

**Minutes – February 22, 2009**  
**34th Legislative District Democrats**  
***Strategic Summit***

1:07 Chair calls the meeting to order.

**Introductions**

***Facilitator***

Sarah Earl

***Secretary***

Miki Meahan

***Parking Lot Attendant***

Christi Stapleton

The “Parking Lot” is explained. When topics come up that will derail the progress of the meeting through the agenda, the subject will be written down on a Post It note and added to a board at the front of the room called, the “parking lot.” At the end of the meeting, if there is time, the Chair will review the parking lot with the group.

1:12 Agenda reviewed and each stage explained

**1:14 Summit Expectations**

Chair describes his expected goals for the meeting. He acknowledges there is a “collaborative vibe” amongst the group, and this day will be used to create a shared vision and define goals for the district. By the end of the meeting, he wants the group to achieve at least 75% of the way towards this goal. Facilitator wants chair to push, even when the group feels rushed. A metaphor is used to describe the day as an amoeba that jells, splits apart, then jells together again over time.

**1:16 District Overview**

***2008 In Review***

Currently, there are 210 active members, of those, 187 PCOs, including active PCOs. 207 PCO positions currently. Over the course of the year, the 34<sup>th</sup> raised over \$58,000, had over 10,000 caucus attendees. 34<sup>th</sup> is now one of the strongest districts in the state, set to push the pace for the entire state.

***District Makeup***

Membership demographics, 72% are from West Seattle. Only 7% are from Burien, need more from there. Other highlights, 9% of members are from North Highline and 12% are from Vashon Island, which is the largest

geographic region in the district. Chair encourages Membership to crunch the demographic numbers again later. Chair used membership zip codes to determine this break out. Another method is encouraged, but not defined by the group. Chair suggests that all committee chairs include members from all demographics and to hold meetings all around the district.

### **Membership History**

Chair reviews the membership history of the district. In 2003, the 34<sup>th</sup> had 205 members, in 2004, 383 members. Every year thereafter membership grew or maintained. In 2008, the membership numbers jumped to 1,100+ members due to the caucuses. Chair calculates that 640 came from caucuses, including donation. A more realistic number for 2008 is approximately 500. Chair reinforces that the 34th needs to be going for all 1,100 from 2008, including those from caucus.

With regards to trends in how members are renewing and signing up, so far, 55 members have signed up online. Online memberships are averaging \$36.98 (with the fee subtracted), 167 paid by check. Online, the district is receiving an average of 18% more per membership. Chair wants everyone to start pushing the online sign up more. He also asks Jeff Upthegrove, Membership Chair, for a monthly withdrawal option. Upthegrove emphatically exclaims it will happen.

### **PCO history**

. Appointment process to replace Senator Poulsen in 2007 created a spike in PCOs. We continued to maintain those levels by the end of 2008, peaking at 187 PCOs. Chair questions the engagement and training for the current PCOs. In the past, PCOs have been given 1 - 2 weeks of training. Kimber McCreery, PCO Chair, will be modifying the KDCC training to meet the needs of the 34<sup>th</sup>.

### **Financial History**

Presidential campaigns interjected money into the district. The differences between 2004 and 2005 show a 44% drop off. The trend for 2009 would be \$26,600 in membership revenue, but \$31,500 is currently projected. Chair gives an overview of the revenue lines for the districts. Membership brings in the most money on any revenue line.

**1:33**

### **Political Races**

Chair reviews high profile open races for 2009. State Sen. McDermott is up for election in 2010 and so is Sen. Murray. He emphasizes that political races are a catalyst to boost membership numbers.

1:35

### **District Objectives**

Chair breaks out the district objectives into three categories with five total subcategories: Organizational, Political and Bottom-line. Organizational is broke into two subcategories: increase membership and increase participation. Political is also broken out into two subcategories: raise money and mobilize district. Lastly, Bottom-line is defined with one subcategory: WIN ELECTIONS. Chair makes the point that if Organizational and Political are both handled well, then the result will be the bottom-line and the district will help win elections.

1:37

### **Committee Challenge**

Chair gives instructions for the break out assignment. This is a 20 min exercise, brainstorming. Each committee is assigned to one of four groups. The groups then use a list of tasks supplied by the chair to determine which from this list those committees hold a high level of responsibility. They may also add tasks to the list. After this, each committee must determine 2 -3 SMART goals, consider those district objective, and then estimate how many people and how much money you will be needed to achieve these goals. When the groups return, each committee chair will present their list of tasks, goals, needed volunteers, and budget.

#### ***SMART GOALS***

S Specific

M Measurable

A Attainable and actionable

R Realistic and Relevant

T Time-bound, deadline oriented.

