



City Light Review Panel Meeting Meeting Minutes

Date of Meeting: March 3, 2011

MEETING ATTENDANCE					
Panel Members:					
Name		Name		Name	
David Allen	✓	Matt Lyons	✓	Debbie Tarry	✓
Sylvester Cann IV	x	Stan Price	✓	Eugene Wasserman	✓
Tom Lienesch	x	Julie Ryan	✓	Sue Yuzer	✓
Staff and Others:					
Phil Leiber	✓	Tony Kilduff	✓	Derek Farmer	x
Eric Campbell	✓	Dan Eder	x	Calvin Chow	✓
Kim Kinney	✓	Michael Jerrett	✓	Maura Brueger	✓
Suzanne Hartman	✓	Karen Reed	✓	Steve Kern	x
Jorge Carrasco	x	Phil West	✓	Cameron Keyes	x

Call To Order

The meeting was called to order at 11:30 a.m.

Welcome & Introductions

Karen Reed welcomed everyone to the meeting and began with a review and approval of the agenda. The agenda was approved.

Approval of Minutes

Karen asked the Panel to take a few minutes to review the February 10, 2011 draft meeting minutes. Matt Lyons made a motion to approve the minutes and this was seconded by Debbie Tarry. The motion carried unanimously.

Presentations / Information

The Review Panel Co-Chairs, Eugene Wasserman and Stan Price reported on their recent meeting with Mayor Mike McGinn, Ethan Raup, Beth Goldberg, and Calvin Chow. They discussed the outreach program that City Light will be conducting in the next few months. The Mayor expressed his appreciation on the baseline work and said that he would be interested in attending an April or May panel meeting.

Karen recognized and thanked Tom Lienesch, Stan Price, and Julie Ryan for their commitment to another three year term on the Review Panel. Their re-appointments were heard at the March 2nd Energy, Technology and Civil Rights Committee meeting and Councilmember Bruce Harrell stated he was pleased to take them to the Full Council. She thanked Calvin Chow and Michael Jerrett for their work in getting these transmitted.

Karen then began with a recap of how the activities in our workplan map out throughout the year. She asked the meeting participants to continue to hold the two April panel meeting dates on their calendars, but it may turn out that we will not meet twice in April depending on our progress.

Karen addressed the group on the next steps in the public outreach process. She circulated a forum participation document and asked the Panel members to complete the sheet identifying two to three of



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the forums that they have a connection to and their availability to attend. The meeting participants discussed some of the elements in the outreach approach and offered other ideas such as advertising the outreach as a series, collecting email addresses to provide a heads up on the forums, a direct mail piece and perhaps doing smaller focus groups. After discussing the proposed timeline further, it was determined that the schedule needed to be pushed out to a May – June timeframe.

Next, Karen described the draft outline conceptualized for the outreach presentations and how the staff team envisioned this would play out at the forums. She drew attention to the handout with the draft customer online survey questions and asked for feedback. Initial feedback was that the questions were not clear to the reader on what we were asking, and more importantly, the audience may not be very familiar with these objectives and the underlying drivers to know what they mean and that the questions were too granular. Key items to keep in mind are: do ratepayers understand, does it resonate with them what these objectives are, what they cost, and what the drivers are behind them? The favored approach would be to set the stage to make our customers understand the baseline, recognize the costs of the utility to operate, then put together some options showing different paths.

Karen asked the meeting participants their preference for doing two or three rounds on the outreach. The consensus from the group was that two rounds would be preferable – do interim outreach in May, and then another round after the draft plan is complete. We could then advertise the outreach as part 1 of a 2-part process.

Karen reviewed the E-Team Priorities, Objectives and Initiatives next. She told the group that we have the priorities, we have recast the objectives and we have some sample initiatives as a preview. The plan today was to look at the changes made since the last time around. After going through the document, the Review Panel provided a number of suggested edits. Karen noted the edits and will bring back a revised version to the group.

Issues/Action Items

Karen Reed asked Maura Brueger and Tony Kilduff to discuss and check on appropriate timing on when we would need to provide information to Council.

Since the meeting ran short on time, Karen advised that she will address the sample initiatives at the next panel meeting. We also will discuss further refinements of the interim outreach plan.

Adjournment

Karen advised that the next Panel meeting is scheduled for March 31st at 10:00 a.m.

There being no further business, the meeting was adjourned at 2:00 p.m.