



MINUTES
BOARD OF DIRECTORS MEETING
THURSDAY, July 12, 2018

50 Santa Rosa Avenue, Fifth Floor, Santa Rosa, California

I. CALL TO ORDER

The meeting was called to order at 8:45 A.M. by Chair Hamburg

Present: Chair Hamburg, Directors Landman, Okrepkie, Bagby, Hopkins, Peters, Slayter and Belforte (for Ahanotu)

Staff Present: Chief Executive Officer Geof Syphers

II. BOARD OF DIRECTORS CONSENT CALENDAR

1. Approve June 7, 2018 minutes of the SCPA Board of Directors meeting

Public Comment: None

Motion to approve the June 7, 2018 minutes of the SCPA Board of Directors as corrected by Director Bagby

Second: Director Slayter

Motion Approved 8-0-0

Director Harrington arrived at the meeting

III. BOARD OF DIRECTORS REGULAR CALENDAR

- 2. Presentation on Carbon Fee and Dividend from Citizens Climate Lobby and provide direction as appropriate**

Bruce Hagen and Linda Padgett presented from the Citizens Climate Lobby providing history and goals for the organization.

Director Hopkins stated a resolution was approved by the Sonoma County Board of Supervisors and thanked CAC Student Advisor for his involvement and initiative bringing this topic forward. Director Peters asked details on the organization and about the carbon tax concept. Bruce Hagen stated that a small staff plus many more volunteers are involved. He also responded that British Columbia is currently assessing a similar carbon

tax which is paid by the organization that extracts or imports the fossil fuels. Director Peters stated that job loss in the fuel industry and the fear of change will be the biggest challenge. Director Okrepkie thanked Kai Guthrie for his involvement.

Director Belforte asked if gas prices increase how are the negative effects to low income consumers addressed. Bruce Hagen explained the increase in costs would be gradual and the dividend paid out would help offset costs. Director Landman stated support towards initiative.

Public Comment: Kai Guthrie, stated strong support and that SCP and the CCL have similar values and goals and encourages SPC to support the initiative.

Chair Hamburg supported initiative as progressive idea that returns money back to the public and not used as a traditional tax. Staff directed to return to the Board with a resolution supporting the initiative.

3. Presentation of updated brand story and identity

CEO Syphers provided background on the evolution of SCP's work and the reasons for updating the brand match, providing the example that SCP's initial focus was much more narrowly on building renewable energy sources, and did not include electric vehicles or demand response. Over a year ago the process began with interviews of some Board Directors, Committee Members, Staff and Founders and Advocates involved in SCP's formation. Chris Denny, representing The Engine is Red presented the process. CEO Syphers stated the timing for the lunch would coincide with the Drive EV program on August 1. Director of Public Affairs and Marketing, Kate Kelly, stated that the rollout would be released gradually over three campaigns, to a general market, the Drive EV program, and also through the Advanced Energy Rebuild Program. Director Harrington asked about the data showing the effectiveness of the brand identity and if it conflicts with the energy saving message we want to get out. CEO Syphers stated that the new brand allows for significant flexibility in the language we use, with Director Kelly adding that the three core words are building blocks to the brand, *innovative*, *practical* and *inclusive*. CEO Syphers talked about using those concepts to formulate messages that do not necessarily rely on those specific words.

Director Peters stated the need to use words that match the logo. Director Belforte stated the importance of engaging the public and appreciated the new brand. Director Landman appreciates the subtle but important changes. Director Hopkins stated she appreciates the images and concepts but expressed concern for the lifespan of the brand. Kate Kelly stated the brand is something we can grow with and refine, and not repeat the entire process every five years. Chair Hamburg asked if the directors would like to

return to discuss options. Director Okrepkie stated support for the logo and did not feel the need to return. Director Slayter stated the need to know more of the history of the process. Director Belforte stated that the clear message presented is something she would support. Director Peters supports the logo presented as one that could evolve and adapt to SCP's needs and goals. CEO Syphers stated that the evolution of the brand is always open to improvement. Chair Hamburg agreed that the new logo is modern and a positive update. CEO Syphers encouraged the Board to allow staff to move forward with the brand update. Directors Landman and Slayter stated the need for more input in the future during the process on projects of this scope.

