

10th Congressional District Democratic Committee - Meeting Minutes
Purcellville Library, 220 E Main St, Purcellville, VA 20132
10:00 AM on September 15, 2018

In-Person Attendees: Karen Campblin, Hector Cendejas, Bo Cherif, Kristine Condie, Jerry Foltz, Jay Frost, Ellen Heald, Kevin Kennedy, Clara Meagher, Zach Pruckowski, Joanne Spano, Kannan Srinivasan, Marie Straub, Shelley Tamres.

Attendees By Phone: Kimberly Adams, Leopoldo Martinez, Linda McCray, EJ Scott, Linda Sperling, Heidi Zollo.

Excused Absences: Matt Leslie.

Unexcused Absences: Tim Buchholz, Tom Counts, Monte Johnson, Kathleen Murphy, Koran Saines.

Guests: N/A

1. **Call to order** by the Chair **approximately 10:15 AM.**
 - a. Approval of Agenda - **MOTION, 2nd, to approve agenda - PASSED.**
 - b. Approval of Minutes from June 16, 2018, Meeting (Attachment) - **MOTION, 2nd, to approve minutes - PASSED with 1 abstension.**
2. Committee changes: Monte Johnson is stepping down as Chair of the Campaign Support/Bench sub-committee - **He is running for the 87th HOD in the Primary, and won't have time for both. Karen Campblin offered to take over the Campaign Support/Bench sub-committee. There were no other offers, so Karen is the new Chair of that sub-committee.**
3. Treasurer's Report
 - a. Fundraiser gross receipts = \$11,912 (approximately \$9,500 via ActBlue). Expenses were under \$500. Net = approximately \$11,500.
 - b. Combined Kaine/Wexton yard signs initial outlay = \$6,186.20. We have been reimbursed \$2,319.83 by LCDC and \$1,480.25 by FCDC, for a resulting outlay by 10CDDC of \$2,386.12. **Rather than asking the Local Committees who lack a Federal account to reimburse us for signs via state money, the 10CDDC will pay for them - no objections were raised to this plan.**
 - c. Current Federal account balance = \$13,097.80. There is one outstanding reimbursement check for \$273.75.
 - d. Available funds = \$12,824.05
 - e. Available funds if we give \$5K to Wexton Campaign = \$7,824.05 - **MOTION, Jerry Foltz, 2nd - Donate additional \$5K to Wexton Campaign - PASSED unanimously.**

STATUS OF ACTION ITEMS FROM LAST MEETING

4. Treasurer to order more checks.
5. A motion was passed to donate \$5,000 immediately to Wexton Campaign (**for Primary debt**), and \$5,000 later. Chair to notify local committee Chairs with Federal accounts (Fairfax, Loudoun, Prince William) they can only make independent expenditures, not money directly to campaign, unless they coordinate with us before we send the second \$5,000.
6. Chair to look up past "wish lists" for spending funds raised. **DONE.**
7. Secretary to email local committee Chairs to determine what kinds of training they would like to receive. **DONE.** Need to coordinate with 11th CD Committee. **TBD.**
8. Secretary to notify local committee Chairs of the Pat Jennings Project candidate training at GMU 7/14. **DONE.**
9. Telecons for planning 10CDDC Awards Ceremony and Fundraiser - **DONE.** Secretary to resend link to 10CDDC google sheet - **DONE.**
10. Send a fundraiser via email. **Discussed on fundraising call September 14. Details still need to be worked out.**
11. Linda Sperling to obtain an email blast platform like MailChimp for 10CDDC. May spend up to \$250. **Signed up for less than 2,000 emails account, which is free. If/when we go over 2,000 it will be \$20/month. We currently have 1,560 emails.**
12. Monte Johnson to provide training for candidates in the western portion of the district who can't make it to the 7/14 training. **SCHEDULED 9/22/2018 IN PURCELLVILLE.**
13. Jay Frost to lead creating a fundraising plan. **Ongoing.**
14. Review candidate petitions for minority names/addresses; possibly send a postcard mailing to them or to all who signed? **If we target minorities, it could be seen as a kind of racial profiling by name. Also, people will be missed if we're making assumptions about names. Manassas/Manassas Park is sending postcards to new**

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residents. Western Loudoun is doing outreach to folks who have only voted a couple times in the last decade. We should work through existing groups.

OLD BUSINESS

15. Donations to Wexton campaign - Decide how to spend what has been raised so far. Options (see Appendix below for detail descriptions):
 - a. Wexton Donation (\$5K) **Motion passed above.**
 - b. Field Organizer (\$1K/week) - **We have fewer field staff this year than previously. We don't know if we were too heavy on FO's in the past.**
 - c. Barn signs (Secretary can provide an update on barn signs thus far in Loudoun if desired) - **Wexton campaign bought 100 for the district; Kaine campaign bought an unknown number.**
 - d. General Pro-Democratic Digital - **Targeting would be handled via the consulting volunteer or organization (if we hire); video would be really expensive...not an option.**
 - e. Spanish Language Digital Program
 - f. Absentee Chase Program w/ FCDC \$2K? - **Expand Fairfax's program to cover the rest of the 10th. Less than 2K needed since Loudoun does its own. We're not going to do this.**
 - g. College Absentee Prospective program (with VAYD?) - **Send text messages to likely college students - 18 to 23 year olds. Ellen pointed out that students who register at home, then register at school, and get a ballot from home and submit it, it won't count because the most recent registration counts. We need an information campaign for college students to get them to verify their registration info online. Ads in college newsletters? Tap into existing organizations? Try to educate the parents?**
 - h. Open Message - Tool that sends text messages asking something like, what issue is most important to you, and based on the response that comes back, it sends info about how Jennifer would address that issue. Vangie's campaign used it in Primary and loved it...credit it for their Primary win.
 - i. Other Ideas??? - **Who is the Campaign failing to pay attention to that should be?**
MOTION - Shelley Tamres, 2nd Jay Frost - Hire a staffer with the bulk of the funds we have on hand, then debate what else to do based on whatever other funds we can raise in the next month. MOTION to close to debate - Shelley Tamres, 2nd - Jay Frost - PASSED. Vote on main motion - PASSED with 1 NAY. If we can start interviewing next week, we can aim for Oct 1 as the start date, with an approximate price of \$6,000. Leaves \$1,800 for other efforts, plus whatever we can raise in the next month.
Zach will report back about funds still available after working w/Wexton Campaign, DPVA, and DCCC on the hiring. Then we will consider other expenditures.
16. Training for county/city chairs - led by Local Committee Operations - **Joanne Spano is talking to Jay Frost about holding a one track session on fundraising plus outreach to younger voters.**
17. Training for potential 2019-2020 candidates - led by Campaign Support/Bench - **Next week. Per Karen Campbell, it will cover a variety of topics. One panel is Electeds who will talk about their (successful) campaigns. Everyone needs to help spread the word. Emails have been sent to Local Committee Chairs.**

