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STATE OF CALIFORNIA
NEW MOTOR VEHICLE BOARD
MINUTES

The Government and Industry Affairs Committee held a meeting on June 23, 2021, via Zoom and teleconference. Ramon Alvarez C., Chair and Dealer Member, called the meeting to order at 9:31 a.m.

Mr. Alvarez welcomed everyone to the meeting, including new Board Member, Jake Stevens.

2. **ROLL CALL**

Committee Members Present: Ramon Alvarez C., Chair
Anne Smith Boland, Member
Kathryn Ellen Doi, Member

Board Member Observers: Jake Stevens, Public Member

Board Staff Present: Timothy M. Corcoran, Executive Director
Dawn Kindel, Assistant Executive Officer
Danielle R. Phomsopha, Senior Staff Counsel
Suzanne Luke, Administrative Services Analyst
Lee Moore, Mediation Analyst
Anthony M. Skrocki, Administrative Law Judge

3. **STAFF UPDATE OF THE PROPOSED THEME FOR THE 2021 INDUSTRY ROUNDTABLE**

Mr. Alvarez complimented Mr. Corcoran, Ms. Kindel and Ms. Phomsopha for the great job staff have been doing in preparing for this event.

As indicated in the handout provided to the members and shared during the meeting, the potential themes are as follows:

Theme	Votes
California's ZEV Future: An Industry Perspective	
California's ZEV Race to the Future	

Theme	Votes
California’s Race to a ZEV Future	
Charging Toward a ZEV Future	
Zero Emission Vehicles: California is Charging Ahead	1 vote
California’s ZEV Future: Infrastructure Needs, Consumer Trends, and Industry Perspectives	New suggestion
Preparing for California’s ZEV Future: The State’s and Stakeholders’ Perspectives	New suggestion
California’s ZEV Future: Establishing a Blueprint	New suggestion
Zero Emission Vehicles: Establishing a Blueprint for the Future	New suggestion
California’s ZEV Future: Framework for the Path Ahead	New suggestion
Zero Emission Vehicles: California’s Framework for the Future	New suggestion
ZEVs & California: Building a Foundation for the Future	New suggestion

Ms. Doi is leaning toward numbers six and seven on the list because they are the most descriptive and may help generate interest. Ms. Smith Boland also likes options six and seven. Mr. Alvarez prefers option seven because it addresses both the State and stakeholders’ perspectives. Public attendee, Rob Cohen, industry attorney and former President of Auto Advisory Services, agrees with option seven. Anthony Bento from the California New Car Dealers Association also agrees with the Committee’s suggestion. The Committee chose the following theme: “Preparing for California’s ZEV Future: The State’s and Stakeholders’ Perspectives”

4. **DISCUSSION OF PROPOSED THEME OF THE 2021 INDUSTRY ROUNDTABLE**

This matter was discussed in Agenda Item 3.

5. **STAFF UPDATE ON TOPICS AND SPEAKERS FOR THE 2021 INDUSTRY ROUNDTABLE**

Mr. Corcoran introduced Rob Cohen, who has volunteered to serve as the moderator for Day 2 of the Roundtable. Mr. Cohen is excited to moderate after attending and speaking at many prior Roundtables. He believes the topics are timely and there are many questions that we will be able to address and answer at the Roundtable. He is also looking forward to the diverse panel of speakers and representatives.

Mr. Alvarez expressed his appreciation for Mr. Cohen’s participation. Mr. Corcoran also expressed his appreciation to Mr. Bento for making the connection with Mr. Cohen.

Ms. Phomsopha reviewed the topics and speakers for Day 1 of the Roundtable, including Secretary Kim giving Opening Remarks as the Keynote Speaker, a 40-minute panel with representatives from the Energy Commission to speak about ZEV infrastructure,

statistics, sales trends and data, a presentation from the Air Resources Board, Advanced Clean Cars Branch and then wrap up with Caltrans discussion of the Road Charge Funding program. The day will end with Q & A.

Mr. Corcoran added that Board President, Bismarck Obando, will also take time to introduce all the Board Members as well.

Ms. Phomsopha indicated that the speakers would likely run about 1 hour and 45 minutes, allowing for 15 minutes for Q & A. The days are still scheduled for 10:00 a.m. to 12:00 p.m.

After this discussion today, Ms. Doi requested a more fleshed out agenda, so the topics are more concrete, as well as biographies and photographs of the speakers. Mr. Corcoran indicated that we have been working to gather this information but that we haven't formally shared anything yet until we are able to confirm all speakers.

