

10th Congressional District Democratic Committee - Meeting Minutes
6 Pidgeon Hill Drive, Sterling, VA 20165 Suite 360, 3rd Floor
10:30 AM on December 1, 2018

In-Person Attendees: Tim Buchholz, Karen Campblin, Jerry Foltz, Jay Frost, Ellen Heald, Kevin Kennedy, Matt Leslie, Leopoldo Martinez, Linda McCray, Clara Meagher, Zach Pruckowski, Koran Saines, Marie Straub, Shelley Tamres.

Attendees By Phone: Kimberly Adams, Joanne Spano, Linda Sperling, Heidi Zollo.

Excused Absences: Hector Cendejas, Bo Cherif, Kristine Condie, Monte Johnson, Kathleen Murphy, EJ Scott, Kannan Srinivasan.

Unexcused Absences: N/A

Guests: Pam Kennedy, Tripp Frank.

Summary of Actions:

MOTIONS to approve agenda and prior meeting minutes seconded and passed.

MOTION to donate \$1,000 to the Boysko Campaign seconded and passed.

MOTION to donate \$500 towards the Winchester City Council, Ward 4, recount seconded and passed.

MOTION to adjourn seconded and passed.

Summary of Action Items (AI):

1. **Zach will advertise the opening for someone in PW County, District 10, to fill. He will follow up with the PW County Chair and find a meeting place in that area for a January 10CDDC meeting.**
2. **Matt will ask Jennifer Wexton if she's willing to advertise the 10CDDC opening to their campaign volunteers in PW 10 via email.**
3. **ALL - If you want to serve on a different sub-committee, email Zach prior to the next meeting.**

MINUTES (bold text added to agenda):

1. **Call to order** by the Chair
 - a. Approval of Agenda - **MOTION, 2nd, PASSED.**
 - b. Approval of Minutes from September 15, 2018, Meeting (Attachment) - **MOTION, 2nd, PASSED.**
 - c. **Zach introduced Tripp Frank, Campaign Manager for Jennifer Boysko.**
2. Committee changes
 - a. Tom Counts has resigned from the Committee. Need a replacement male from PW County.
 - b. Tom was our DPVA Rules/Resolutions Rep. Will need a replacement for that, too. **Replacement will be sought following the replacement of the PW County person.**
3. Treasurer's Report - **Matt pointed out that our expenditures for a staffer allowed the Wexton Campaign to run a texting program. Part of that texting was an absentee chase program, and absentee votes were the difference between winning and losing PW County. 10CDDC was able to max out their donations (\$10K) to the Wexton Campaign. One of the benefits of winning is that the Wexton Campaign and all their data will be an ongoing concern. A lengthy discussion followed about campaign data availability and scores. To summarize, it is up to the Wexton Campaign as to whether to share detailed data, which is highly unlikely. But they will have this data for their next campaign and won't have to start from scratch. However, when voters respond to canvassers and phone bankers that they support Wexton, that data becomes available to DPVA and affects the computation of scores. So the Local Committees access some of the data indirectly.**



Treasurers Report
20181201.docx

OLD BUSINESS

4. Training for county/city chairs - led by Local Committee Operations - **Joanne submitted a plan to Zach, Matt, and Jay based on the expressed wish by one of the Local Committee Chairs for training in fundraising. She's picturing an all day workshop on a Saturday, maybe in March.**

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5. Status of fundraising plan -

