

**34<sup>th</sup> District Democrats**  
**Executive Board Summit Meeting**  
**Thursday, February 10, 2011 – Fautleroy UCC**

*Attendees: Tim Nuse (Chair), Steve Butts (Outreach Chair), Les Treall (Legislative Action Committee Chair), Jackie Dupras (Newsletter Editor), Jeff Upthegrove (Treasurer), Marcee Stone (State Committeewoman), Tamsen Spangler (Diversity Chair), Jimmy Haun (King County Committeeman), Sabra Schneider (First Vice Chair; Communications Chair), David Ginsberg (Second Vice Chair; Program Chair), Chris Porter (State Committeeman), LeeAnne Beres (Secretary), Justin Anderson (co-Fundraising Chair), Walter Sive (Finance Chair), Bill Schier (Website), Brian Earl (By-Laws Chair), Mike Heavey (Hospitality Chair); Laura Hicks (Membership Chair); Carol Frillman (co-Fundraising Chair); Betsy Shedd (King County Committeewoman Alternate); Lisa Plymate (King County Committeewoman).  
Missing: Karl DeJong (PCO Coordinator); Dorsol Plants (King County Committeeman Alternate)*

The meeting was called to order by the Chair, Tim, at 7:05pm.

**Objectives for the Summit**

- Develop Team Cohesion
- Set 2011 Goals
- Map Calendar with Milestones
- Define Budget Impacts
- Begin Defining Volunteer Opportunities

**District Objectives**

- Build Community
  - Support neighborhood associations, community councils, businesses and non profits
  - Participate in community events
  - Be resource for volunteers, funds ,and access to decision makers.
- Grow Party
  - Recruit new members and PCOs
  - Raise money
  - Develop leaders
- Win Elections
  - Support candidates and issues
  - Mobilize and Get Out the Vote
- Pass Democratic Agenda
  - Program/Issue Awareness
  - Legislative Action

**State of the District**

- District Makeup
  - 72% Seattle, 12% Vashon, 9% North Highline, 7% Burien
- 2010 in Review
  - See 2009-2010 Goals and Results slide
- Membership
  - 2008: 640 members from caucus, 460+ other memberships; 2009-2010: 571 members
- Precinct Committee Officers
  - PCOs: highest number in county; need to be effectively trained
- Finances
  - Budget trending in the mid \$20K's

## **Harnessing Volunteers**

- Endless amount of work to accomplish
- People want to help
- Must define opportunities and ask
- Better leverage systems to organize
- Leadership development
- Army of volunteers for caucuses
- Hold each other accountable

## **District Tasks**

- See District Tasks slide for activities and volunteer needs

## **Committee Goal Setting and Calendaring**

- 2-3 goals per committee
- Milestones for calendar
- What do you need? Volunteers? Money?
- When do you need it?

## **SMART Goals**

S = Specific

M = Measureable

A = Achievable/Actionable

R = Realistic/Relevant

T = Time-bound

## **Committee Goals**

### **Bylaws** Brian, Jackie, Justin, Les, Marcee

- Proposed updates to the bylaws will be brought to the EBoard by April, to the members by May.

### **Communications** Sabra, LeeAnne, Jeff, Les, Betsy, Chris, Jimmy, Jackie, David, Tamsen, Steve, Bill

- Integrate more 2-way communication on website and through social media. Phase in – launch social media now, switch to easier maintained website.
- Communications plan presented to the board by March.
- Improve and expand communications around program events.
- Personal follow up with anyone new to the district, whether they have attended an event or given money. Handwritten note or 34<sup>th</sup> district post card with invitation to get more involved. Integrate with membership and hospitality's new member packet. Write thank you letters for any gifts.

### **Diversity** Tamsen, David, Steve, Lisa, Jimmy, Marcee, Les

- Identify all ethnic events in district by March, plan outreach at those events and meet with those groups. Goal of 9 groups defined by ethnicity and minority status, recruit 5 new members from each group.
- Have presence at ethnic parades and invite their presence in WS parade.
- Outreach at South Seattle Community College and Sealth High School by June.

