



Andy Beshear  
Governor

Rebecca W. Goodman  
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Energy and Environment Cabinet

Commonwealth of Kentucky  
**Public Service Commission**  
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Angie Hatton  
Vice Chairman

Mary Pat Regan  
Commissioner

July 31, 2024

## PARTIES OF RECORD

Re: Case No. 2024-00057

Notice is given to all parties that the attached Informal Conference Memorandum and attendance list has been filed into the record of this proceeding.

If you have any comments you would like to make regarding the contents of the document, please do so within five days of receipt of this letter. If you have any questions, please contact Ellen Fouser-Gormley, Staff Attorney, at [Ellen.FouserGormley@ky.gov](mailto:Ellen.FouserGormley@ky.gov).

Sincerely,

A handwritten signature in blue ink that reads "Linda C. Bridwell".

Linda C. Bridwell, PE  
Executive Director

Attachment

## INTRA-AGENCY MEMORANDUM

### KENTUCKY PUBLIC SERVICE COMMISSION

**TO:** Case File No. 2024-00057

**FROM:** Ellen Fouser-Gormley, Staff Attorney

**DATE:** July 23, 2024

**RE:** Informal Conference of July 23, 2024

Pursuant to Commission Staff's Notice issued on July 10, 2024, an Informal Conference (IC) was conducted on July 23, 2024. Attached is a copy of the attendance roster.

The purpose of the IC was to discuss Delta Natural Gas Company, Inc's (Delta) responses to Staff's previous requests for information concerning Delta's proposed nonregulated activity related to HomeServe.

Staff first referred to Staff's First Request for Information (Staff's First Request) Item 2, Exhibit C, No. 1. Staff discussed additional marketing channels utilized by HomeServe in other states. Delta said that the main channel would be a direct mail campaign utilizing zip codes independently obtained by HomeServe, and no Delta customer information would be released. Staff then discussed the formula used to generate the revenue threshold calculation. Delta said that the calculation was based on annual history and advised they could provide the formula.

Second, Staff discussed Staff's First Request, Item 2, Exhibit C, No. 2(b), specifically asking if a script had been provided. Delta responded that HomeServe has a script and Delta has a script. Staff indicated that it would be requesting those scripts in a fourth data request. Staff then discussed Exhibit C, No. 2(c), requesting a description of the programs, contests and other incentives HomeServe may provide Delta employees to encourage program promotion. Delta said that incentives may consist of enticements like a pizza party or gift cards, and that HomeServe would bear all the costs.

Third, Staff discussed the allocation of revenue and the number of calls anticipated on a monthly basis. Delta readily answered Staff's questions concerning the monthly average number of calls, the number of calls in which Delta anticipates customers will inquire about HomeServe, and the revenue amount that HomeServe will pay Delta per call.

Staff reiterated that a fourth data request would be issued to address some of the information that came forward during the IC.

There being no further discussion, the IC was then adjourned.

cc: Parties of Record

COMMONWEALTH OF KENTUCKY  
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

ELECTRONIC APPLICATION OF DELTA	)	
NATURAL GAS COMPANY, INC. FOR	)	CASE NO.
APPROVAL OF LOGO DISCLAIMER AND	)	2024-00057
NOTICE OF NONREGULATED ACTIVITY	)	

PSC INFORMAL CONFERENCE SIGN IN SHEET

LOCATION: MICROSOFT TEAMS

JULY 23, 2024, 9:00 AM – 9:30 AM

NAME	COMPANY
Ellen Fouser-Gormley	Public Service Commission
Brian Thomas	Public Service Commission
Tripp Coston	Public Service Commission
John B. Brown	Delta Natural Gas Company, Inc.
Mary Ellen Wimberly	Stoll Keenon Ogden, PLLC
Monica Braun	Stoll Kennon Ogden, PLLC
Vivian Sabatini	Peoples Natural Gas

\*John B Brown  
Chief Financial Officer  
Delta Natural Gas Company, Inc.  
3617 Lexington Road  
Winchester, KY 40391

\*Mary Ellen Wimberly  
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\*Monica Braun  
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