



2025 Member Engagement Committee Minutes
July 22, 2025 | In-Person JAM Meeting

Committee Members Present:

Chellie Phillips
Cassie Cunningham
Michele Furlong
Dennis Mingyar
Amy Thompson
Juanita Keeter
Laura London
Doug Hutton
Mary Beth
Kami Noel
Terri Bakken

Touchstone Energy Staff:

Joshua McGhee

Meeting Opening

Chair Chellie called the meeting to order and made introductions of the sitting and new of the committee members. Minutes were approved.

Roundtable Discussion

Each committee member shared priorities, recent notables and upcoming projects from their organization and communities. Topics ranged from adoption of Touchstone Energy programming, including upcoming SHiNE sites, Hot Air Balloon hosting or Service Excellence training, to upcoming events, challenges, storm recovery efforts and retirements.

Committee Terms & Representation

Josh reviewed the committee terms and representation. 11 states are represented within this group by 14 distribution co-ops, 1 Statewide and 1 G&T/Statewide.

Touchstone Energy Update

Josh reviewed the 2025 Dashboard that is provided to the board of directors monthly and highlighted programming relevant to the advisement of the Member Engagement committee. Some highlights included Service Excellence, SHiNE, LinkedIn Learning and Pre-Paid Credit Card program reaching to make its annual goals either on pace or additional focus needed. The new organizational structure for Touchstone Energy staffing was also shared.

Touchstone Energy Research Advantage

The committee reviewed information related to the upcoming Cooperative Advantage Report. At the time of the meeting, the application deadline had past, and the survey instrument was beginning. The report focused on seven topics areas, including service reliability, ease of making bill payments, reasons for visiting website, member satisfaction and more. The report will be launched in October 2025.

Co-op Champion Engagement

Josh reviewed the status of the Co-op Champion program and requested advisement on how the program can expand. Feedback included that it would be advantageous to find the right person at the local cooperative than just targeting quantity goals, secure more senior level employees, budget owners and those closer to decision making.

Joint Session with Business Development Committee

The committee joined the Business Development Committee to review plans for the 2026 NEXT Conference and brainstorm relevant topic ideas for utility and customer scale energy solutions. Both committees also discussed what do cooperatives want national business members to know about the cooperative network. Feedback included that there are high levels of transparency in working with a cooperative, co-ops are local, offer higher levels of partnership, are part of the fabric of the community and can relate to the local needs of businesses, because the cooperative is also a local business. Topic discussion helped shape the agenda and programming of the annual NEXT Conference, scheduled for February 2-4, 2026, in Tucson, AZ.

Member Engagement & Recruitment Efforts

The committee discussed opportunities and challenges to Member Engagement & Recruitment efforts. Feedback included providing more testimonial videos, perhaps from the committee members, highlighting the value of membership, increasing the awareness of Touchstone Energy among new employees and communicating that membership can increase local member relations and lower budget. Josh shared current efforts to provide annual member engagement/value reports and membership recruitment mailers, both print and digital, over the summer.

Program Updates

Josh reviewed program updates for several community engagement programs, including Pre-Paid Credit Cards, Balloon & Mascot Programs, Dolly Parton Imagination Library, LinkedIn Learning and Brochures and Branded Materials. Feedback included that Pre-Paid Credit Cards has a short, 6 month expiration period, that could be a challenge for program usage.

Future Meetings / Other Business / Adjourn

No new business came before the committee and the meeting was adjourned with plans to meet virtually in the month of October, 2025.

Committee Minutes Approved October 2025:

Chairperson Signature:

Chellie Phillips