



## CEO Report Item 10

**TO:** East Bay Community Energy Board of Directors  
**FROM:** Nick Chaset, Chief Executive Officer  
**SUBJECT:** CEO Report (Informational Item)  
**DATE:** October 18, 2023

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### Recommendation

Accept Chief Executive Officer (CEO) report on update items below.

### Executive Committee Meeting

An Executive Committee Meeting was held on Wednesday, October 4, 2023. Members received an update on the Health-e Communities program. The next meeting will be held on Wednesday, November 1, 2023 at 9 am.

### Marketing Regulatory and Legislative Subcommittee Meeting

A Marketing Regulatory and Legislative Subcommittee Meeting was held on Friday, October 13, 2023. Members received updates about legislative priorities and the brand rollout. The next Marketing, Regulatory and Legislative Subcommittee meeting will be held on Friday, December 25, 2023 at 12 pm.

### Brand Update

The initial launch of the Ava Community Energy brand is Tuesday, October 24, 2023. The following are changes to expect on launch day:

- **Website** “reskinned” with Ava branding and redirected to [avaenergy.org](http://avaenergy.org)
- **Social media** handles transferred to “PoweredWithAva”
- Employee and other public-facing **email addresses** migrated to [@avaenergy.org](mailto:@avaenergy.org) (ebce addresses will still be delivered)
- **Call center** scripts and IVR refer to Ava Community Energy
- **Customer bills** generated with Ava Community Energy and new description
- **Ava templates in place:** powerpoint, board memos, letter head, etc.
- **Municipal partners** have toolkits in hand
- **Press release** explaining the name change