Mr. Corcoran indicated that the speakers are close to being locked down for Day 2. Mr. Alvarez has secured Ford's participation on Day 2: the Director of Governmental Affairs for the Western Region of Ford Motor Company, Tom Lawson. Mr. Corcoran indicated that two other automakers are interested in speaking but not yet confirmed. We also have the following industry association representatives participating: the California New Car Dealers Association and National Association of Minority Automobile Dealers.

Ms. Doi indicated she would like to see diversity in the speakers, both gender and other factors. Mr. Alvarez indicated that has been addressed. The Ad Hoc Committee on Equity, Justice and Inclusion also intends to address the topic of minorities and EVs.

6. **DISCUSSION OF FINAL TOPICS AND SPEAKERS FOR THE 2021 INDUSTRY ROUNDTABLE**

This matter was discussed in Agenda Item 5.

7. **STAFF UPDATE ON TIMELINE AND PLAN FOR ANNOUNCING THE 2021 INDUSTRY ROUNDTABLE TO THE INDUSTRY, THE PUBLIC AND NATIONAL ORGANIZATIONS**

Ms. Phomsopha indicated that since we have chosen a theme we can send out a Save the Date to our Roundtable attendee list, as well as the attendee list for the national conference.

Ms. Doi mentioned outreach to the media to get the word out regarding our Roundtable. She also inquired about whether we have access to a marketing department and offered her law firm's services. Mr. Corcoran indicated DMV would be willing to provide the marketing support. Ms. Kindel indicated she would reach out to DMV and inquire about the turnaround time on marketing materials for our Roundtable.

Mr. Corcoran inquired with Mr. Bento about whether CNCDA would be willing to advertise the event to their members as well. Mr. Bento will look into this and reply to Mr. Corcoran. Mr. Cohen indicated that he could utilize his contacts at Arent Fox to help spread the word also. Mr. Bento mentioned that their monthly bulletins are read by 4,000-5,000 people and he could also reach out to NADA to see if they could also provide assistance in getting the word out.

Mr. Alvarez inquired about whether we have legal representation on either day. Ms. Phomsopha indicated that we do not have a specific legal representative on either day. Mr. Alvarez thought that potentially having a legal representative to answer any legal questions may be helpful. Mr. Cohen indicated this is not his area of specialty, but he could answer general questions. He offered to find a representative who has done work in this area. Mr. Alvarez will also provide Mr. Corcoran with potential questions he is concerned about so that the panelists can prepare answers to those legal questions.

Ms. Doi inquired about the limitations on having too many panelists on Day 2. Mr. Corcoran indicated that they are limiting the number of panelists so that everyone has the opportunity to speak and all topics are covered.

Ms. Doi also inquired about any limitations on the number of participants. Mr. Corcoran indicated we will use the Zoom Webinar service. Our current capacity is 100 participants and we are looking to increase that to 500 participants. Ms. Phomsopha indicated that participants will pre-register.

8. DISCUSSION OF FUTURE COMMITTEE MEETING DATES

There was discussion of the necessary timing of the next meeting date. Ms. Doi then inquired about whether the agenda would be provided with the Save the Date.

Ms. Phomsopha indicated we could get Committee Member approval of the final Agenda separately via email. Mr. Corcoran indicated that if we do not get the final speakers confirmed, we can send out the Save the Date with a high-level list of the daily topics.

Ms. Doi would like to get our event in CNCDA's August bulletin with a Save the Date potentially in the July bulletin. Mr. Bento indicated that the information could go in the July and August bulletins.

Ms. Smith Boland indicated she would nudge her industry contacts as well.

The members scheduled the next Government and Industry Affairs Committee meeting for August 24, 2021, at 1:00 p.m.

9. **PUBLIC COMMENT (Gov. Code § 11125.7)**

No additional public comment was presented. Ms. Doi thanked the staff for putting together the Roundtable and thanked Mr. Cohen for agreeing to moderate. Mr. Alvarez thanked staff and Mr. Cohen as well.

10. **ADJOURNMENT**

With no further business to discuss, the meeting was adjourned at approximately 10:13 a.m.

Submitted by



TIMOTHY M. CORCORAN
Executive Director



APPROVED: _____

Ramon Alvarez C., Chair
Government and Industry Affairs Committee
New Motor Vehicle Board