mr. Freeman said PERC's Executive Committee met twice since the November Council meeting to discuss strategic planning and staffing. He said they agreed to add the Feb. 25-26 Propane Market Summit and the Feb. 4-5 World LP Gas Association Innovation for Growth Summit to the list of approved meetings that states can spend rebate dollars to attend.

Mr. Freeman thanked councilor Stuart Weidie for his leadership and work directing efforts of the Council's Environmental Messaging Task Force over the previous three months.

Environmental Messaging Task Force

Mr. Weidie reported that the Council's Task Force on Environmental Messaging has been working since early November to develop messages that the industry can use to combat inaccurate perceptions about propane's relevance as a fuel of the future. Its goal was to develop themes for a coordinated outreach campaign for rollout to the industry at the Southeastern Convention & International Propane Expo in April. Mr. Weidie reviewed reports submitted by sub-groups, discussed separation of roles for PERC and NPGA and steps needed to work the messages into a campaign.

Mr. Dixon made a motion that staff review the themes and messages from the task force and coordinate with NPGA to develop an implementation plan for those key themes that includes the work from the sub-groups. The work is to be completed by March 31 and presented to the industry at the convention in April. Upon a motion duly made and seconded, the Council approved the motion.

NPGA Report

NPGA President and Chief Executive Officer Steve Kaminski reported results from research conducted to assess data gaps in industry assets to fight the growing decarbonization narrative. He said NPGA has produced toolkits for marketers to use in the more than 100 localities where decarbonization bills already have been introduced, and noted that the association also is involved with several consortiums to protect consumer energy choice.

Communications Report

Tina Wilson, senior vice president, communications, reported the findings of a national perceptions study by Kelton Global. The survey, conducted between Dec. 16, 2019 to Jan. 3, 2020, examined Americans' knowledge of different types of energy, perceptions of propane versus other energy types, and understanding of environmental associations and messaging opportunities for PERC. The study included an investigation of the media's portrayal of propane and a review of naturally occurring online conversations.

She also provided an update of the performance of the Propane Can Do That® campaign and how the perception/media study and committee work on environmental messaging may fit into campaign efforts in 2020.

Chief Executive Officer's Report

PERC President and CEO Tucker Perkins discussed efforts to boost the usage of propane autogas within industry workforce fleets, including the production of a brochure that identifies specific manufacturers, vehicles, engines, and fuel systems available for bobtails, service trucks, rack trucks, and other medium- and heavy-duty vehicles in both OEM dedicated and aftermarket conversions. The listings will be paired with a supporting document detailing the business case for marketers to convert their fleets while demonstrating to customers how much they trust the fuel.

He explained the need for PERC to keep primary focus on efforts that grow utilization in all segments. Increasingly, that priority will require engagement in workforce development to combat worker shortages that threaten the industry's ability to deliver and service the fuel it sells. The complexities of that work will require further examination of the roles PERC and NPGA need to play.

Mr. Perkins also presented a revamped partnership agreement between PERC, NPGA and GPA Midstream. The purpose of the annual agreement is to foster a strategic alignment and collaboration among the propane industry's three national nonprofit organizations. He said the 2020 agreement reflects fresh thinking from new top executives in all three organizations and accounts for evolving areas of engagement.

Upon a motion duly made and seconded, the Council unanimously approved Docket 22213: 2020 Partnership with Industry Organizations, \$1,495,000.

Industry Safety and Training Programs Report

Chris Wagner, chairman of the Advisory Committee's Safety & Technical Training Working Group, updated the Council on work to make all PERC safety training resources more accessible, less expensive and faster to implement. That work includes moving the Certified Employee Training Program curriculum and testing onto PERC's Learning Center, modularizing CETP training and certification into smaller chunks, and updating course offerings.

Upon motions duly made and seconded, the Council unanimously approved:

Docket 22395 – 2020 CETP Program Support \$304,850

Docket 22396 – 2020 Learning Center Support \$305,500

Docket 22397 – 2020 CETP Modularization Project \$485,370

Docket 22405 – Propane Emergencies Strategic Planning \$25,000

Old Business

There was no old business.

New Business

Mr. Freeman announced that the next Council meeting will be held April 9 in Nashville, TN in conjunction with the NPGA Southeastern Convention & International Propane Expo.

By unanimous consent, the Council adjourned at 2:05 p.m. MST.