



## Draft Minutes

### Special Marketing Meeting

Tuesday, May 11, 2021

10am-12pm

<https://us02web.zoom.us/j/82375344642>

Or join by phone:

Dial (for higher quality, dial a number based on your current location):

US: +1 669 900 6833 or +1 346 248 7799 or +1 253 215 8782 or +1 301 715 8592 or  
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Webinar ID: 823 7534 4642

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*If you have anything that you wish to be distributed to the Committee, please email it to the clerk by 5:00 pm the day prior to the meeting.*

#### 1. Welcome & Roll Call

**Present:** Directors: Tiedemann (Albany), Kiick (Livermore), Hernandez (Dublin), Vice-Chair Harrison (Berkeley), and Chair Patino (Union City)

#### 2. Public Comment

*This item is reserved for persons wishing to address the Committee on any EBCE-related matters that are not otherwise on this meeting agenda. Public comments on matters listed on the agenda shall be heard at the time the matter is called. As with all public comment, members of the public who wish to address the Committee are customarily limited to three minutes per speaker and must complete an electronic [speaker slip](#). The Committee Chair may increase or decrease the time allotted to each speaker.*

**There were no speakers for Public Comment.**

#### 3. Approval of Minutes from April 1, 2021

**Director Hernandez motioned to approve the minutes. Director Kiick seconded the motion which passed 5/0.**

#### 4. Overview of Partnership Opportunities (Informational Item)

Discuss partnership opportunities

##### The Committee discussed:

- Work with marketing agencies
- Partnering with community groups to help with utility debt relief
- Outreach at food drives and Alameda County Fair
- Partnership promotion for CARE and FERA
- Berkeley rental-assistance program
- How Board Members should communicate information about marketing opportunities to EBCE
- Board Members' role in marketing partnership opportunities
- Master list of community events
- Customer retention
- Marketing budget partnership share
- Outreach to community health centers
- Partnerships with city government agencies
- Integration with consumer brands
- Roots partnership with cities in service area
- Consensus to return item to Board

#### 5. Committee Member and Staff Announcements including requests to place items on future Board Agendas

Director Harrison requested that staff create an agenda item to discuss Time-of-Use and the incorporation of EBCE's mission in its marketing materials.

Director Hernandez requested staff create an agenda item to discuss the creation of an interactive app for EBCE end-users.

#### 6. Adjourned at 11:31am.