



Minutes

Culpeper County Democratic Committee
Executive Committee
July monthly meeting

Date: July 10th, 2018

Location: Culpeper County Library

Prepared by: Ben Hixon

Agenda

July 10, 2018

CCDC Executive Meeting Agenda

- I. 7:00. Call to Order and Welcome from the Chair
- II. Any changes to agenda & vote to accept
- III. Secretary's Report: Vote to accept June minutes
- IV. Treasurer's report
- V. Webmaster's report
 - A. Requesting a discretionary \$50 a month for social media advertising.
- VI. 7:15 Events Report: *July 4th Parade was a rousing success, as attested by the photo which now adorns our FB page. We may have had more than 30 people, many excited about displaying their precinct banners. We also had marchers from Madison and Rappahannock counties and have been invited to assist them with their parades later. Abigail worked the crowd relentlessly, which joyfully created a gap with the float in front of us. We have flags and stickers remaining for events later in the campaign season.*
 - A. Great job on the parade, David!
 - B. BIE day. - raffle?
 - C. Madison parade: July 18th. Decorate at Wells Fargo 4pm. Lineup 5:30
- VII. 7:30 Precinct Ops report: *At the last general CCDC meeting on June 26th, Mike McClary gave a five minute presentation on the general topic of precinct operations, and exhorted members to volunteer to work as precinct captains and district chairs. He is having a follow-up meeting on July 11th at 6:00 pm at his home at 11373 Fox Hill Road. He spoke from the attached text.*
 - A. Mike can you tell us what your main goals are for tomorrow's meetings?
 - B. Ben will set up VAN accounts for all the precinct captains. How many are left to fill?
 - C. Mike wants to purchase voter histories?
 - D. Persisters (Ben) - we're going to do a canvass right after the huddle on the 14th! Questions for David: any lit left over from the Sunday CYD canvass, and did Austin organize it using printouts or did he give everyone VAN accounts and have them download their list to their phone?
- VIII. 7:45 New business
 - A. Ben encourages execs to attend the NAACP Youth Summer Jam July 21st.

- B. Meroe wants to be reimbursed the XX that she went over the approved budget for the T-shirts. She has apologized and promised that she won't do this again.
- C. 7:50 Fall fundraiser! We've formed a committee consisting of Ed and Marilyn Dunphy, Ben and Meroe, Jane and Dave Bell, and Paula Stafford. Ed and Marilyn are co-chairing the committee. The committee proposed September 16th at Willow Creek Farm, with the theme of Country Fair / Fall Festival / Outdoor Concert. Gordon Humphrey is doing the entertainment and several local bands have already committed.
 - 1. Vote to ratify committee and approve fundraiser.
 - 2. Request a preliminary discretionary budget of \$500. (Final budget will be \$1000+ and will be submitted for next exec meeting)
- D. 7:55 Pocket Constitutions. \$465 raised in two days!
 - 1. Mike volunteered to call Virginia ACLU to see if we can get a deal
 - 2. Let's put stickers on them
 - 3. Vote to approve earmarking the money for the constitutions
- E. 8:00 Venue for August meeting - David offered to schedule the BOS room again unless someone wants to find an alternate venue, e.g. the Old House Brewery
- F. 8:05 Update on Tri county unity fundraiser.
- G. 8:10 Tshirts - how much money did we collect for these? Has it all been given to Pam with the person's name? (Ben gave his \$10 to Meroe but has \$20 from Josh Houston to give to Pam). What can we do better next time?
- H. 8:15 Vacancies
 - 1. So far Rebecca Layne is the only one who has signed up.
 - 2. Ben suggests abolishing the Web Manager position if nobody comes forward. It's too much of a unicorn. (good writer + good tech + social media savvy). Split up duties about the chair and vice chairs, and if necessary appoint a Web Committee.
- I. Any other new business?
- IX. Informal discussion: Self-checkup. What are our areas where we can improve?

Call to Order. *Ben Hixon called the meeting to order at 7:05pm*

Attendance. *Officers present: Ben Hixon, Meroë Dawson, Pam Novy
Committee chairs present: Mike McClary, David Reuther
Committee chairs absent: Alicia Guy, Lis Piatt
Guests present: Rebecca Layne*

Changes to the agenda. *There were no changes to the agenda.*

Changes to and approval of the minutes. *Minutes for June meeting were approved with no changes.*

Motions. The following motions were introduced:

- **Motion 1:** *A motion to authorize up to \$50 a month for Facebook ads.
Introduced by: Ben
Passed*
- **Motion 2:** *A motion to authorize up to \$100 for a raffle prize for teachers on BIE day, with the following requirements: (A) the raffle prize should appear professional by containing quality items and by being displayed in a nice basket wrapped in cellophane or via another similarly attractive display; and (B) raffle sign-up must display the following disclaimer: "By entering the raffle you agree to let us use your information to contact you."
Introduced by: Ben
Passed*
- **Motion 3:** *A motion to reimburse Meroe for the \$63.85 she went over the \$300 budget initially authorized for the t-shirts.
Introduced by: Meroe*

Passed.

