

Diversity Advisory Council Meeting Notes

January 19, 2021

Attending from the council:

Susan Badger-Jones, special projects consultant
Charity Fain, Community Energy Project
Dolores Martinez, EUVALCREE
Indika Sugathadasa, PDX HIVE
Sherry Tran, Bend small business owner

Attending from Energy Trust:

Michael Colgrove	Ashley Bartels
Emily Findley	Mayra Aparicio
Adam Bartini	Wendy Gibson
Cheryle Easton	Matt Getchell
Elizabeth Fox	Karen Chase
Wendy Bredemeyer	Mana Haeri
Alex Novie	Kyle Petrocine
Tyrone Henry	Julianne Thacher
Debbie Goldberg Menashe	MacKenzie Kurtzner
Ryan Crews	Caryn Appler
Jeni Hall	Chris Holloway
Hannah Cruz	Amber Cole
Juliana Hairston	Susan Jowaiszas
Kenji Spielman	Sue Fletcher
Jay Ward	Shelly Carlton
Thad Roth	Kathleen Belkhat
Lenora Deslandes	

Others attending:

Mark Kendall, Energy Trust board	Ruchi Sadhir, Oregon Department of Energy
Tina Brooks	Heather Moline, Northwest Energy Coalition
Anna Kim, Oregon Public Utility Commission	Rebecca Descombes, Native American Youth and Family Center
Tamara Falls, Portland General Electric	Nicole Wroblewski, TRC

1. Welcome and Group Reflection

Tyrone Henry, Energy Trust's diversity, equity and inclusion lead, convened the meeting at 9:05 a.m. The agenda, notes and presentation materials are available at Energy Trust's website at <https://www.energytrust.org/about/public-meetings/diversity-advisory-council-meetings/>.

Tyrone Henry lead the group in a reflection on a quote by Eleanor Roosevelt about the danger of chaos leading to antagonism between groups and individuals, preventing unity. Committee members and staff discussed the connection to a "divide and conquer" mentality and how this

idea has played out in the past, citing the example of British imperialism; the endurance of divisions between upper and working classes in society; the need for a true reconciliation in our country; and the connection between the quote and recent current events.

2. Director of Energy Programs Job Description

Topic summary

Michael Colgrove provided an update on the job posting for director of energy programs. Peter West, the current director of energy programs, is retiring this year. Two Diversity Advisory Council members will support the recruitment and selection efforts. The position is posted publicly, and Energy Trust has hired Wall and Associates to help attract candidates of color from a nationwide pool.

Discussion

Tyrone Henry expressed approval for using Wall and Associates to help with recruiting, as it is a minority-owned agency from Oregon.

Next steps

Staff will continue recruitment efforts with the goal of having a new director in place by this summer.

3. Future Diversity Day Topics

Topic summary

Tyrone Henry invited the group to suggest topics for the 2021 Diversity Day series. He gave an overview of topics covered in 2020, including a discussion of a debate between James Baldwin and William Buckley, and the stories of women of color who fought for the right to vote.

Discussion

Attendees proposed ideas including restorative justice and how it can be practiced in daily life (Mark Kendall); health disparities among diverse populations (Tamara Falls); and a focus on the rural customer segment (Michael Colgrove).

Next steps

Diversity Advisory Council members are encouraged to share topic suggestions after the meeting and ongoing.

4. Topics for future DAC meetings

Topic summary

Tyrone Henry invited proposals for topics to discuss at future Diversity Advisory Council meetings and inquired about the group's interest in holding another retreat event.

Discussion

The group proposed and discussed areas of focus including a deep dive into relevant activities at the Oregon Public Utility Commission, which recently introduced a new Diversity, Equity and Inclusion program manager (Charity Fain); policy updates arising from legislative session and proposed bills that impact Energy Trust's work and low-income communities (Charity Fain); and exploring and documenting different mechanisms by which the Diversity Advisory Council can advise the board of directors (Mark Kendall).

Next steps

Diversity Advisory Council members are encouraged to share topic ideas with Tyrone Henry after the meeting and ongoing.

The council took a 10-minute break at 9:54 a.m.

5. Collaborative Marketing Campaign

Topic summary

Marketing staff members Susan Jowaiszas and Mana Haeri presented on recent marketing activity including an overview of residential and business marketing campaigns, the transcreation process and an upcoming qualitative research project to learn about how to better serve Black-owned businesses. They shared ways marketing is approaching diversity, equity and inclusion and introduced marketing team members and their roles.

Discussion

Council members and staff discussed having informal conversations about marketing strategy can provide value as a checkpoint to guide activities. An advisory council member offered to continue sharing information and the marketing strategy of her organization (Charity Fain). The group asked about outreach to diverse trade allies for using business development funds. Staff discussed the role of those funds, noting uptake by commercial and industrial allies is fairly low while the offering has evolved and grown more focused on the residential side. The group discussed that in many cases, simply providing funds doesn't go far enough since allies may benefit from working collaboratively and receiving marketing support.

Next steps

Diversity Advisory Council members are invited to share feedback with Susan Jowaiszas and Mana Haeri at any time. Tyrone Henry will share contact information for them with committee members.

6. Update on DEI Board Ad-hoc Committee

Topic summary

Board member Mark Kendall provided an update on a diversity, equity and inclusion metric focused on the diversity of the board itself. A board review unearthed an opportunity for the board to grow its intercultural capacity. As a result, an ad-hoc committee formed in fall 2020 and will facilitate a board workshop to distill the findings of an Intercultural Effectiveness Survey administered to the board. The committee also created a charter that defines objectives and roles for its members.

Discussion

Tyrone Henry expressed support for the progressive thinking of this committee and the board members involved in it.

Next steps

The ad-hoc committee will hold a retreat in March to refine a list of near-term action items and review a scope of work for a contractor to guide board learning in this area.

7. Northwest Energy Efficiency Alliance Nomination

Topic summary

Tyrone Henry is working on a nomination for a new prospective Diversity Advisory Council member from the Northwest Energy Efficiency Alliance. He asked for assistance with the nomination to be considered at an upcoming board policy committee meeting.

Discussion

One advisory council member offered to assist (Indika Sugathadasa).

Next steps

Tyrone Henry will move forward with the nomination with volunteer support from Diversity Advisory Council member.

8. Announcements

Council member Sherry Tran shared a personal anecdote from her community where a friend was threatened over political differences and urged attendees to practice caution.

Michael Colgrove announced the Diversity Advisory Council meeting in April will be a joint meeting with the Conservation and Renewable advisory councils and will focus on business planning.

Tyrone Henry announced an upcoming unconscious bias training he is hosting that Diversity Advisory Council members are invited to attend.

8. Public Comment

There was no public comment.

9. Adjournment

The meeting adjourned at 11:07 a.m. The next council meeting is scheduled for February 16, 2021 to be held on Zoom.