



Board of Directors Meeting Minutes
July 23, 2025

Pursuant to Article IV of the Touchstone Energy Cooperative, Inc. (“Touchstone Energy”) Bylaws, the Virginia Cooperative Associations Act, and the Virginia Nonstock Corporation Act (collectively, “Acts”), the Board of Directors (“Board”) held a regular meeting (“Meeting”) on July 23, 2025, at the Embassy Suites Northwest Arkansas, Bentonville, Arkansas.

Pursuant to the Acts, a member of the Board (“Director”) who is present at the Meeting when action is taken is deemed to have assented to the action unless: (1) the Director objects at the beginning of the Meeting, promptly upon his or her arrival, to holding it or transacting specified business at the Meeting; or (2) he or she votes against, or abstains from, the action taken. Unless otherwise noted below, neither the Meeting’s presiding officer nor Touchstone Energy received notice of a Director’s dissent or abstention from an action taken during the Meeting. No Director objected to holding the Meeting, transacting business during the Meeting, or considering an item during the Meeting. Pursuant to the Touchstone Energy bylaws and the Act, therefore, all Directors present at the Meeting waived notice of the Meeting.

Before the Meeting, the Board held an informal, joint meeting with the Touchstone Energy Regional Member group on July 23, 2025, from approximately 10:30 a.m. to 12:00 p.m.

The following individuals were present in person at the beginning of the Meeting: Touchstone Energy Executive Director Jana Adams; Touchstone Energy Senior Director of Member Engagement and Communications Josh McGhee; Touchstone Energy Program Manager of Member Experience and Organizational Effectiveness Adriene Montalto; Touchstone Energy Assistant Secretary and NRECA Deputy General Counsel Jessica Healy; and additional Touchstone Energy support staff. Touchstone Energy Board Liaison and Second Vice President Jeffrey Connor was not present.

Unless otherwise noted below, the Board received as information the reports and other documents attached to these Minutes, and did not approve any report or other document attached to these Minutes.

1. Call to Order. At approximately 1:00 p.m., President Tim Street called the meeting to order.
2. Roll Call and Quorum. Secretary-Treasurer Amy Rosier called the roll of Directors. The following Directors were present in person: President Street, Vice President Marty Lasure, Secretary-Treasurer Rosier, Jack Bragg, Chad Kinsley, Brian Mills, Van O’Cain,

Chris Parr, Jeremy Richert, Doug Tracy, and Mike Wilson. Bill Conley and Ryan Craig were not present. Unless otherwise noted below, all Directors answering present remained present during the Meeting.

President Street declared that a quorum of Directors was present.

3. Appointment of Parliamentarian. Without objection, ***the Board appointed Ms. Healy as parliamentarian.***
4. Approval of Prior Meeting Minutes. Minutes of the Board's March 9, 2025 regular meeting were distributed electronically at, or immediately before, the Meeting. President Street asked for any corrections to the minutes. There were none. Without objection, ***the Board approved the minutes of its March 9, 2025 meeting as presented.***
5. Agenda. President Street asked for any changes to the Meeting agenda distributed electronically at, or immediately before, the Meeting. There were none. Without objection, ***the Board approved the Meeting agenda as distributed electronically at, or immediately before, the Meeting.***
6. Executive Director's Update. Executive Director Adams reported on Touchstone Energy activities, including: (1) the 2025 dashboard, operational and program goals, key performance indicators, and updates as of June 30, 2025; and (2) 2025 strategic priorities.
7. Program Updates. At approximately 1:15 p.m., Touchstone Energy Senior Director of Consumer Marketing Mary Ann Cristiano reported on, and answered questions about, the Touchstone Energy research portfolio, including: (1) American Customer Satisfaction Index (ACSI®) and benchmarking; (2) Cooperative Advantage Report; (3) access to other national research including online focus groups, Smart Energy Consumer Collaborative, and webinars.

Ms. Cristiano also reported on, and answered questions about, SHiNE program activities, including: (1) 2025 site, revenue, and content support totals to date; (2) website development process; (3) a new optional statewide membership directory website plug-in; (4) case studies; (5) online calculators; (6) training resources; (7) content support levels; and (8) project timeline.

Mr. McGhee reported on, and answered questions about, Service Excellence, including: (1) program changes; (2) Leadership Excellence for directors of Touchstone Energy members; (3) recognition levels; (4) 2024-2025 total participants; (5) costs to host training for members; and (6) a pilot program to offer Service Excellence training to non-members.

Upon motion by Doug Tracy, second, after discussion or opportunity for discussion, and vote, ***the Board approved the pilot program to offer Service Excellence training to non-members at costs as determined by the Touchstone Energy Executive Director.***

8. Financial Update. At approximately 2:00 p.m., Executive Director Adams reported on Touchstone Energy finances for the period ending May 31, 2025, which report is attached as ***Attachment A.***
9. Member Engagement Update. Executive Director Adams reported on, and answered questions about, Touchstone Energy program engagement leads tracking and Touchstone Energy member value reports.
10. Non-Member Recruitment Update. At approximately 2:30 p.m., Mr. McGhee reported on, and answered questions about, non-member recruitment, including: (1) new and prospective members in 2025 to date; (2) more than 300 non-member invitations which will be sent in July and August 2025; and (3) Regional Member representative turnover in 2025.

Chad Kinsley and Brian Mills left the Meeting.

11. Governance and Administration Update. At approximately 2:45 p.m., Mr. McGhee reported on plans for the 2025 annual member meeting and Director election, and Directors' terms.

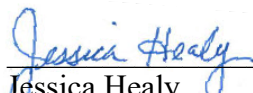
Ms. Montalto reported on advisory committee chairs' recommendations for Board appointments to the committees.

Upon motion by Mike Wilson, second, after discussion or opportunity for discussion, and vote, ***the Board appointed the following individuals to the following advisory committees:***

- ***Brand Strategy – Jacquelyn Muennink, Medina Electric Cooperative, Texas; and***
- ***Cooperative Performance and Research – Emily Compton, Plumas-Sierra Rural Electric Cooperative, California.***

Ms. Montalto also reported on upcoming Board meeting dates and locations.

12. Legal Update. Ms. Healy reported that: (1) Touchstone Energy was named as a co-defendant in a wildfire lawsuit involving a Touchstone Energy member in New Mexico; and (2) Touchstone Energy recently moved to seek dismissal from the lawsuit.
13. Adjourn. Without objection, the Meeting adjourned at approximately 3:00 p.m.



Jessica Healy
Assistant Secretary

July 23, 2025
Date

Approved:

Jessica Healy
Assistant Secretary

Date