

# Strategic Planning Workshop Minutes

September 16, 2019

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**Board members present:** Ernesto Fonseca, Eric Hayes, Debbie Kitchin, Henry Lorenzen, Letha Tawney for Steve Bloom (OPUC ex officio), Mark Kendall, Ruchi Sadhir for Janine Benner (Oregon Department of Energy special advisor), Susan Brodahl

**Board members attending remotely:** Alan Meyer, Anne Root, Elee Jen, Lindsey Hardy, Melissa Cribbins

**Board members absent:** Roger Hamilton, Roland Risser

**Staff attending:** Michael Colgrove, Debbie Menashe, Amber Cole, Steve Lacey, Fred Gordon, Spencer Moersfelder, Lizzie Rubado, Hannah Cruz, Cheryle Easton, Wendy Bredemeyer, John Volkman

**Others attending:** Andrew Ragland (Island Power), Stephanie Petit (CLEAResult)

## Business Meeting

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Mark Kendal, Chair of the Strategic Planning Committee, called the meeting to order at 10:00 a.m.

### Review of Proposed Revisions to Vision & Purpose Statements

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Debbie Menashe gave an overview of board and staff engagement to develop Energy Trust's new purpose and vision statements, resulting in a proposed vision statement and two proposed purpose statement options.

The board discussed the proposed vision statement: "Clean, affordable energy for everyone." The board generally supported the statement but noted concern that "clean energy" could be a confusing term. The board took an informal poll and was in favor of adopting the new vision statement.

The board discussed the two proposed purpose statements and supported adoption of a new purpose statement: "Helping customers and communities reduce costs and create additional benefits by saving energy and using renewable resources." The board took an informal poll and was in favor of adopting the new purpose statement.

### Review of Current Draft Strategic Plan

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Melissa Cribbins joined by phone at 11:00 a.m.

Staff summarized comments received on the draft 2020-2024 Strategic Plan. Comments were largely on the topics of diversity, equity and inclusion; working with communities and community-based organizations; SB 1149 sunset; renewable natural gas; prioritization of focus areas; the term clean energy; trade allies; resilience; climate change and community policies.

Revisions included changes to make diversity, equity and inclusion more prominent; emphasize that Focus Area 1 is the top priority; add references to trade allies; clarify the process for defining and reporting progress toward metrics and goals; change clean energy to energy efficiency and renewable energy where appropriate; and emphasize climate change mitigation, resilience and local policy as context.

The board discussed that the changes made were appropriate and offered edits that staff will make to the draft plan.

The October board packet will include a summary of comment themes and how they have been addressed in the revised plan. Staff will also address comments in meetings with stakeholders.

### **Next Steps**

Staff will revise the draft strategic plan, send it to the board strategic planning committee to review and include it in the October board packet.

### **Public Comments**

Stephanie Pettit, CLEAResult, supported the plan and revisions.

### **Adjourn**

The meeting adjourned at 12:20 p.m.

**The next Public Training meeting of the Energy Trust Board of Directors** will be held at 1:00 p.m. on Tuesday, October 15, 2019, at Energy Trust of Oregon, Inc., 421 SW Oak Street, Suite 300, Portland, Oregon.

/k/ Mark Kendall

Signed: Mark Kendall, Secretary

10/28/19

Date