NEW BUSINESS

6. Determine process to fill the PW County vacancy on our Committee - **Generally, we seek a replacement from the same local committee, although this isn't required. But in this case we only have one representative from PW County, so everyone felt we should find a PW County replacement. AI - Zach will advertise the opening, talk to the PW County Chair, and look for a meeting space in PW 10 area for our next meeting. AI - Matt will ask Jennifer Wexton if they will advertise the opening to their campaign volunteers in PW 10 via email.**
7. Lessons Learned from 2018's VERY SUCCESSFUL elections - **Spanish language Facebook ad received more hits than the English language one to the same audience. Our CD10 had the 3rd highest turnout percentage among all CDs in the country. Turnout was higher than 2017 and approached presidential levels. Jay wants to know what things contribute the most to turnout, so we know what to spend money on. Matt pointed out that TV ads are the gold standard if you can afford them, then there is mail, online ads, and radio ads. Plus there is the Field program. The Analyst Institute ("Collaborates with progressive organizations and campaigns around the country to measure and increase the impact of their programs" - <https://analystinstitute.org/>) does the kind of research that campaigns cannot, and that research can be used for decision making. We're always going to have to make spending decisions on a case by case basis, depending on the race and what the campaign is doing. Per Matt, this committee did everything the Wexton Campaign could have wanted. We should provide tips on fundraising to the other CD committees in Virginia. Matt said that hiring the staffer and funding Spanish language Facebook ads really made a difference. If enough can be raised to also do a mail program, that would be even better. Joanne pointed out that a lot of Wexton supporters were not traditional Democratic voters, and we need to find a way to keep them engaged.**
8. Planning for 2019
 - a. **Upcoming Special Election for SD33. Tripp Frank said they're doing an absentee program, and he's working with Katie at DPVA about getting the VAN updated with 2019 data to support this. They're pushing absentee as much as possible in case of another snowmageddon on Jan 8.**
 - b. **If we win SD33, there may be a Special Election for HD86.**
 - c. **Karen Campblin (who backfilled for EJ after she obtained a seat as Chair of the DPVA Black Caucus), Hector Cendejas, Kathleen Murphy, and Koran Saines are in two year seats on our Committee, and we will need to fill these positions again in May. The Local Committees nominate recommended additions, and we vote on the recommendations from the Locals. We need to send out a call for these positions in plenty of time (around February/March) because of meeting schedules.**
 - d. **General Assembly and local elections in November. Need a lot of nominating committees across the District.**
 - e. **At the end of the year, it's Reorg again, which we help to oversee.**
 - f. **In 2020 we will be responsible for holding a CD Convention to elect some of the presidential delegates. And the Local Committees will possibly need to run competitive caucuses to elect the delegates to the CD and State Conventions if there are multiple viable candidates still running at that point. We'll need to figure out how to fund our Convention, and possibly assist the Locals with funding their caucuses. Tripp said that in Nevada, traditional Dem groups like unions, plus electeds, tended to help sponsor/fund conventions. There are optics and conflict-of-interest concerns with sponsorships.**
9. Possible donations to Winchester Ward-4 recount and/or to special elections (SD33, HD86)
 - a. **MOTION - Koran Saines, 2nd - Jay Frost - Match the \$1,000 contribution to the Boysko Campaign that the 11CDDC is making. Discussion: Per Tripp, he needs to fund their mail, digital, texting, and absentee voting programs. He needs to raise \$40,000 in the next 4 weeks, because they can't legally raise money during the GA Session which begins the day after the Special Election. MOTION PASSED.**
 - b. **There is a meeting on Monday to determine if the Winchester Ward-4 recount is happening. What are the expenses for the Recount? Legal consultation. If the case is thrown out, it will cost Judy McKiernan a few thousand. If there is a recount, it could cost \$5-10K. Ellen Heald questioned these numbers and thinks it should be more like \$4K. Zach gave us the really large amounts that were spent on recent recounts in the House of Delegates races. \$4K might be correct given we're talking about 3 precincts (2 precincts plus absentees), but it's uncertain. MOTION - Jerry Foltz, 2nd, Tim Buchholz - Donate \$500 for the recount, PASSED.**

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c. **We will handle the HD86 race via email if it happens.**

10. Reshuffle Subcommittees? **AI - If you want to serve on a different sub-committee, email Zach prior to the next meeting. Our sub committees are listed below.**

SUB-COMMITTEE REPORTS

11. Campaign Support/Bench **Shelley asked where we're at with recruiting for 2019. Per Zach, we only have a small number of seats where no one has expressed an interest. We're in much better shape at this point than in 2015.**
12. Communications
13. Fundraising/Finance - **Jay recognized Zach for his generous contributions to 10CDDC in addition to all the work he does.**
14. Local Committee Operations - **We need more people on the Local Committee Operations sub-committee...we're down to 3.**
15. Outreach
16. Announcements
- a. The 4th quarter DPVA meeting is in Richmond on the 7th; link to info:
https://docs.google.com/document/d/19QbQTUqnpGJxaQygm5wKrwG9jm_Ce9H4zL5tihO_ESA/edit **The Women's Caucus Breakfast is before the meeting; discuss via email whether to attend and sit together.**
17. Next 10CDDC Meeting - **To be held in PW County; Zach will determine a January date in consultation with the PW Chair.**
18. Adjourn - **MOTION, 2nd, PASSED.**