



**Roof Coatings Manufacturers Association  
Solar Reflective Coatings Council  
Draft Minutes  
Thursday, June 18, 2009  
8:00 AM – 10:00 AM  
The Peppermill  
Reno, IL**

**Presiding Chairs:**                    **Steve Heinje**, United Coatings Corporation  
    **Tom Meyer**, Coating and Foam Solutions, Inc.

**Meeting Objective:**

- Establish key foundations and task forces for future planning of promotion and education as it relates to the change in the Solar Reflective Coatings Council

**Introduction/Opening Remarks**

Tom Meyer and Steve Heinje called the meeting to order at 8:00 AM and welcomed the council members to the meeting. Mr. Meyer reviewed the meeting objectives and the agenda.

Brian Anthony, President, RCMA provided opening remarks and thanked the sponsors. Mr. Anthony introduced staff and requested the anti-trust guidelines be reviewed.

Jim Baker, RCMA Staff, reviewed the anti-trust guidelines noting that counsel passed around a copy of the attendance sheet asking everyone to acknowledge the summary of the anti-trust guidelines attached.

Mr. Baker called for approval of the September 18, 2008 meeting minutes.

**MOTION: The council moved and seconded to approve the minutes of September 18, 2008. (Anthony/Nelligan). The motion passed unanimously.**

Mr. Baker provided an update on the recent activities of RCMA.

**SRCC Issues/Discussion/Updates**

- **Communications and Marketing Efforts**
  - 2009 Press Releases & Placements—Mr. Meyer provided an overview of the current promotional calendar including the recent 2009 Press Releases & Placements. Mr. Baker presented the WCC name change press release and thought the current release could be broken into two releases.
  - **Meyer Article Updates**—Mr. Meyer updated the committee on the future re-write of the article, “Solar Reflective Coatings: the science and the benefits.” The article will be slated for placement in the RCI Interface on or about December 2009.

**\* Action Required**

Mr. Baker noted in absence of the communications committee, staff is currently working to identify articles from the Roofing Siding and Insulation that can be re-written and update for future publications. This includes an article on *Where to Use Roof Coatings; Reflecting on Aluminum; and Cold—applied Roof Coatings; A Practical Choice*.

- **Planning 2010**

Mr. Baker announced there will be a Communications Call in August of 2009 to begin planning placements and the editorial calendar for the 2010.

- **NRCA Coatings Guide**

Mr. Heinje thanked the committee members who participated in the review of the NRCA Coatings Guide. The document was a multi-association collaborative effort to update the guide. Mr. Heinje noted the second edition was a significant improvement over the 1<sup>st</sup> edition and that the document was very useful. The collaborative process also opened doors with the Reflective Roof Coatings Institute (RRCI) and the council felt there were future opportunities to collaborate with RRCI on similar issues and joint industry issues.

There was a discussion on the communication efforts and how to achieve placement in the market place.

- **Outreach Programs**

- **Model Rebate Programs for Gas & Electric Companies**—Mr. Meyer noted that PG&E will be presenting at the RRCI meeting in Orlando, FL in July 2009. The council discussed the need to work with utilities to provide a better understanding of the benefits of reflective roof coatings; however developing a model program like the PG&E program was thought to be too ambitious and costly.

The council discussed developing and promoting the benefits of the coating industry through the electric and gas utility companies through the uses of a mailer/emailer that would be used as a bill stuffer. The stuffers/inserts would be distributed through all the major utilities. Additionally, RCMA should investigate exhibiting at utility trade shows. RCMA should become a clearing house and be the key industry knowledge base.

**ACTION:**

- **Task Group**—Allen Weidman, Jim Baker, Tom Meyer, & Steve Heinje
- **Objective:** Develop a marketing strategy, supporting materials

**(print/electronic/web) and relationships with the utilities to promote coatings to consumers and end users about the benefits of coatings both sustainable and energy efficiency and how to use them.**

- **Goal to have proposal for the September 30/October 1, 2009.**

There was discussion about using the updated program to develop new content for the RCMA website.

**ACTION: Penny Gift volunteered to work with RCMA staff on reviewing the site content and determining an organization strategy on how to segment out end-user category to have pages specifically devoted to architects, engineers, home-owners, contractors etc.**

- **How do Roof Coatings meet LEED Requirements**

Mr. Baker, led a discussion on creating an RCMA sponsored education program on how roof coatings meet the LEED Requirements. This presentation could be used and provided at education programs in the 2010 year. It was noted that RRCI is currently making similar presentations and that RCMA companies could provide the presentations for the architects, engineers and specifiers in their local markets. Additionally, this program could be an American Institute of Architects accredited program and could potentially be a non-dues revenue opportunity for RCMA.

