



**WHPA Chartering Committee  
Teleconference Summary Notes  
Monday, December 4, 2017  
Scheduled for 11:00am – 12:30pm PST**

**Call to Order**

The WHPA Chartering Committee Chair (Chair), David Dias (JCEEP), called the meeting to order at 11:04 a.m. PST. The meeting was recorded for note purposes.

**Roll Call**

Wendy Worrell (WHPA Staff – InfoPlast) conducted roll call based on the current roster. As no voting panel has been assigned in favor of consensus voting, members are organized by voting eligibility status. 8 participants (or proxies) attended the meeting with a quorum (4+) of eligible members as indicated below:

P = Present at meeting A = Absent from meeting; if proxy has been assigned it will be noted below.				
Organization	First Name	Last Name	WHPA Category	Attendance
<b>Voting Eligible</b>				
ASHRAE	Ron	Jarnagin	Engineering Society	P
CALBO (California Building Officials)	Bob	Barks	Codes & Standards Official (Association or Jurisdiction)	P
IHACI (Institute of Heating and Air Conditioning Industries)	Bob	Wiseman	Contractor Association	P (10 min)
JCEEP (Joint Committee on Energy and Environmental Policy)	David	Dias	Organized Labor	P (Chair)
NCI (National Comfort Institute)	Mel	Johnson	Educator, Trainer	A (emailed suggested content)
SynergyNexGen	Barbara	Hernesman	Energy Efficiency Program Consultant	P
<b>WHPA Staff</b>				
Better Buildings, Inc.	Mark	Lowry	Other Stakeholder	(WHPA Transition Lead)
InfoPlast	Wendy	Worrell	Other Stakeholder	P (Host/Scribe)
Key SEO	Judy	Johnson	Other Stakeholder	(Work Product)

**AGENDA**

The following agenda was distributed to the WHPA Chartering Committee roster by WHPA Staff prior to the meeting, along with meeting reference slides:

**GENERAL REMINDERS**

- Adherence to the WHPA **Code of Conduct** is required.
- Disclose any potential conflicts of interest as it relates to meeting content, particularly prior to any votes that may occur.
- Identify yourself prior to speaking, clarifying the organization on whose behalf you are speaking, or if you are making a personal comment.
- Mute yourself when not speaking. (\*6 will take you on and off mute.)

**AGENDA ITEMS**

- 1) **Roll Call of Voting Members** – WHPA Staff (Wendy Worrell) – 5 min
- 2) **Chair’s Opening Comments** - Chair (David Dias, JCEEP) – 5 min
- 3) **Continued WHPA Vision, Mission & Goals Development/Finalization** – Chair (David Dias, JCEEP) - 75 min  
*Live Edits – Judy Johnson (WHPA Staff, Key SEO)*
- 4) **Next Steps** – Chair (David Dias, JCEEP) - 5 min
  - a. Next Meeting: December 6, 2017 from 11:00am – 12:30am PST
  - b. Next Agenda:
    - i. Bylaws Review and Discussion
    - ii. Articles of Incorporation Development
- 5) **Adjournment** by 12:30pm PST – Chair (David Dias, JCEEP)

**Chair’s Opening Comments**

The Chair welcomed the meeting participants and overviewed the above agenda.



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**Continued WHPA Vision, Mission & Goals Development/Finalization**

The Chair facilitated continued discussion of Vision, Mission, and Goals' development.

Judy Johnson (WHPA Staff – Key SEO) reported that the yellow highlights onscreen were those discussed during the last Chartering Committee meeting and that the red text were the emailed suggestions from Mel Johnson (NCI).

**VISION DISCUSSION**

The starting Vision content was: *“This organization will serve as a credible, reliable, influential, and effective resource for the broad-based community of HVAC stakeholders who have joined forces to transform the marketplace focused on energy, environmental quality, and sustainability goals of California.”*

The Chair asked for input on the Vision content.

- Barbara Hernesman (SynergyNexGen) commented that the first sentence of Mel Johnson's (NCI) Vision suggestion was not needed. She also suggested removing the phrase “need to arise and” in the second sentence of Mel's Vision suggestion. Barbara also suggested stating that, “we are acting as a catalyst for the HVAC industry”.
- The Chair suggested changing to “this organization” and not “an organization”.
- Ron Jarnagin (ASHRAE) suggested that it would be more impactful to use “WHPA” instead of “organization” or whatever the final name is.

