



# SAN FRANCISCO for Democracy

June 20, 2006 Minutes  
San Francisco for Democracy  
Membership Meeting

I. Welcome from Tom Brown. Tom calls meeting in order. Susan Pfeifer, Maxine Anderson, Steph Feiring, Tom Brown, Rainah Ruckert, Jim Cowan, Jeff Whittington, plus guest speaker Dave Massen from San Francisco Community Choice Energy Alliance in attendance.

II. Approval of agenda  
- Approved.

III. Committee reports

Program -

At Tom Delay film screening, rep from California Nurses Association and Clean Money initiatives to be there.

Administration -  
No new news.

Budget -  
Tom to do budget update later in meeting., in Mark's absence.

Membership -  
Steph urges for more people to come do tabling for initiatives and voter registration. Jeff suggests we take positions on state initiatives as early as possible. Having topical issue-oriented flyers to hand out will provide more substance for tabling and volunteering.

Political Affairs -  
Tom, in Mimi's absence: Tom will take up issue of early positions on state and local initiatives as action item with Mimi.

Meetup -  
Tom, in Tim's absence: There will be an immigration panel at the next Meetup.

Communications -

Will Easton: Plan to move to an email mailing service called Constant Contact, \$25-30/mo. Moves the list off Will's personal account and allows coordinators to send through it as well. Also want to schedule a mid-month outreach email, as well as the People Powered Paper one week before Meetup.

#### Outreach -

Jeff Whittington: Started tabling in the Mission with moderate success. Jeff says that constancy (and perhaps moving to across the street from preachers) may improve participation from public. Encourage more people to sign up for Aids Walk. Ferry building tabling will resume in a week or so. Tom says that we can align with DemocracyAction for tabling. Jeff says that for these events, we need to get firmer and more commitments so we can have group representation and it doesn't all fall to one individual, which can be discouraging to further involvements.

#### IV. Ongoing projects and initiatives

DeanCorps - Alane Bowling: Just finished another successful volunteer effort at SF Food Bank. Alane will do a presentation to the SF Ecological Restoration Foundation about DeanCorps and SF for Democracy. Presentation starts at 9:30am. Alane and Terese volunteered with Project Homeless Connect and would like to recruit 35 more volunteers for next event on Aug. 10, 9am-4pm: Alane says it would be a strong chance to gain TV and/or news coverage. Also continuing with Food Bank and Bayview Hill work: "It's great to take out your aggression on invasive plants."

Clean Money - Joni Eisen absent.

#### V. Community Choice energy plan

##### a) Presentation by Dave Massen

Want to discuss w/ membership group if SF for Democracy wants to get more involved with Community Choice initiative. Community Choice Energy is about choice in energy provision, competitive rates, community leadership to address environmental crisis.

##### Provisions:

- \* "Community energy aggregation" allows local city entities to bargain with multiple energy providers on behalf of community as opposed to just accepting rates as they are from PG&E.
- \* Initiative would require that winning energy provider provide 360 MWatts daily from renewable, clean energy (SF uses 600 MWatts at night, 800 MWatts during day). Goal to be 51% (CA's is 20%) by 2017.
- \* Initiative would require that rates must beat PG&E's

##### Impacts:

- \* Significant amount of energy would be via renewable/efficient
- \* May have leadership effect on other cities in state

#### History:

- \* Bonds had been voted in in 2001, but sat idle
- \* 2002 Community Choice Initiative voted in, AB by Carole Migden
- \* 2004 Board and Mayor approved the Energy Independence ordinance, Ordered preparation of implementation plan and Request for Proposals
- \* There will be committee hearings next month.

Dave says he's not aware of any organized opposition at this time.

Dave said that PG&E already came out in support of Community Choice Initiative. They are by law not allowed to oppose. But they don't like solar energy, because they have no role in the distribution of solar energy though they do in every other type of energy delivery.

#### b) Q & A

- \* There are multiple energy providers, and they would all work with PG&E on distribution
- \* Applies to private and commercial buildings, not with city
- \* This does not preclude individuals from setting up individual solar panels
- \* Champions for this bill - Tom Ammiano, since 1999. Board voted for 10-0 for Community Choice Initiative in 2004.
- \* Who loses on this? If we don't do this, they will need to setup terminals to import liquefied natural gas, etc.

c) Vote on Plan - unanimous vote to support community choice energy alliance

d) Vote on SFFD joining Community Choice Energy Alliance - unanimous vote to join Alliance. Tom and then Jim Cowan will be the SFFD representatives with Community Choice initiative.

#### VI. Future planning

Town Hall/BBQ July 22, West Fort Miley - Purpose is to re-energize our commitment to strategic issues over and beyond local elections. Also to help recruit and confer sense of ownership to group members. Will do development and recruitment around strategic issues. Another key goal is to energize people to take on leadership roles to accomplish concrete goals.

#### VII. Budget for 2006-2007

\$4750 is the biggest budget we've had - we need to dip into our savings, because:

- Bigger advertising costs from Communications and Membership to be consolidated mostly in online advertising for Communications. Per Tom, goal is to increase visibility for the organization and bring in new members.
- Also, New Progressive Coalition \$250 to facilitate introduction to

social entrepreneur investors and donors.

- And printing costs to be covered as much as possible by San Francisco for Democracy, rather than subsidization by members

- Decided to nix BBQ fee, but still encourage potluck contributions, alcohol cost

- Mark is concerned that we are spending more than 20% of our budget on entertainment expenses, however it was agreed events such as the January membership renewal party are popular and help grow membership.

Unanimously approved.

Other announcements

Susan and Tom will help coordinate July Meetup while Tim is out of town.

Jeff asks for suggestions for backups when speakers don't show up.

August will be on Iraq topic.

VIII. Meeting adjourned.