

**Sherry Freisinger**

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**From:** Mia De Marzo  
**Sent:** Thursday, July 23, 2020 9:07 AM  
**To:** Sherry Freisinger  
**Subject:** FW: COMMENTS FOR Clean Energy Alliance Special Meeting July 23

**Importance:** High

**From:** [gregg@greggferry.com](mailto:gregg@greggferry.com) [<mailto:gregg@greggferry.com>]  
**Sent:** Wednesday, July 22, 2020 8:01 PM  
**To:** [secretary@thecleanenergyalliance.org](mailto:secretary@thecleanenergyalliance.org)  
**Subject:** COMMENTS FOR Clean Energy Alliance Special Meeting July 23

Dear CEA board members,

I am particularly keen on having a representative and qualified Community Advisory Committee. I read with concern that, in no part of the timeline is there a time to discuss the necessary qualifications for the members of the CAC. In order to be an effective advisory committee, there needs to be a diverse skill set, community outreach, marketing skills, regulatory skills, technical skills, etc. With these diverse skills, the CAC would be a valuable resource. Having been in a situation of creating new functions, I found that setting qualifications is not a trivial task.

The second task is, *CEA Board Approve Initial CAC Workplan & Meeting Schedule*. I worked for a company that employed the concept, "Management by Objectives" (MBO). What this meant that a division was given an objective, the management broke down those objectives and gave objectives to departments ... and on down to individuals. Everyone meeting their objective was key to the feeling of truly being a part of something bigger than one's self. This company was one of the most successful company of its time. If you mean by "workplan" objectives, following the idea of MBO, I have little doubt that the CAC will be successful in giving needed and timely advice to the CEA Board. Please consider this when setting the objectives of the CAC.

Tying these two together means that the objectives of the CAC must come before the setting of qualifications. Another point for consideration.

At your service

Gregg Ferry  
3344 Appian Rd  
Carlsbad CA 92010  
(805) 743-3779

----- Original Message -----

Subject: Clean Energy Alliance Special Meeting July 23  
From: Clean Energy Alliance Joint Powers Authority  
<[secretary@thecleanenergyalliance.org](mailto:secretary@thecleanenergyalliance.org)>  
Date: Wed, July 22, 2020 10:15 am  
To: [cleanenergyalliance@greggferry.com](mailto:cleanenergyalliance@greggferry.com)

# Clean Energy Alliance

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## JOINT POWERS AUTHORITY

### Special Meeting of Clean Energy Alliance on July 23

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The Clean Energy Alliance between the cities of Carlsbad, Del Mar and Solana Beach will hold a special board meeting on Thursday, July 23, 2020, at 3 p.m.

At its regular board meeting July 16, 2020, an update on several items of concern to the Clean Energy Alliance was provided, including the potential impact of a delay in San Diego Gas & Electric's billing system replacement project. The Clean Energy Alliance's special counsel will provide an update on these items to the board at Thursday's special meeting.

The agenda for the special meeting includes:

- Review of Integrated Resource Plan
- Updates on the Clean Energy Alliance credit solution
- Updates on regulatory affairs
- Review of Community Advisory Committee timeline
- Review of Inclusive & Sustainable Workforce Policy

To participate in the City of Carlsbad's livestream of the meeting, email your comments to the Secretary at [secretary@thecleanenergyalliance.org](mailto:secretary@thecleanenergyalliance.org) prior to commencement of the agenda item. If you desire to have your comment read into the record at the meeting, please indicate so in the first line of your e-mail and limit your e-mail to 500 words or less. These procedures shall remain in place during the period in which state or local health officials have imposed or recommended social distancing measures.

#### **Meeting Details**

July 23, 2020, 3 p.m.

[Agenda](#) and [Agenda Packet](#)

[Draft Meeting PowerPoint Presentation](#)

Clean Energy Alliance JPA Special Board Meeting

Carlsbad City Hall - [Livestream](#)

#### **More Information**

[Meeting Schedule](#)

[Contact the CEA](#)

[About Community Choice Energy](#)

## About the Clean Energy Alliance

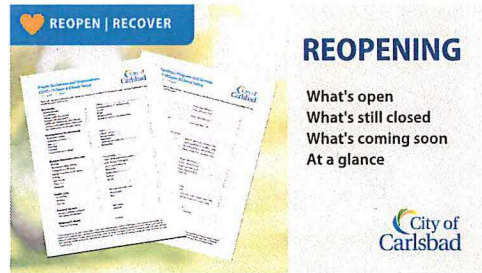
### Member City Resources for COVID-19 Updates

To keep the community informed, here are member city links containing official sources of COVID-19 information.

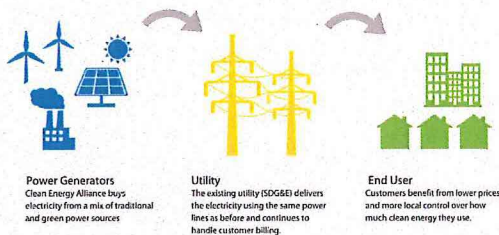
[City of Carlsbad](#)

[City of Del Mar](#)

[City of Solana Beach](#)



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### About the Clean Energy Alliance

The Clean Energy Alliance is a non-profit public entity that will operate a Community Choice Energy program within its service territories. As an energy services provider, the CEA will benefit the community through the delivery of cleaner and more locally produced electricity, demand reduction, economic investment and competitive rates for residents, businesses and municipal facilities.

City of Carlsbad | 1200 Carlsbad Village Drive, Carlsbad, CA 92008

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