**DECISION:** There was general agreement to keep Western HVAC Performance Alliance (WHPA) as the organization name in the Vision, Mission, and Goals with understanding that the name could be updated in the submitting documents later if deemed necessary.

- Barbara Hernesman (SynergyNexGen) confirmed agreement with the “serve our society as a credible and effective resource” language.
- Judy Johnson (WHPA Staff – Key SEO) asked if the “in its challenges” phrase was needed given the yellow highlighted content for “transform the marketplace focused on energy, environmental quality, and sustainability goals of California.”
- Mark Lowry (WHPA Staff – BBI) pondered what Mel Johnson (NCI) was trying to address in his suggested edits that was not already covered in the more concise yellow highlighted section.
- Barbara Hernesman (SynergyNexGen) suggested that the concept of stakeholder collaboration and the last sentence of Mel Johnson's (NCI) suggested edits reading, “A united HVAC Industry has the power to impact the present, chase the future, and change the effects of the past” could be incorporated into the yellow highlighted content.
- Judy Johnson (WHPA Staff – Key SEO) pointed out that Mel Johnson's (NCI) last statement about “A united HVAC Industry...” is a different focus than the prior meeting discussion and historical focus on “the broad-based community of HVAC stakeholders”.
- Those on the call voiced agreement with Mark Lowry's (WHPA Staff – BBI) suggestion to keep the yellow highlights but add Mel Johnson's suggested sentence, “Through stakeholder collaboration, a united HVAC Industry has the power to impact the present, chase the future and change the effects of the past.”

**DECISION:** There was general agreement that the final draft **Vision** content should read, *“The Western HVAC Performance Alliance (WHPA) is an organization that will serve as a credible, reliable, influential, and effective resource for the broad-based community of HVAC stakeholders who have joined forces to transform the marketplace focused on the energy efficiency, environmental quality, and sustainability goals of California. Through stakeholder collaboration, a united HVAC industry has the power to impact the present, chase the future and change the effects of the past.”*

**MISSION DISCUSSION**

The starting Mission content was: *“This organization will work as the guiding light for the state of California HVAC stakeholders to condition, educate, and inform the marketplace and to benefit the consumers. We will continue our history of bringing together resources and facilitating communication among a wide set of market actors in inclusive action. The consumer is the recipient of these actions.”*

The Chair asked for input on the Mission content.



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- Barbara Hernesman (SynergyNexGen) commented that Mel Johnson’s (NCI) suggested edits starting, “Our Mission is to ensure the correct delivery...” is all that is needed for the Mission statement. She recommended that the paragraph starting, “Our country’s environmentally impacted...” should be removed.
- Judy Johnson (WHPA Staff – Key SEO) noted that Mel Johnson’s (NCI) suggested edits did not include concepts from the last meeting about “continuing our history of bringing together resources and facilitating communication among a wide set of market actors in inclusive action”. She also noted that Mel’s suggested statement about “ensure” implies an authority WHPA does not have.
  - The Chair confirmed that WHPA does not have the ability to “ensure”.
  - Bob Barks (CALBO) confirmed that he was also uncomfortable with the concept of “ensure”.
  - The group voiced agreement that “facilitate” is a better phrasing than “ensure”.
  - Bob Barks (CALBO) clarified that WHPA “facilitates and supports actions” rather than ensures them.
- Per request, Judy Johnson (WHPA Staff – Key SEO) read the yellow highlighted content from the last meeting.
  - The group voiced general agreement to remove the last yellow highlighted sentence as it was covered in Mel Johnson’s suggested edits.
- Mark Lowry (WHPA Staff – BBI) asked what the group thought about the “workforce education & training, emerging technologies and HVAC industry...” language.
  - Barbara Hernesman (SynergyNexGen) commented that it showed the “how” and was needed language, but suggested adding it to the yellow highlights starting with, “We will bring ...” and combining it into the first yellow highlights starting, “The WHPA will work...”
- Wendy Worrell (WHPA Staff – InfoPlast) asked if grammar should be corrected to either all third-person or first-person perspective, as the document was showing both in the edited version and that the content was expected to be translated into the Bylaws.
  - Judy Johnson (WHPA Staff – Key SEO) clarified that grammatically if the entity is identified it is okay to then say “we” or “our”, but noted that it then needs to be reidentified in further paragraphs.
  - The group voiced general agreement to keep “we” in the Mission statement.
- Bob Barks (CALBO) noted that he was uncomfortable with the way “state of California” was written as “state” should be “State”.
- The Chair read the revised draft highlights.
- There was voiced agreement to remove duplicative “HVAC” language.
- The Chair suggested changing to “educate and inform” from “educate and consume”.
- Mark Lowry (WHPA Staff – BBI) pointed out that while he “likes both the Vision and Mission, there is no reference to energy efficiency.”
- Barbara Hernesman (SynergyNexGen) suggested adding, “energy efficiency before “environmental quality” in the Vision.
- Bob Barks (CALBO) voiced support for the above suggestion.
- Judy Johnson (WHPA Staff – Key SEO) noted that the Vision and Mission were starting to sound very much alike.
- The Chair asked what “to condition” means.
- Bob Barks (CALBO) suggested adding the word, “support”.
- To reflect the above suggestion, Judy Johnson (WHPA Staff – Key SEO) updated the draft Mission to read, “The WHPA will work as the guiding light for California stakeholders to educate, and support the HVAC marketplace...”
- Barbara Hernesman (SynergyNexGen) suggested added, “... to educate and support HVAC present and future energy efficiency improvement initiatives to benefit consumers.” She also suggested updating to, “We will facilitate communication and action among a wide set of market actors”
- The Chair read the second revision to the Mission content.
- The group voiced general agreement to remove the word, “improvements”.