- Include voter registration information in this outreach.

**Finance** Walter, Brian

- Present budget to EBoard next week, to members at March meeting.
- Implement a more thoughtful strategy for fall campaign giving. Create committee to develop strategy to give to EBoard by June.

**Fundraising** Justin, Carol, Mike, Chris, Brian, Walter, Jeff, Les

- Proactively make personal contact (call) with everyone on our mailing list (~571 people), whether renewing or not members, with a specific ask for membership or increased giving. Make calls by April 15.
- Approach 1000+ people on larger 2008 caucus list. Complete Campaigns has info, as does Jackie.
- Garden Party/Auction Friday, August 12 or 19: raised \$9K 2010; \$11K 2009 = \$10K goal in 2011; look for more attractive venue by end of May. Get more people involved/participating in party
- Donor Reception Fundraiser – have it again.
- Reach out to major donors to Democratic campaigns/ DNC who aren't 34<sup>th</sup> members.

**Hospitality** Mike, Justin, LeeAnne, Laura, Bill

- Follow through on having new membership packets, bring something to EBoard to March meeting for approval. Make new people feel comfortable at meetings. Laminate district map and have people mark where they live when they come in to who their neighbors are and which districts need PCOs.
- Stay the course on food and beverages for now and consider changes later.

**Legislative Action Committee** Les, Marcee, Mike, Betsy, David, Steve, Lisa

- Create regular action alerts as needed for session Jan-April/May.
- Establish communication structure to alert members of action items via Facebook, twitter, website. Have background and talking points on website with links back to it from social media. Debrief after session with evaluation of efforts at June EBoard meeting. Next session could include issue breakdowns so alerts are targeted.
- After session April/May, pick out a statewide issue to build power and grassroots network.

**Membership** Laura, Mike, Justin, Steve, Les, Walter, Jeff

- Set up a table away from check in for renewals and membership (avoid long lines at check in).
- Make sign in easier – will bring ideas to next week's meeting.
- Renewals: do email blast to past members in Feb/March, do phone banks for renewals in April or May.
- Goal of 700 members: 571 includes PCOs who haven't paid, total of 381 paid members in 2010.

**Outreach** Steve, Les, Jackie, Tamsen

- Submit applications for all events (street fairs, parades) by next month.
- Identify uniform or T-shirt that identifies volunteers as 34<sup>th</sup> District Democrats.
- Generate generic card to hand out at clean ups, etc. by March.
- Have a lead person for each day at multi-day events, in charge of making sure the booth runs smoothly and people show up for shifts. Create list of duties in April, identify at least 5 people from general membership to help out by May.
- Identify and participate in at least 3 new ongoing events by November, partner with Diversity committee.

**PCO** Karl, Marcee, Tamsen, Betsy, Sabra, Jackie

- Bolster PCO membership and accountability – create one page handout of expectations. Get rid of dead weight and recruit 50 new PCOs.
- Host a social event for PCOs: meet and greet in April
- Host a PCO training prior to the June & July meetings, ask PCOs to bring a friend.
- Have a PCO summit in late September/early October for post-primary check in, improve packet return rates. Have candidates speak to PCOs at this event for connection to real people/issues. Identify date and location for fall summit by April to establish consistency throughout the year.
- Consider having PCOs canvas every door to improve lists.
- Consider having a pre-made 34<sup>th</sup> district packet rather than individual candidate materials.
- Have a map up at member meetings showing precincts w/o PCOs.

**Program** David, Sabra, Marcee, Lisa, Justin

- Host four issue programs per year at member meetings.
- Have one program out in the community – additional to member meetings. Partner with neighboring LD's on an additional program event during the year. Total of 4-6 program meetings per year.
- Frame topics for membership and press, communication out two weeks in advance.
- Have endorsement meetings after filing deadlines for elections.

**Other ideas**

- Send out list of new members to EBoard each month.
- Analyze election results by precinct – presented at January meeting?

There being no further business to conduct, the meeting was adjourned at 9:48pm.

Submitted by,

LeeAnne Beres, Secretary