**ACTION:**

- **Task Force: Jim Baker, Tim Nelligan, and Chris Salazar**
- **Objective: Develop a power point for LEED Certification and Roofing Coatings. This presentation will discuss the benefits, science of reflectivity, sustainable attributes of the products and how to achieve the credits.**
- **Goal to have proposals for the September 30/October 1, 2009.**

- **Membership Development**

- **EPA Energy Star Listing**

Mr. Baker provided an update on the membership initiative using the EPA Energy Star Listing.

**ACTION: Staff to develop a one page letter enumerating the efforts of the industry to the Energy Star Program Listing for Solar Reflective Coatings.**

- **Federal Tax Credit for Reflective Coating Usage under the ARRA for EPA Energy Star Roof Coatings**

Mr. Baker introduced Craig Brightup, The Brightup Group, who has been working with staff to introduce the concept of reflective roof coatings into the tax bill under the American Recovery and Reinvestment Act 2009. Mr. Baker, Mr. Brightup and Henry company's goals are to include reflective roof coatings as part of the tax credit for home owners. A one page document has been developed and needs refinement and will be discussed at the RCMA Government Affairs Committee Meeting.

- **Technical/Government Affairs Referral/Updates**

- **Elimination of 3 year requirement or accelerated aging programs**

There was a discussion about using accelerated aging to qualify products through the EPA Energy Star Program. Additionally, Mr. Baker reported that the Cool Roof Rating Council is evaluating the current data it has for the products it rates to potentially eliminate the 3 year aging requirement; however, the California Energy Commission will not consider removing the 3 year aging requirement. It was noted that the US EPA Energy Star Program will not consider accelerated aging as it is concerned with break-down of materials and dirt pick up over time.

**ACTION: Don Portfolio and Van Ripps will develop questions to go to energy star programs about harmonizing the CRRC program and the energy star program.**

- ASTM Ponding Water Test for Coatings.

Mr. Meyer suggested that RCMA look at developing an ASTM Ponding Water standard. The standard would allow the reference of the standard on the MSDS sheets. This would be a test method that would allow an independent company to test its product to failure. There would not be a specification of pass/fail.

**MOTION: The council moved and seconded to develop an ASTM Ponding Water Standard. (Meyer/Heinje). The motion passed unanimously.**

## **New Business**

- **Cold-Applied Coating Short Course**

Mr. Baker reviewed the previous discussion on revising the Cold-Applied Coating Short Course. There was a discussion that the course should be updated to match the new NRCA coatings guide and potentially shopped with the NRCA providing it with a revenue sharing component or submitting the course for AIA Accreditation and providing it for a fee as an on-line CEU program.

**ACTION: Mr. Anthony will contact NRCA and RRCI to discuss the option of a joint program and staff will investigate the cost to receive AIA accreditation.**

- **Memorandum of Understanding with RRCI.**  
Mr. Meyer suggested that RCMA should continue working with the RRCI on common issues that affected both industry and that the two organizations could achieve consensus on. The council discussed and felt that RCMA will evaluate on a case by case basis.

**MOTION: The council moved and seconded to recommend to the executive committee and the board to have a joint meeting of the leadership of the two organizations and develop a communication and collaborative strategy between RCMA and RRCI. (Meyer/Nelligan) The motion passed unanimously.**

- **New Technical Bulletins**  
Mr. Baker informed the council that the RCMA Technical Committee will begin a review of all RCMA Tech Notes.

**ACTION: The council recommended the Technical Committee consider adding a Tech Note on “Understanding Solar Reflectivity.”**

- **Next Meeting**  
The RCMA will hold its fall meeting series on September 30 through October 1, 2009, at the Hilton Mark Center, Alexandria, VA. The council suggested the following potential speakers: Secretary of Energy, Steven Chu; ASHRAE Government Affairs Committee Representatives; a USGBC Speaker; and Carnahan who chairs the Joint High Performance Building Council for Congress. There was also a discussion about re-tooling the schedule with more working sessions and fewer speakers in order to accomplish the goals of each committee.

**ACTION: Staff will provide a proposed Fall meeting schedule working sessions incorporated in it.**

### **Adjournment**

The council adjourned at 10:00 AM. (Anthony/Leonard)