NEW BUSINESS

18. 10 CDDC Second Fundraiser Event - **The last call determined that the fundraiser would be about one expenditure, but the next call this week will determine a date, location, and goal for the event, and whether the goal will be expanded to include more than one expenditure. Date depends in part on Wexton's availability, plus that of other possible VIPs. Kannan is following up on VIPs. Sully Dems are following up on wineries/breweries in the eastern part of the district.**

SUB-COMMITTEE REPORTS

19. Campaign Support/Bench
20. Communications
21. Fundraising/Finance
22. Local Committee Operations
23. Outreach

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24. Announcements -

- a. **Tuesday, 9/18 - Sen. Kaine is coming to the Herndon-Reston Indivisible meeting at 11180 Ridge Heights Rd, Reston. Doors open 5:00 PM, meeting at 6:00 PM. Contact for more info: Heidi Zollo at 703-887-3562.**
- b. **Saturday, 9/29 - WOLF Pack is hosting a fundraiser for State Senator Jennifer Wexton, Leesburg Mayor Kelly Burk, and Leesburg Town Council member Vanessa Maddox at the Lightfoot Restaurant, 11 N King St, Leesburg. Special guest performance by songstress Annie Stokes. RSVP to wolfpackloudoun@gmail.com.**
- c. **Saturday, 10/13 - DAAV Diwali (Festival of Light) event at 5:30 PM at the Ernst Community Hall in Annandale. Senator Kaine and State Senator Wexton, among others, will be there.**
- d. **The League of Women Voters is still trying to schedule a 10th CD candidate forum on 10/24. Comstock still hasn't committed. Encourage folks to pressure her.**
- e. **Kristine Condie was interviewed by CNN, supposed to air tonight on Ana Cabrera show.**

25. Next 10CDDC Meeting - TBD.

26. Adjourn - **approximately 12:30 PM.**

APPENDIX

DETAILED DESCRIPTIONS OF POSSIBLE USES OF RAISED FUNDS FOR CAMPAIGN

Wexton Donation: We discussed this at our June meeting. We've already given them \$5000, and across all political committees combined they get receive another \$5000. We previously said we wanted to donate this whole amount.

Field Organizer: Matt can speak more to this, but a Field Organizer is responsible for recruiting and managing volunteers who knock on doors & make phonecalls. The Wexton campaign has 5 or so FOs, and the Coordinated has probably another 5-6 or so. The cost here depends on how quickly we'd be able to hire someone.

Barn Signs: Barn signs (aka Road Signs) are large (4x3 to 4x8) signs displayed along roadways or on barns. Wexton and Kaine aren't doing combined barn signs, only individuals ones. At one point, I had several local Chairs on board with a combo-deal like we did for the smaller yard signs and I was going to bring it to you guys for a vote, but it fell apart when the Wexton campaign said they were buying like 100 4x8s.

General Digital: Fairly straight-forward, we run digital ads targeting some universe pulled out of VAN pushing them to vote for Kaine/Wexton. Wanting more digital ads is one of the criticisms we hear frequently about the campaign. Right now, we're only authorized for Facebook ads, there are compliance issues with Twitter I need to resolve.

Google/Youtube would also be a possibility. This is the sort of thing which scales upward indefinitely - the more money that goes in, the more folks see the ads.

Spanish Language Digital: As above but Spanish-language ad with Hispanic targeting. This would probably be primarily Facebook, since it has good "Hispanic-affinity" targeting.

Absentee Chase w/ FCDC: FCDC does an absentee chase program, and if we kicked in some bucks, there was an offer to extend that to cover the rest of the district (except Loudoun, which does their own). However it sounds like there's going to be absentee chase from the campaign and/or DPVA side, so it's possible that this would be redundant.

College Prospective Absentee: I've been interested in pursuing a program like this for a while. Basically, the idea is to reach out to 18-23 year olds and give them absentee voting information and push them to vote absentee. I'm hoping to talk to VAYD about this (I've dropped them some emails but haven't heard back), but basically I'm seeing a two-pronged process. The first prong would be mailings going to the voting address (probably a parent's house for college kids), the second prong would be "text-banking" using Hustle. I'm getting an estimate from a mail firm in terms of pricing on that first prong - it might be something we do with digital ads depending on mailer cost.

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Open Message: This is a program that does interactive graphical texting. Vangie Williams' campaign apparently thinks this is why they won their primary. I'm not really sure it's worth it at our scale and for what we're trying to do. This might be a useful volunteer recruitment tool, but its strengths might not be well-leveraged for GOTV? Here's their website, take a look: <https://openmessage.io/updates>