- **Motion 4:** *A motion to purchase ACLU pocket constitutions with the funds raised through the dedicated Actblue form.*

Introduced by: Ben

Passed

- **Motion 5:** *A motion to approve the fall fundraiser as described in the agenda, with the theme of “Country Fair / Fall Festival / Outdoor Concert,” at the Willow Creek Farm Retreat, to be organized by a subcommittee co-chaired by Marilyn and Ed Dunphy.*

Introduced by: Ben

Passed

- **Motion 6:** *A motion to approve an initial discretionary budget of \$500 for any fall fundraiser expenses that may occur before the next executive meeting, with a final itemized budget to be submitted by the subcommittee for voting on at next month’s executive meeting.*

Introduced by: Ben

Passed

Additional notes or announcements.

Treasurer

When cleaning the office, we found paperwork showing that the Verizon bill expires in January instead of September. We'll discuss the verizon bill again at the next general meeting and Pam will have a suggested motion written down ahead of time.

Fundraising

The fall fundraiser committee has an initial emergency discretionary budget of \$500 and Ben will ask Marilyn and Ed to to cc Pam at treasurer@culpeperdemocrats.org on all vendor purchase communications.

Precinct Ops

Precinct Ops Report submitted by Mike McClary: At the last general CCDC meeting on June 26th, Mike McClary gave a five minute presentation on the general topic of precinct operations, and exhorted members to volunteer to work as precinct captains and district chairs. He is having a follow-up meeting on July 11th at 6:00 pm at his home at 11373 Fox Hill Road. He spoke from the attached text.

Mike asked Ben to prepare a presentation on VAN at the precinct ops meeting scheduled for 7-11.

Austin Taylor kept all extra Spanberger literature from the CYD canvass, and used printed lists instead of MiniVAN. Ben stressed that when we organize ourselves, we should use MiniVAN (the phone or tablet app that hooks canvassing lists into Google Maps) because it will make our canvassing much easier.

Events

Events report submitted by David Reuther: *July 4th Parade was a rousing success, as attested by the photo which now adorns our FB page. We may have had more than 30 people, many excited about displaying their precinct banners. We also had marchers from Madison and Rappahannock counties and have been invited to assist them with their parades later. Abigail worked the crowd relentlessly, which joyfully created a gap with the float in front of us. We have flags and stickers remaining for events later in the campaign season.*

Other

David asked for \$100 to purchase paper plates and plastic utensils to be used at the Tri-County fundraiser. Ben observed that we have lots of plasticware in our storage unit. Rebecca made the sensible suggestion that someone should take an inventory of what we have there. Ben pointed out that everyone also has tons of that at home. We resolved it by deciding that in the case there wasn't enough plasticware in storage, we would send out a request for donations of plastic plates and utensils in the same email that we ask our members to donate the potluck food.

Mike McClary will contact the ACLUVA to see if we can get a discount on the pocket constitutions.

Mike volunteered to secure the venue for the August general meeting.

We concluded the meeting with a six-month self-evaluation and discussion of areas where we can improve. Ben identified the following areas as key gaps in our current capabilities:

- **Membership recruitment.** *Our recruitment pipeline is disorganized, and currently split between multiple officers (membership forms go to secretary, dues go to treasurer, online application submissions go to*

web manager, and potential members are identified by the Precinct Ops committee). We can be more rigorous and organized about getting new members: streamline the application, joining, and dues collection process. Send welcome packets to new members in the mail outlining potential committees they can join and volunteer opportunities and containing a bumper sticker and window decal. Contact old members who've let their membership lapse and ask them to rejoin. Identify high likelihood targets through VAN and send them postcards or membership applications in the mail.

- **Membership diversification.** *This is closely linked to recruitment. Our membership is not diverse and we need to be aggressive about changing that. We're just too white, plain and simple. Once we get a more streamlined recruitment process this will be easier, but it's also a matter of rigorously reaching out. We need outreach in the local churches, a dedicated NAACP rep, membership drives at NAACP and black churches. Ask prominent African American leaders for advice. Canvassing and phonebanking specifically for this goal, with metrics to track our progress.*
- **Press relations**
- **Voter registration**
- **Fundraising**

Ben proposed the creation of a new vice chair position, "Vice Chair of Membership," to have responsibility over membership recruitment and diversification, and to convert the 2nd Vice Chair into a "Vice Chair of Media Relations" or "Vice Chair of Communications" with the responsibility of writing press releases and organizing letters-to-the-editor campaigns.

Adjournment. The meeting was adjourned at **8:55pm**.

Signed: Ben Hixon, Chair