**DECISION:** There was general agreement that the final draft **Mission** content should read, *“The WHPA will work as a guiding light for California stakeholders to educate, and support present and future HVAC energy efficiency initiatives to benefit consumers. We will facilitate communication and action among a wide set of market actors through workforce education & training, emerging technologies, and industry-vetted HVAC programs.”*

#### GOALS DISCUSSION

After the Chair requested discussion of the drafted Goal content, Judy Johnson (WHPA Staff – Key SEO) reminded that comments from the prior meeting were highlighted in yellow, but that no decision had been made about that content.



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The Chair facilitated vetting of the Goal content.

- The Chair commented on the “identify training and contractor development” language. He suggested that for clarity there needed to be some definition for “responsible contractor” and for “training”. He noted that, “If we are going to be a guiding light, we somehow need to identify the best practices for the best HVAC systems”, but clarified that was just his perspective.
- Bob Barks (CALBO) asked if the top should clarify the topics to be discussed, and the bottom identify the specifics. He suggested enumerating a simple list of the “things we think we need to address” and then take them individually into the other goals. He noted that it might include the need to address customers, clarification of what contractors are doing, changes in technology, and changes in public policy.
- Mark Lowry (WHPA Staff – BBI) added that the original four bullets about policy makers and regulators could be in the overarching goals, but suggested that it also has its own sub goal down below as they are currently identified as overarching but are not then further developed like the other goals. He noted that general conversation on all meeting calls has been that focus will not be as much on IOUs and that it will focus so “all can get something out of it”.

**DECISION:** There was general agreement that a new Goal section should be added for “Public Policy Goals” and that the section would include content, such as the following suggested concepts:

- Strategy –Strategy – Discuss Title 24, compliance, teach how to use the compliance tools
- All stakeholders who are participating should receive benefits
- Assist stakeholders, utilities, policymakers and others to implement, assess, prioritize, build consensus around, and continuously improve relevant guidelines, regulations and legislation.
- Barbara Hernesman (SynergyNexGen) suggested clarifying an overarching goal for “what we are going to get out of this”, but then putting the sub goals for strategies for how to get there. She suggested that the format the EBEE Action Plan used for that with Strategies and Sub-Strategies is an effective one. She recommended that the language, “Assist in the transformation of interaction with market actors and end users,” should be the first overarching goal.
  - Mark Lowry (WHPA Staff – BBI) voiced agreement that Barbara Hernesman’s (SynergyNexGen) suggested infrastructure makes sense. He noted the goals should be able to stand by themselves as well, so they need to be a bit definitive. He clarified, for example, that rather than just stating, “assist in the transformation...”, clarification of what purpose is also needed, such as “to improve energy performance of HVAC systems”.
  - Barbara Hernesman (SynergyNexGen) concurred with Mark Lowry’s (WHPA Staff – BBI) comments.
- Judy Johnson (WHPA Staff – Key SEO) suggested looking to ensure that all the current goal categories are desired and that they are in the correct order.
  - Both Bob Barks (CALBO) and the Chair voiced agreement with that idea.
- Judy Johnson (WHPA Staff – Key SEO) reported that the overarching goals gathered the more siloed goals listed in the sections below the overarching goals in the initial Charter development.
- The group reviewed the current list of goals to determine if those goals should be included and in what order.
- Barbara Hernesman (SynergyNexGen) suggested moving “technology development” after the specified Goal 3.2 for HVAC Efficiency Program Goals as they “run hand in hand”.