Public Comment: None

4. Receive Internal Operations and Monthly Financial Report and provide direction as needed

Director of Marketing and Public Affairs Kate Kelly reported on the fire relief donations approved by the Board of Directors. The \$1M in donations have been distributed with a \$2,800 remaining. The difference is a result of energy bill credits provided to non-profits that were less than expected.

CEO Syphers provided an update on programs, the building purchase and the response to the RFQ for design services. Eleven responses were received, and interviews held. A proposed contract will come before the Board in August.

New SCP Intern Clayton Hutcheson was introduced.

Director of Power Services Deb Emerson stated SCP has completed a power purchase agreement with S-Power for an 80 MW wind project in Northern California.

Public Comment: Mike Turgeon asked if AER could be extended to remodels other full rebuilds. CEO Syphers stated that would not be possible at this time due to funding constraints, but that it was a good idea to consider in the future.

5. Receive Legislative and Regulatory Updates and provide direction as appropriate

SCP lobbyist Katherine Brandenburg provided an update on current legislation, including the budget passing, SB 237, working with Senator Dodd on concerns with SB 1088. CEO Syphers gave update on the CPUC en banc where SCP's Deb Emerson spoke on reliability.

Director of Regulatory Affairs Neal Reardon gave an update on the PCIA process, CalCCA has meetings scheduled with commissioners to provide

final messaging on CCA concerns on PCIA before any final decisions are made.

Public Comment: None

6. Approve the submittal of Exhibit A of SCP's Integrated Resource Plan (IRP) to the California Public Utilities Commission (CPUC)

Compliance Analyst CB Hall presented the document and explained the background data. CEO Syphers explained SCP's concerns with the format requested by the CPUC and that SCP will be preparing a separate, internal IRP that more accurately reflects the energy usage and goals of SCP.

The Community Advisory Committee reviewed Exhibit A of the compliance filing and agreed to recommend to the Board approval of the submittal of Exhibit A, noting that SCP is concerned about the formatting and accuracy of the data being reported. CEO Syphers offered language for a motion, "...to approve the submittal of SCP's 2018 IRP Exhibit A, per the CPUC rules and subject to additional CPUC direction with an understanding that a full SCP Integrated Resource Plan with more accurate data will be developed and provided to the Board and Committee in 2018."

Public Comment: None

Motion to approve the submittal of SCP's 2018 IRP Exhibit A, per the CPUC rules and subject to additional CPUC direction with an understanding that a full SCP Integrated Resource Plan with more accurate data will be developed and provided to the Board and Committee in 2018 by Director Bagby.

Second: Director Peters

Motion Passed: 9-0-0

7. Approve incentives for EV Charger program

Programs Manager Rachel Kuykendall presented a contract to continue the EV charger program and explained improvements to the program and changes to the contract.

Public Comment: Mike Turgeon: Asked about returning chargers. Rachel Kuykendall stated that eMotorWerks has 90-day limit for returns.

Ken Wells commended staff on starting an innovative program and making improvements.

Motion to approve incentives for EV Charger program from Director Landman.

Second: Director Bagby

Motion approved 9-0-0

8. Appoint ad hoc committee of the Board to review the CEO's performance

CEO Syphers presented the previous process for CEO performance reviews due each summer. He stated the review of goals identified may be best handled by an ad hoc because of the volume of written reports involved, and that ad hoc would then make any recommendations to the Board in Closed Session. Directors Slayter, Bagby and Landman volunteered to serve on the ad hoc.

Chair Hamburg appointed Directors Bagby, Slayter and Landman as the ad hoc for review of the CEO for the current year.

IV. BOARD MEMBER ANNOUNCEMENTS

Director Peter stated August 5th is the Fort Bragg Coastal Trail Celebration

Director Hopkins stated August 2nd is the Sonoma City Party

Director Landman, July 14th, Cotati Kids Day

Director Okrepkie, July 14th Chili Cookoff in Windsor

V. PUBLIC COMMENT ON MATTERS NOT LISTED ON THE AGENDA

Public Comment: None

VI. ADJOURN

Meeting adjourned at 11:25 AM by Chair Hamburg

Respectfully submitted,



Stephanie Reynolds