1:42

Everyone breaks out into 4 groups consisting of 2 -3 committees.

2:08

Committees return from the breakout groups. Each committee chair will present for 5 minutes and have 5 minutes for questions and answers. After the presentations, there will be a break and then 50 minutes for the committee chairs to coordinate and interact regarding overlap tasks.

### **Presentations**

#### ***Membership – Jeff Upthegrove***

Tasks

Own: Recruitment and retention of members, diversity (until a Diversity Committee Chair assigned), volunteer coordination and meeting credentials.

Other: Volunteer opportunities, back office, fundraising and community festivals and events

Goals

1. 2009 membership totals to be 750, with 250 being new and 500 renewed members. This includes 100% retention.
2. To increase minority involvement so that membership numbers reflect the demographics of the district. If Hispanics makeup 15% of district, then 15% of membership should be Hispanic. Upthegrove believes this is borderline attainable, by the end of two years.

People

20 people actively volunteers

Money

Total \$20,000, net \$15,000, with \$5,000 going to materials and resources

***Communications – Christi Stapleton***

Tasks

Own: Messaging strategies, Flyers/Emails/Press Releases/Mailers/External Communications, Advertising and Promotional items not listed.

Other: Work in support of all other committees.

Goals

Style guide for all messaging, defined by organizational goals within 60 days, including strategies map and communications.

People

6 people

Budget

Spread out through all committees, \$15,000 - \$17,000

***PCO – Kimber McCreery***

Tasks

Own: PCO recruit/retention, PCO training (not on the board)

Other: Get out the vote and voter registration

Goals

Number of Active PCOs up by 15% (needs to be defined further) and decrease the number of areas from 20 to 10, or 6.

People

6 – 10 people, and 5 area organizers, (10 – 15 total)

Money  
\$6,000 – 8,000

***Outreach – Les Treall***

Tasks

Own: Community festival and events and community organization liaison

Others: Voter registration, recruiting members, volunteer opportunities, volunteer coordination, fundraising, speakers' bureau [not on the board]

Goals

1. Have a presence at all major festivals, events and parades in the district.
2. Have liaisons with all major organizations in the district.
3. Help create a speakers bureau for the district; this is a two-year goal.

People

6 – 8 on committee, with tons of volunteers, staffing booths and cleaning up the district

Budget

\$500 – 1,200 with \$300 in revenue.

***Bylaws – Brian Earl***

Tasks

Owns: Bylaws, rules, endorsement and resolutions process.

Goals

1. Create set of working bylaws and rules that are transparent.
2. Review all rules and bylaws and get them back to the membership by June.
3. Focus on the endorsement process by April

People

6 people

Money

\$200

***Finance – Walter Sive***

Tasks

Own: Determining and managing the budget

Other: Managing back office

Goals

1. Present new recommended budget by March
2. Have \$10,000 to carry over to next year

People

4 - 5 people

Budget

\$1,300

***Newsletter – Jackie Dupras***

Tasks

Own: Newsletter

Goal

Reducing the number of newsletters that get mailed and moving to e-newsletter by June.

People

2 people

Budget

\$6,000 (1,000 issues mailed with postage)

***Program – Beth Griser***

Tasks:

Own: Non-meeting forum and programs

Goals

1. One forums per year.
2. Business meeting: Wants to see us talk about issues that are happening, keeping people informed. Four issue based programs at the meeting per year (quarterly) going forward.

People

5 people

Budget

\$3,000 for educational forums

***LAC (Greg not here due to injury.)***

Chair assigns Olympia legislative liaison to LAC.

***Hospitality – Richard Bartlett***

Tasks

Owens: Food and drink and liaison with meetings

Other: Retain members, retain PCOs, fundraising and coordinate extensively with Membership

Goals

- 1.
2. Coordinate the two main district events the picnic and the holiday party
3. Create a new role, hospitality greeter, and a membership packet in the next two months (May)
4. Look at the possibility holding raffles at meetings

People

6 – 8

Budget

\$1,750 in cost, \$5,000 in rev (over two years, based on the revenue from the raffle only)

***Need to assign certain tasks:***

Fundraising, voter registration, get out the vote, volunteer opportunities, website, platform, training, garden party, back office and speakers' bureau.

Chair describes the next steps of the summit. Group will break for 10 minutes, and then there will be open discussions amongst the committee chairs and members for 50 minutes to refine goals and ownership of the remaining tasks, people and budgets.

[Lisa moves to adopt the KCC platform as the 34th District's platform. Motion is seconded and unanimously approved. The "platform" task is removed from the list.]