**DECISION:** There was general agreement that the Goals do not need to be prioritized at this point.

**DECISION:** There was general agreement to clarify “Energy” in existing Goal 3.2 “HVAC Efficiency Program Goals”.

**DECISION:** Per the Chair’s suggestion, there was general agreement to remove all content stating, “ratepayer funded” as the focus is broader now.

- In reply to Barbara Hernesman’s (SynergyNexGen) inquiry, Mark Lowry (WHPA Staff – BBI) confirmed that “Communication Goals” is separate from “Consumer Outreach”.
  - Barbara Hernesman (SynergyNexGen) voiced agreement with Mark Lowry (WHPA Staff – BBI) that Consumer Outreach is separate and its own goal. She noted that it is important to think about “how can we shop these goals in the market” for funding.

**DECISION:** There was general agreement that Goal 3.4 “HVAC Community Engagement” and Goal 3.5 “Consumer Outreach Goals” should remain separated.



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- Barbara Hernesman (SynergyNexGen) suggested updating Goal 3.4 to read, “HVAC Community Engagement”.
  - The Chair suggested including “stakeholder” into that phrasing.
  - Barbara Hernesman (SynergyNexGen) suggested that it would already encompass stakeholders. She clarified that part of her reasoning behind the phrasing “community engagement” was because there is funding for that as well as for “market outreach”.

**DECISION:** There was general agreement to update Goal 3.4 from “Communication Goals” to “HVAC Community Engagement” Goals, partially because there is funding available for “community engagement, marketing and outreach”.

- Judy Johnson (WHPA Staff – Key SEO) commented the 3.3. HVAC Industry Goals is separate from engaging the HVAC industry in dialogue. She clarified that one is a goal focused on engagement with the other more focused on metrics, etcetera.
  - The Chair confirmed that was his assumption as well.
  - Barbara Hernesman (SynergyNexGen) voiced agreement.
- Barbara Hernesman (SynergyNexGen) suggested that 3.6 “Technology Development Goals” should specify “Emerging” as well.

**DECISION:** There was general agreement to change Goal 3.6 from “Technology Development Goals” to “Emerging Technology Development Goals”.

- The Chair confirmed that the Goal 3.3 HVAC Industry Goals would include Standard 180, etcetera.
- Judy Johnson (WHPA Staff – Key SEO) recapped that that FDD would be under Emerging Technology, and that WE&T would go through “Community Engagement” in terms of work products.
- Bob Barks (CALBO) reported that Compliance would cross-cut the goals because of codes, laws, and standards.
  - The Chair commented that there are “a lot of players in the smaller and residential markets that do not follow any of the Standards”.
  - Bob Barks (CALBO) clarified that the bigger players can absorb the costs better than the smaller players, but noted that it needs to be pushed down to the smaller players, so they can follow the Standards.
  - Judy Johnson (WHPA Staff – Key SEO) asked if language should be included about compliance and standards.
  - Barbara Hernesman (SynergyNexGen) suggested that the phrase “cross-cutting” should be used instead of just “compliance”
  - Bob Barks (CALBO) confirmed that compliance does “cross cut” a number of goals and a cross section of people.

**DECISION:** There was general agreement that the **Overarching Goals** should be updated to reflect that compliance cross-cuts many of the goals and market actors.

- Judy Johnson (WHPA Staff – Key SEO) asked if Compliance should be made a separate goal area to “drill down”.
  - The Chair suggested making it a separate item.
  - Bob Barks (CALBO) recommended making it a strategy under other goals where it would be appropriate rather than separating it out as its own goal. He clarified that it could be its own goal, but that “we cannot make people comply”. He added that “we can help provide them with strategies to help them comply”.
  - The Chair confirmed that “we can recommend means for compliance”.
  - Bob Barks (CALBO) commented on the need to make compliance part of people’s daily practice and understanding rather than “documenting” on a piece of paper. He reported that he regularly receives invalid paper that is supposed to be compliant but then is not done properly.
  - Barbara Hernesman (SynergyNexGen) reported that when she did “train the trainer” work with community colleges through CalCERTS, they also trained on the regulations. “The bottom line is that once they showed people how to use the tools and simplify the use of the tools, they did it. There is a lot to be done about compliance. A lot of outreach is needed so all in the field can understand it better.”
  - Bob Barks (CALBO) confirmed that to keep it simple, it should be part of the process, so it is demystified and simpler to comprehend.
  - The Chair confirmed his agreement on the need for compliance education.





