Minutes of the Commission Meeting
PowerForward: Ratemaking and Regulation
Week 1, Day 3
March 8, 2018 – 9:00 a.m. – 5:15 p.m.

Present:

Asim Z. Haque, Chairman
M. Beth Trombold, Commissioner
Thomas W. Johnson, Commissioner
Lawrence K. Friedeman, Commissioner
Daniel R. Conway, Commissioner
Howard Petricoff, Chief Analyst
Krystina Schaefer, Grid Modernization & Security Section, Rates and Analysis Department
Hisham Choueiki, Director, Office of the Federal Energy Advocate
Barbra Bossart, Chief, Reliability & Service Analysis, Service Monitoring and Enforcement
Tim Benedict, Office of the Federal Energy Advocate

The Commission met for the purpose of the third phase of PowerForward.

The meeting began at 9:00 a.m. in Hearing Room 11-B at the offices of the Commission.

1. Retail Electricity Markets: The Ohio Experience
   Hisham Choueiki, Federal Energy Advocate, PUCO
   Choueiki provided a picture of Ohio’s current retail market structure with historical context.

2. Distribution System Markets: Opportunities & Participants
   Deborah Merrill, President and Co-Chief Executive Officer, Just Energy Group
   Ms. Merrill outlined her company’s perspective on where the retail market is headed and what is needed for Just Energy to provide services to that market.

   Joe Bentley, Vice President & Market Business Leader, AES US Utilities
   Mr. Bentley stressed the importance of utility involvement in the development of innovative grid products.

   Phil Dion, Vice President, Technology Business Development, AEP
   Mr. Dion spoke to the need for utility companies to control certain aspects of the electric industry.
3. **Distribution System Markets: Opportunities & Participants**
   *Matt Wheatley*, Vice President, Sales and Commercial, Direct Energy
   Mr. Wheatley shared insights into Direct Energy’s research and development activities and outlined a position that distribution is the platform, not the product.

   *Matt White*, General Counsel, Regulatory & Legislative Affairs, IGS Energy
   Mr. White provided an overview of the regulation of electric utilities.

   *Dan Shields*, Director of Analytical Services, Office of the Ohio Consumers’ Counsel
   Mr. Shields identified opportunities for enhancing the customer experience and stressed the importance of consumer protections in the industry.

The meeting took a break at 12:45 p.m. and resumed at 1:45 p.m.

4. **Distribution System Markets: Market Design Considerations**
   *Paul Centolella*, President, Paul Centolella & Associates, LLC
   Mr. Centolella introduced the concept of a transactional market and services marketplace as well as the use of platforms to connect customers to products and services.

   *Joshua Wong*, Chief Executive Officer, Opus One Solutions
   Mr. Wong stressed the importance of integrated distributed planning as the first step in effective market design.

   *Cheryl Roberto*, Partner, Utility Transformation & Regulation, TFC Utilities
   Ms. Roberto described program in which utilities would leverage utility access to data and capital along with established customer trust to bring utility services into the home.

5. **Distribution System Markets: Market Design Considerations (continued)**
   *Bradley Williams*, Vice President, Utilities Innovation & Engineering, Oracle Utilities
   Mr. Williams suggested several methods to design a marketplace for innovation in the modern grid.

   *Sandy Simon*, Vice President, Grid Modernization, BRIDGE Energy Group
   Ms. Simon outlined a picture of the evolving utility business model and ways in which the market is changing around that model.

   *Paul Sotkiewicz*, President & Founder, E-Cubed Policy Associated, LLC
   Mr. Sotkiewicz introduced the concept of a “distribution-level market operator” that could operate one large marketplace using lessons learned from the wholesale market.
The meeting adjourned at approximately 5:15 p.m.

M. Beth Trombola
Chair

Camila A. Zouga
Secretary