3:08 Summit breaks for 10 minute.

3:21 All committee chairs are asked to interact with one another and refine their goals, people, and money. This should be worked on until 4:00pm.

3:59 Chair calls meeting back to order. Announcement: Chris Porter will be doing the Garden Party!!!

Chair poses the following questions to the group: What resolutions did we come up with? What did we come up with in overlap?

## **Unclaimed Tasks**

### ***Fundraising***

Chris Porter announces that he will personally take responsibility for the Garden Party. Asked if he wants to be the fundraising chair. He declines. It is decided by the group that while the major traditional fundraiser covered, a fundraising chair is still necessary. Group decides to advertise for Fundraising and Diversity committee chairs in the newsletter.

### ***Voter Registration***

Outreach will take formal coordination for this task, but PCO will include a part of this and will work with Outreach.

### ***Get out the Vote***

PCO will take formal coordination of this task. However, large mass mailing will go through Communications.

### ***Volunteer Opportunities***

Outreach will take formal coordination of this task. Kim Becklund is assigned as the primary liaison, working directly with Membership's volunteer coordination.

### ***Website***

Website will fall under Communications envelope. Bill would like more people involved with posting items to website. He would like to make this more interactive. Chair would like to add a blog element to the site without advertisements. Word Press can be added to the site. Communications will also take over the Facebook page and getting that up and interactive. An advertisement will be added to the newsletter for volunteers with website development skills.

### ***Platform***

34<sup>th</sup> will default to King County platform per the recent vote.

### ***Training***

PCO owns PCO training. Christi proposes treating training like technology, not an entity but a support mechanism supported by Communication. There is discussion regarding documentation and succession and training generally. Group decides on a Policy and Procedure-like manual that can be passed from one Executive Board to the next with a goal of completing this task in 6 to 8 months. Miki volunteers as the resource bank for all 34<sup>th</sup> district documentation.

### ***Back Office***

Stu Yarfitz (Treasurer) will be the primary point of contact of this. Finance and Membership will be involved. Membership provide whatever data needs are needed based on membership and PCOs.

### **Speakers' Bureau**

Outreach is the face of the district and this is the face of the district. He will work with Communications and Programs. This is a two-year goal.

### **Parking Lot**

1. On the Financial History slide, under "Voter Registration," GOTV equals \$6,000, is that accurate?

Answer: It has to do with the budget categories being combined from previous years. This is most likely a sample mailing and/ newspaper advertisements. The Treasurer wants to get the numbers from the minutes and then look at this for this year's budget.

2. Would it be a good idea to approach local 34<sup>th</sup> district businesses in the area to donate prizes from the business meeting raffles?

Answer: Hospitality thinks this is a good idea. Hospitality will vet this idea and perhaps expand on it. Once Hospitality has a firm idea of how this process will work, they will approach the members for a vote.

Discussion continues and digresses back to the lack of a Fundraising Committee Chair and the committee generally. Hospitality would like to see all the committee chairs are on fundraising committee. Chair would like each chair to assign a fundraising committee liaison. Porter decides to take Fundraising Chairmanship. Becklund says she will maintain being the raffle liaison. Chair will appoint Porter at the March business meeting.

4:30

3. Who is going to put forth the monthly program agenda, fliers, etc., the Secretary, Communications or Programs?

Answer: Chair puts the agenda together. Program prints all meeting documentation. Credentials are brought by Membership. Fliers and e-mails will go through Communications, and back office will work with Communications for sending out external e-mails or any external communications.

4. The 34<sup>th</sup> LD needs a Website Volunteer Site, like the Obama website, for local volunteer opportunities. The district advertizes this on the WSBlog or WS Herald so people know to come to our website to find local volunteer opportunities.

Answer: This is Les's goals for his own committee.

5. The 34<sup>th</sup> should create a scholarship fund with Nel's gift of \$5,000. It is something the district can organize around and create fundraising

opportunities. This pays respect to the gift and gives membership an opportunity to give and be inspired.

Answer: Grieser will come to the next Executive Board meeting with some format ideas for this. She has experience doing this through WSDW. Chair makes a firm point that this cannot be tied in anyway to the WSDW, and must stay exclusively district business.

6. The district should create blue pages or blue book of good liberal businesses and give them out to new members and membership in general.

Answer: Some ideas are brought up by other participants, including a blue book of local businesses available in the new member packet. Ultimately time for the meeting runs out and no one takes responsibility for this item.

#### **Homework Assignment**

Chair passes out documentation and gives directions to the committee chairs. They are to fill out the committee roles and associated tasks.

4:45

Adjourned