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**DECISION:** There was general agreement to include overarching goal content to clarify that compliance should be made part of the process so that it is demystified and simpler for people to comprehend.

The yellow highlighted overarching goals were reviewed.

- There was inquiry about what “Assist in the transformation of interaction with market actors” means.
  - The group voiced general agreement to Judy Johnson’s (WHPA Staff – Key SEO) suggestion to make a language change to “interact with market actors”.
- Barbara Hernesman (SynergyNexGen) suggested that the second bullet for “outreach to and education of consumers” needs wordsmithing, and also suggested moving the sentence about “...hospitals...” under Consumer Goals.
- The group voiced general agreement to Judy Johnson’s (WHPA Staff – Key SEO) suggestion to move “outreach to and education” to “Consumer Goals” as it is more of a silo statement rather than an overarching statement.
- The Chair suggested that the sentence, “We need a more informed and educated consumer” should be moved to “Consumer Outreach” and that the “identify best practices for HVAC systems” content should be put to the HVAC Industry Goals.
- The Chair directed that anything specific in the existing Overarching Goals needed to be put into a specific goal category, but noted that the Compliance overarching goal should remain as overarching, but with some action verb associated with it.
- Barbara Hernesman (SynergyNexGen) suggested that the bullet starting, “Craft and continuously evolve,” should be the primary overarching goal, with language added clarifying that “the specific areas would be identified below”. She noted that it is almost like a paragraph statement. She suggested that structure format in the EBEE Action Plan be used.
- Judy Johnson (WHPA Staff – Key SEO) noted that the first three (3) bullets under Overarching Goals could be combined as the opening information.
  - Barbara Hernesman (SynergyNexGen) clarified that compliance would be added as well. She also suggested combining the blue bullets under the “Overarching Goals” as a starting paragraph with the Goal headers and Sub-Goals under that per the EBEE Action Plan infrastructure.

**ACTION:** Using the EBEE Action Plan and the EBEE Committee’s Recommended Updates’ infrastructure as a basis, WHPA Staff to clean up the Overarching Goals based on meeting discussion and distribute the revised Vision, Mission, Goals document to the Chartering Committee roster for review as the starting point for the next Chartering Committee meeting.

**Next Steps**

The Chair confirmed the next meeting for Wednesday, December 6, 2017 from 11:00am – 12:30pm PST with the agenda expected to include continued Goals’ discussion and finalization.

**Adjournment**

The Chair adjourned the meeting at 12:31p.m. PST.

\* \* \* \* \*

**Summary of Action Items and Key Decisions (from above)**

**ACTION ITEMS**

- **ACTION:** Using the EBEE Action Plan and the EBEE Committee’s Recommended Updates’ infrastructure as a basis, WHPA Staff to clean up the Overarching Goals based on meeting discussion and distribute the revised Vision, Mission, Goals document to the Chartering Committee roster for review as the starting point for the next Chartering Committee meeting. (DONE)

**KEY DECISIONS**

- **DECISION:** There was general agreement to keep Western HVAC Performance Alliance (WHPA) as the organization name in the Vision, Mission, and Goals with understanding that the name could be updated in the submitting documents later if deemed necessary.
- **DECISION:** There was general agreement that the final draft **Vision** content should read, “*The Western HVAC Performance Alliance (WHPA) is an organization that will serve as a credible, reliable, influential, and effective resource for the broad-based community of HVAC stakeholders who have joined forces to transform the marketplace focused on the energy*”



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*efficiency, environmental quality, and sustainability goals of California. Through stakeholder collaboration, a united HVAC industry has the power to impact the present, chase the future and change the effects of the past.”*

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- **DECISION:** There was general agreement that Goal 3.4 “HVAC Community Engagement” and Goal 3.5 “Consumer Outreach Goals” should remain separated.
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- **DECISION:** There was general agreement to include overarching goal content to clarify that compliance should be made part of the process so that it is demystified and simpler for people to comprehend.