

Minutes

Executive Meeting

March 24 2019

Submitted by Sec. Lynda Demsher

The meeting began at 1:30 p.m. Present: Chair Brian Clark, Vice-Chair Dorothy Yetter, Treasurer Anita Savio, Secretary Lynda Demsher, Events/Office Chair Sheri Morin, and state and district representatives Kevin Marr, Michelle Anderson, Jean Mount and Janet Bianco

Action: Voted unanimously to accept the 2019 budget proposed by the treasurer. Dorothy will post it on the website. It will be taken to the general meeting in April for approval. Set 6 pm Thursday April 18 for a strategic planning session at the UU Church, possibly with pizza.

Reports: Kevin reported as soon as weather permits an attempt will be made to fix the leak that has been buckling paint in the office. The building has an odd configuration that makes plugging leaks difficult, he said, and what the place really needs is a new roof.

- Dorothy wanted to make sure everyone on the executive committee is on Slack, a communications app that works better than email for on-line discussions. Michelle will write up instructions on how to get the Slack app, use the Magic Link, and how to avoid putting in passwords.

- Anita ran through her 2019 budget proposal, saying we have a current balance of \$3,547. Our mandatory expenses, basically to run the office, are \$3,411. Other expenses include participating in the Boatnik parade, the county fair, and a fund-raisers. She suggested instead of a winery fundraiser, we have a private-home fund-raiser to save money, send letters asking for donations from our larger donors, and ask our core group of members to pledge \$5 or \$10 a month so we'll have a steady income.

- Dorothy stressed the need for Josephine County Democrats to come up with a strategic plan to keep us focused on our goals and passed around handouts highlighting her points. We have a list of issues we want to work on, now we need an attainable, measurable plan with a time-line to follow that can be evaluated periodically to see what's working and what isn't. A plan will be helpful in recruiting new people who want to do something about issues that matter to them or candidates they want to support. Those present agreed and set a date for a strategic planning session. Kevin said he would ask a facilitator he knows, Roger Harding, if he'd be willing to help. The need for planning will also be brought up at the general meeting in April.

- Anita reported she and Dorothy met to brainstorm ideas for increasing membership as well as holding a membership/donor drive. Both missions are to enlarge the universe of engaged people, she said. She is also working with Nancy Lindquist in Illinois Valley who has a lot of experience in marketing. Nancy told Anita to first decide what you want to accomplish, then design a campaign to accomplish it. Dorothy also suggested developing a survey aimed at canvassing former active members and encouraging them to get back into the party. Other ideas Anita and Dorothy came up with is to do a phone bank membership/donor drive, call people who come to meetings but who are not PCPs to invite them to become one, and reach out to target more people in the 16-35 age group through Facebook, the high schools and community college and finding out what turns them on politically. Michelle said one issue of concern to young people now is they don't feel like they can make a difference because of the way money influences our politics. They might be more willing to participate if we supported campaign finance laws, she said. Brian said we should investigate campaign financing and get on top of supporting reform. It was noted "training sessions" are one way some organizations pull in new members. Kevin said we need to develop a "signature" service project people will identify with Democrats. Anita pointed out people tend not to be as active during off-election years, said Anita, but we still need operational funds so we need to say something to PCPs who aren't active like – "if you

don't want to be active right now how about sending money?" We do have people willing to do phone banking she said, but we need some leadership to get it going.

Other suggestions for increasing membership were: do more networking with Indivisible, have informational training sessions about how our party works, or how local government works, check out what college internship programs can do for us, promote the vote for 16-year-olds, get a speaker on the electoral college issue (Jean said the League of Women Voters has one), reach out to non-affiliated voters to find out why they haven't chosen a party, and target them with an educational campaign informing them they can't vote in primaries unless they register for a party, and target our traditional supporters such as unions, women's groups, ethnic groups and the LGBTQ community.

- Brian reported on the May election and asked if there is anyone or any advisory measure we should support or oppose. There is only one Democrat running in a school board election. The advisory measures are mostly for the city of Grants Pass.

It was suggested that the people on the environmental committee let Gov. Brown know who would be good candidates for the JoCo Forest Fire Committee's sub-committees.

It was noted the next CD-2 meeting is in Bend March 31. Michele will be attending. Dorothy reminded everyone of the Democrats Luncheon Thursday.

The meeting adjourned at 3:10 p.m.

Possible actions arising from this meeting:

1. Compile a list of large donors and draft a fundraising letter to them
2. Draft a fundraising appeal for our general membership to donate so much per month
3. Appeal to the inactive to send money
4. Find people interested in helping with a membership/donor drive
5. Brainstorm a "make-a-difference" campaign to get n/a's to register to vote
6. Let young people know we are working on campaign finance reform and how they can help
7. Support the vote for 16-year-olds to get youth interested in Democrats
8. Organize training sessions for possible PCPs or an informational folder
9. Organize educational training sessions to attract new membership and participation
10. Figure out a service project to do that will be part of our image
11. Develop our 2019 strategic plan