



CEO Report Item 7

TO: Ava Community Energy Board of Directors
FROM: Nick Chaset, Chief Executive Officer
SUBJECT: CEO Report (Informational Item)
DATE: June 12, 2024

Recommendation

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

Executive Committee Meeting

An Executive Committee Meeting was held on Wednesday, June 5, 2024. Members received updates about the 2024-2025 Draft Budget and Renewable 100. The next meeting will be held on Wednesday, July 3, 2024 at 9 am.

Special Board Retreat for Power Resources

A Special Board Retreat for Power Resources was held on Wednesday, May 29, 2024. Members received updates about Power Resources activities. There are no further Special Board Retreats scheduled at this time.

New Employees

Cassandra Dreher – Content Strategist

Cassandra Dreher joined Ava on May 14, 2024 as Content Strategist on the Marketing team. Cassandra will be responsible for strategic writing and storytelling that brings Ava's brand voice to life across various customer touchpoints.

Prior to Ava, Cassandra worked at Reforge, an education and professional development platform for emerging tech leaders. There, she helped build the content strategy and production teams, partnered with subject-matter experts to write educational content, and established content quality and editorial guidelines. Before that, she worked on the documentary "No Straight Lines: The Rise of Queer Comics" and was an Associate Producer at Citizen Film, a documentary arts nonprofit based in San Francisco. Cassandra has a B.A. in Film Studies from Vassar College.