



2025 Member Engagement Committee Minutes

October 29, 2025 | Virtual Call

Committee Members Present:

Chellie Phillips
Cassie Cunningham
Dennis Mingyar
Juanita Keeter
Laura London
Patrick Collins

Touchstone Energy Staff:

Josh McGhee

Meeting Opening

Chair Chellie called the meeting to order and reviewed agenda. Minutes were approved.

Committee Terms & Representation

Josh reviewed the committee terms and system type & geographical representation. Due to upcoming retirements, the committee needs to emphasize the adding of G&T and Statewide representation. There are also 7 open seats.

Touchstone Energy Update

Josh reviewed the year-to-date progress on the 2025 Dashboard, which is provided to the Touchstone Energy board of directors monthly. The committee reviewed items that are under its advisement.

2026 Proposed Budget

The committee reviewed the proposed budget for the Member Engagement area, named Cooperative Relations Budget. The proposed budget included eight revenue line items totaling \$8,690,000 and ten proposed expense line items, totaling \$935,000. The committee made a motion and seconded to nominate this budget to the board of directors.

National Business Member Engagement

Staff reviewed efforts unique to Touchstone Energy, including national business member outreach. Recent efforts included updates from the Q4 Business Member Summit that hosted 41 attendees and 13 national business member guests in Atlanta, Georgia. The agenda for the 2026 NEXT Conference was reviewed, including six focused sessions on large, tech loads.

Program Updates

Staff shared updates for several key programs and upcoming milestones. The SHINE program is closing in on launching 100 websites on the new platform. The Cooperative Advantage results from the inaugural report are available and are provided to the membership, including informational webinars. The committee reviewed LinkedIn Learning's value proposition and the nearly 7,000 participants with active accounts. Lastly, an update for Service Excellence shared a new session added to the learning suite, named Leadership Excellence, tailored for board of directors.

Member Engagement & Recruitment Efforts

The committee discussed the 2025 Engagement Board which shows engagement leads and sold & completed items. The non-member recruitment board showed six new distribution members, one new Regional Member and three affiliate or Cooperative Service Provider members.

Future Meetings / Other Business / Adjourn

The 2025 Business & Election Meetings date was shared as November 19, 2025. 2026 Committee Meeting dates were reviewed, including the 2026 JAM event, July 21 – 22, 2026. 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 February 2026:

Chairperson Signature:
