

## Diversity Advisory Council Meeting Notes

September 17, 2019

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### Attending from the council:

Oswaldo Bernal, OBL Media LLC  
Charity Fain, Community Energy Project  
Kaeti Namba, Native American Youth and  
Family Center

Kheoshi Owens, Empress Rules  
Cheryl Roberts, African American Alliance  
for Homeownership

### Attending from Energy Trust:

Caryn Appler  
Ashley Bartels  
Wendy Bredemeyer  
Justin Buttles  
Karen Chase (phone)  
Amber Cole  
Michael Colgrove  
Ryan Crews  
Phil Degens  
Cheryle Easton  
Sue Fletcher  
Matt Getchell  
Andy Griguhn

Susan Jowaiszas  
Jessica Kramer  
Steve Lacey  
Debbie Menashe  
Nancy Morales  
Dan Rubado  
Art Sousa  
Kenji Spielman  
Cameron Star  
Greg Stokes  
Thaddeus Steerman  
Zabyn Towner  
Mark Wyman

### Others attending:

Shelley Beaulien, TRC Solutions  
Susan Brodahl, Energy Trust Board  
Emma Cisneros, Empress Rules  
Ernesto Fonseca, Energy Trust Board  
Eric Hayes, Energy Trust Board  
Lindsey Hardy, Energy Trust Board (phone)

Debbie Kitchin Energy Trust Board  
Mark Kendall, Energy Trust Board  
Anna Kim, OPUC (phone)  
Whitney Miller, CLEAResult  
Commissioner Letha Tawney, OPUC

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### 1. Welcome and Orientation

Art Sousa, senior operations program manager, convened the meeting at 9:03 a.m. The agenda, notes and presentation materials are available on Energy Trust's website at [www.energytrust.org/about/public-meetings/diversity-advisory-council-meetings/](http://www.energytrust.org/about/public-meetings/diversity-advisory-council-meetings/). The meeting was recorded on Go To Meeting. If you'd like to refer to the meeting recording for further detail on any of these topics, email [info@energytrust.org](mailto:info@energytrust.org).

Art Sousa introduced the agenda, read the mission statement for the Diversity Advisory Council and led introductions.

Debbie Menashe, director of legal and HR, described the origin and development of the Diversity Advisory Council. On Sept 5, five members were appointed to the Diversity Advisory Council by Energy Trust's board policy committee. The council charter calls for 11 members, and the council will nominate more members to policy committee in the coming months.

Debbie Menashe noted the board policy committee meeting on September 5 included a difficult conversation with two Diversity Advisory Council members, Kheoshi Owens and Oswaldo Bernal. She apologized for not stepping in to be a voice in the conversation.

Kheoshi Owens said it was a difficult conversation, and she doesn't want to dwell on the details. A ground rule of respect was broken at the meeting, and people in the room didn't step in to interrupt. Education is needed about the history that enables these breakdowns and about how to interrupt conversations and speak up. She recommended a responsibility process where people involved identify three things they could do differently. She spoke to a need for creating processes and feedback loops.

Oswaldo Bernal said people need to step up for one another and are still learning to do that. Diversity Advisory Council is where these issues can be surfaced and solutions can be identified.

Michael Colgrove apologized and said he will learn how to interrupt. He expressed interest in the responsibility path.

Diversity Advisory Council members thanked Kheoshi Owens for voicing the issue and discussed steps to create learning, reflection and change. Members asked if Energy Trust has a formal process for following up with board members. Michael Colgrove responded there is not a process in place now.

Council members asked if resources could be developed on how to interrupt conversations when there are power dynamics, inquired about what may change based on the discussion today, and thanked Kheoshi Owens for her commitment to Energy Trust.

Board members thanked council members for their time and for helping Energy Trust reach its diversity, equity and inclusion goals. Board Member Lindsey Hardy noted that diversity, equity and inclusion is highlighted in Energy Trust's five-year strategic plan. She commented that we need to hold each other accountable and call out insensitive comments and provide feedback, even though it may be hard. We need to acknowledge that dominant culture exists and comes into play in conversations.

Debbie Menashe thanked members for the discussion and offered to return to this topic in future Diversity Advisory Council meetings if desired.

## **2. Board Nominees**

### *Topic summary*

Debbie Kitchin, board member and chair of the board's nominating committee, provided an overview of the current board structure and composition. Energy Trust will begin recruiting two new board members in late 2019 to fill the positions of existing board members who will step down in February 2020. She asked about roles that Diversity Advisory Council members could play in the board nomination and review process.

### *Discussion*

Members suggested tying the search to the focus areas in the new strategic plan (Charity Fain) and being clear about the intentions of the board (Kheoshi Owens). Members asked how prospective candidates are approached and if Energy Trust notifies diverse groups or communities of opportunities (Kheoshi Owens). Kaeti Namba expressed that engaging with other cultures and the problems they face is uplifting and empowering. Oswaldo Bernal said

there is a lack of knowledge about Energy Trust in communities, and Diversity Advisory Council provides a network of people to spread the word. Building on and developing relationships will be key to recruiting new board members. Kaeti Namba suggested convening of a focus group to identify barriers to serving on the board.

Debbie Kitchin thanked members for suggestions and feedback, and emphasized that the board is committed to improving the board recruit process. Cheryle Roberts asked if the board recruitment process will be delayed to allow time to incorporate Diversity Advisory Council member suggestions.

Michael Colgrove identified Greg Stokes, organizational development manager, as point of contact for board recruitment. Consultants are conducting a review of board structures, policies and procedures, which could include board nominating process. Recommendations are expected to be shared at the board meeting in December.

#### *Next Steps*

The board nominating committee will consider Diversity Advisory Council member suggestions.

### **3. Customer Insights Study**

#### *Topic summary*

Dan Rubado , evaluation project manager, presented the results of the 2018 Customer Insights Study and plans, goals and proposed methods for a 2020 Customer Insights Study. He also described the 2018 Diversity, Equity and Inclusion Data and Baseline Analysis.

#### *Discussion*

Diversity Advisory Council members asked how the 2018 survey was conducted, how many people responded, what survey questions were asked, how survey responses were weighted, if surveys were conducted solely by phone, and if the survey was offered in multiple languages (Kheoshi Owens, Oswaldo Bernal).

For the 2020 study, members suggested being more involved in communities to increase awareness of Energy Trust, offering incentives for taking the survey, conducting surveys through door-to-door direct outreach, getting the word out through community events and social media, sending surveys with utility bills and conducting small focus groups. Sampling is just one method of learning, and the goal is to learn who Energy Trust is and is not helping. Building trust is important.

Cheryl Roberts expressed concern about Illume Advising, the consultant selected to manage the 2020 survey, because it is based out of state. Members recommended that Energy Trust find consultants based in Oregon or that represent or work within the communities served.

#### *Next Steps*

Dan Rubado will incorporate feedback into the 2020 Customer Insight Study scope. A request for proposals will be released this fall to select a survey administrator.

### **4. Public Comment**

There was no public comment.

### **5. Meeting Adjournment**

The meeting adjourned at 11:04 p.m. The next meeting is Wednesday, October 16, 2019.