

Propane Education & Research Council Meeting
February 2, 2022
MINUTES

Chairman Stuart Weidie called the virtual meeting to order at 10:03 a.m. ET Feb. 2 and noted the presence of a quorum:

Dave Bertelsen, Matheson Gas (Hamilton, OH)
Kevin Cobb, Suburban Propane Partners LP (Eagle, ID)
Casey Cramton, Dead River Co. (South Portland, ME) – Vice Chairman, Marketers
Chris DeFilippo, Superior Plus Energy (Wayne, PA)
Michael Dickinson, Williams (Tulsa, OK)
Mark Donahue, MarkWest Energy (Denver, CO)
Gary France, France Propane Service (Schofield, WI) – Secretary
Jay Furman, Enable Midstream Services (Houston, TX)
Jeff Kerns, ThompsonGas (Frederick, MD) – Treasurer
Mike Garcia, Targa Resources (Naperville, IL)
Brilynn Johnson, AmeriGas (Lincoln, CA)
Joe McGinn, Energy Transfer (Newtown Square, PA)
Chris Nevils, DCP Midstream (Houston, TX)
John Powell, Crestwood Energy Partners (Kansas City, MO)
Dan Richardson, Conger LP Gas (Tifton, GA)
Mark Sutton (Wagoner, OK)
Brian Wilkin, Enterprise Products Operating Co. (Houston, TX)
Leslie Woodward, Fairview USA (Wheatfield, NY)

Chairman's Report

Mr. Weidie noted that the latest financials were included in the briefing materials.

Executive Committee. Mr. Weidie reported that PERC's Executive Committee met Jan. 21 with NPGA officers. They reviewed a gap analysis in the roles between the two organizations, updating similar work done in 2016 to account for changes that have occurred in the business environment. They also discussed workforce communications, plans to follow up on opportunities stemming from passage of the Infrastructure bill, engagement in efforts to address codes and standards activities at the federal and state levels, and concerns about storage logistics surrounding winter weather.

Chairman's Comments. Mr. Weidie noted that the council values public comments made on spending proposals and encouraged industry professionals to offer feedback on how their assessment dollars are being spent. He also encouraged deeper engagement with NPGA, PERC and state associations to help leadership assess the needs of the industry as a whole.

Mr. Weidie challenged the data being cited to promote changes in federal energy efficiency standards away from site-to-source calculations, and said PERC will continue to research, analyze and generate data that NPGA can use to challenge those findings.

PERC already is doing similar research on the harmful effects of gas stoves that is being pushed by supporters of the electrification movement.

He emphasized the priority of completing the commercialization of innovation projects that have been around for many years, especially in the areas of renewable liquid fuels, micro grids, and power generation that are now PERC's top priorities.

Joint Environmental Task Force 2.0

Phil Harris gave an overview of work begun by the newly formed Joint Environmental Task Force. The group's mission is to solve critical positioning and marketing questions for renewable propane; and to continue to solve how best to respond to incorrect or misleading statements about electrification and the environment. Task force members are Harris, Mike Hopsicker, Leslie Anderson, Steve Ahrens, Harris Baker, Doug Dagan, and PERC staff.

Chief Executive Officer's Report

PERC President and CEO Tucker Perkins reported that the pace and intensity of how PERC responds in the public arena is growing dramatically due to momentum for electrification in the name of environmental responsibility. PERC's outreach efforts touch a diverse audience of propane professionals, equipment providers, customers, state energy officers, federal government agencies, academics and national thought leaders. Topics include comparative emissions in school buses and other fleets, gas bans in buildings and overall reliability of the electric grid.

Of particular concern are recent claims that natural gas stoves are harmful to air quality and should be banned. PERC is generating its own research findings comparing different types of stoves and is formulating a response.

Mr. Perkins reported that PERC's overall engagement metrics finished strong in 2021 with 262,000 unique visitors to propane.com in December, putting the website on track for nearly 3 million visitors annually. He also noted that The Learning Center has surpassed the 30,000 registered user mark. Also, new safety education courses and materials including Entry-Level Driver Training, Fundamentals of Propane Liquid Transfer, a technical guide for gas leaks and an alert regarding anhydrous ammonia tank conversions are being completed and will be released this month.

Mr. Perkins reported that he approved one no-cost change order for time extensions since the Council last met: Docket 20778 – Fundamentals of Propane Liquid Transfer, Dec. 31, 2022.

NPGA Report

NPGA President and CEO Steve Kaminski highlighted several key wins for the association: passage of the Infrastructure Investment and Jobs Act; petition to Federal

Emergency Regulatory Commission to adjust its five-year liquid pipelines producer price index; a 41-state regional hours-of-service waiver based on Covid-related labor shortages; and the U.S. Supreme Court stay on vaccination testing/face covering requirements for companies with more than 100 employees.

Communications and Marketing Report

Senior Vice President of Communications and Marketing Erin Hatcher presented the integrated marketing communications docket, which encompasses the total 2022 programming for all markets, digital development, corporate communications/market support, as well as environmental thought leadership.

In response to public comments critical of the industry's new tagline, Energy for Everyone, she explained that it does not claim that propane can be used in every engine. Rather, it reflects the fuel's diversity for use in applications across all market segments in all regions.

She reviewed the baseline used to measure the effectiveness of the campaign in driving awareness of propane and messages to date. She presented the findings of a new Acupoll survey to measure consumer confidence in the electric grid within each census region. Those findings, which underscore consumers' lack of confidence in the grid's ability to consistently deliver power to their homes in all conditions and meet rising demand, will be used to guide PERC's future messaging strategies.

She presented the parameters of the 2022 paid media plan in each of the market segments. The campaigns are designed to increase awareness of propane and our messaging pillars via TV, radio, custom content, and digital.

Upon a motion duly made and seconded, the Council approved Docket 23255: Integrated Marketing Communications, \$9,363,000.

Strategic Plan Report

Council reviewed revised plans to address the challenges and needs facing the industry as it considers goal setting for the organization's strategic plan beyond 2022. It heard reports from each of the four task force chairmen on preliminary work to identify needs in the areas of national energy conversation, workforce engagement, autogas market growth, and commercialization and market growth.

Public Comments

There were no public comments.

Old Business

There was no old business.

New Business

There was no new business.

Mr. Weidie announced that the next Council meeting will be live with a virtual option April 27 in Nashville, TN.

By unanimous consent, the Council adjourned at 12:01 p.m.