



**Draft Minutes**

**Marketing, Regulatory and Legislative Subcommittee Meeting**

Friday, April 19, 2024  
12:00 pm

In Person:

Conference Room 5  
Ava Community Energy  
1999 Harrison Street, Suite 2300  
Oakland, CA 94612

Or from the following location(s):

- Conference Room 5, 37101 Newark Blvd. Newark, CA 94560

Zoom:

<https://ebce-org.zoom.us/j/88008124818>

Or join by phone:

+Dial(for higher quality, dial a number based on your current location):  
US: +1 669 444 9171 or +1 669 900 6833 or +1 346 248 7799 or +1 719 359 4580 or  
+1 253 205 0468 or +1 253 215 8782 or +1 309 205 3325  
Webinar ID: 880 0812 4818

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

**1. Welcome & Roll Call**

**Present:** Directors: Barrientos (Livermore), Jorgens (Newark), Sakakihara (Union City) and Chair Roche (Hayward).

**Absent:** Directors: Bartlett (Berkeley) and Wright (Stockton).

**2. Public Comment**

*This item is reserved for persons wishing to address the MRL Subcommittee on any Ava-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 Board are customarily limited to three minutes per speaker. The MRL Chair may increase or decrease the time allotted to each speaker.*

**There were no speakers for public comment.**

**3. Approval of Minutes from April 19, 2024**

**Director Barrientos (Livermore) motioned to approve the minutes. Director Jorgens (Newark) seconded the motion, which passed 3/0/1/0/2:**

**Yes: Barrientos (Livermore), Jorgens (Newark) and Chair Roche (Hayward)**

**No: None**

**Abstain: Director Sakakihara (Union City)**

**Recuse: None**

**Not Present: Directors Bartlett (Berkeley) and Wright (Stockton)**

**4. Legislative Update (Informational Item)**

Ava staff will present on a legislative update covering assembly and senate bills

**The Committee Discussed:**

- **(21:06) Director Sakakihara (Union City)** sought confirmation regarding the process for the legislative informational item, specifically inquiring whether staff will evaluate each bill, recommend a position, and then present the recommendations to the full board in May.
- **(21:50) Director Barrientos (Livermore)** asked for the definition of bi-directional.
- **(22:54) Chair Roche (Hayward)** inquired about Assembly Bill 817, asking whether it would require a quorum of board members to be present in the room. She also questioned whether the intent of Assembly Bill 2427 is to provide charging stations.

**There were no speakers for public comment.**

**5. Brand Campaign Update (Informational Item)**

Metrics and updates on the brand campaign

**The Committee Discussed:**

- **(50:26) Director Sakakihara (Union City)** questioned whether Ava stands for Alameda Valley and if Ava receives any government, nonprofit or Bart benefits for the campaign ads.
- **(53:38) Chair Roche (Hayward)** queried about the algorithm for Ava's digital ads, whether they would show up if someone searched for keywords like "solar energy." She also clarified that the East Bay Times Ava ad is digital, and remarked that the Tri-City Voice is becoming more important locally since there are no local papers anymore.

**There were no speakers for public comment.**

**6. Committee Member and Staff Announcements including requests to place items on future Board Agendas**

**There were no committee member or staff announcements.**

**7. Adjourn** – the meeting adjourned at 1:04pm

The next Marketing, Regulatory and Legislative Subcommittee meeting will be held on June 21, 2024 at 12pm.

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*Minutes written by Raïssa Ngoma.*