

Delaware Sustainable Energy Utility
Oversight Board - Retreat
Part 1 - 280 E. Main Street, Newark, DE 19711
Part 2 - 90 E. Main Street, Newark, DE 19711
July 19, 2018 - 10:30 A.M.

Members present were Senator Harris McDowell, III, Kristopher Knight, Andrea Kreiner (proxy for Secretary Garvin, Department of Natural Resources and Environmental Control), Michael Chajes, and Joseph Schorah. Also present were Robert Underwood, Anthony DePrima, Suzanne Sebastian, Kate Bayard, and Lisa Gardner.

Members Absent: Richard Jones, Sean Finnigan, Trey Paradee, Pamela Bakerian, and Andrew Slater.

In an effort to promote teamwork and networking, staff and board members participated in a group activity (Part 1). Afterwards, all those present convened at Caffé Gelato (Part 2) for a lunch meeting.

The meeting was brought to order by Chairman Senator McDowell, III.

1. SEU Business

a. Consideration of Statements - Mr. Schorah motioned to approve the following statements, seconded by Mr. Knight and unanimously carried.

- ii. Murphy & Landon – May 2018 (\$1,620)
- iii. NW Financial Group, LLC – April/May 2018 (\$4,397.50)
- iv. Young Conaway Stargatt & Taylor – thru June 30, 2018 (\$134.75)

2. Marketing and Brand Awareness Campaign – Recommendations from AB&C Wilmington, LLC - Mike Cordrey and Dayna Hawco, AB&C, presented their findings from the two focus group meetings conducted (May 17th and June 7th, 2018). The groups consisted of consumers and influencers. The findings will be used in determining the direction of the DESEU brand campaign. Both groups gave positive feedback when presented with the suggested logo. Of the two (2) suggested taglines: *Taking charge together* or *Better is in our power*, both groups preferred *Taking charge together*. Overviews of proposed website changes were also discussed.

Mr. Schorah motioned to approve the suggested logo and tagline for branding purposes, seconded by Mr. Knight and unanimously carried.

Meeting adjourned at 1:30 PM.