



**10th Congressional District Democratic Committee - Meeting Minutes  
Central Library, 8601 Mathis Ave, Manassas, VA 20110  
10:30 AM on November 16, 2019**

**In-Person Attendees:** Karen Campblin, Bo Cherif, Jerry Foltz, Jay Frost, Monte Johnson, Mansimran Kahlon, Kevin Kennedy, Matt Leslie, Clara Meagher, Zach Pruckowski, Koran Saines, Lissa Savaglio, EJ Scott, Joanne Spano, Marie Straub, Shelley Tamres, Heidi Zollo.

**Attendees by Phone:** Kimberly Adams, Kristine Condie, Linda Sperling, Kannan Srinivasan.

**Excused Absences:** Lee Carter, Ellen Heald.

**Unexcused Absences:** none.

**Guests:** Sri Amudhanar, Amy Bauer, Erin Barber, Keith Barber, Kenny Boddye, Tammy Cummins, Jim McBride, Chris Tandy; **1<sup>st</sup> part of meeting:** Randy Moore, Lainie Singerman.

1. **Call to order** by the Chair (Quorum = 11 since we're down 2 members) – **10:31 AM.**
  - a. Approval of Agenda – **Moved, 2<sup>nd</sup>, PASSED.**
  - b. Approval of Minutes from September 14, 2019, Meeting - **Moved, 2<sup>nd</sup>, PASSED.**
2. Treasurer's Report – **Federal account balance = \$9,965.90. State account balance = \$375.08.**
3. Committee changes – Linda McCray has stepped down from the 10CDDC, so with Tim Buchholz having stepped down previously, we will fill two positions.

**VOTE ON REPLACEMENT MEMBERS** – Requires a majority winner. Will vote first on using Repeated Balloting, Ranked Choice Voting, or Multiple Rounds of voting with the loser of each round being eliminated from the next round. - **Ranked Choice Voting was selected for the voting method.**

4. Male Member – Applicants:
  - a. Sri Amudhanar
  - b. Randy Moore - WINNER**
  - c. Michael T. Ruley
  - d. Chris Tandy
5. Female Member – Applicants:
  - a. Rey Banks
  - b. Tamberly Cummins
  - c. Mary L. Johnson
  - d. Laura Munro
  - e. Deborah D. Piland
  - f. Lainie Singerman - WINNER**
  - g. Jeronica Ngoc Tran

**After the winners were announced, they were seated with the Committee. The Chair thanked the other applicants for their time and interest.**

#### **OLD BUSINESS**

6. Status of training for county/city chairs – Shelley/Lissa – **Missed the pre-Reorg training, so putting together a slide show of high level info for potential officer candidates. Need to start planning a post-Reorg training.**
7. Post-mortem on 2019 activities – **Thanks were given to all of our members who ran for office in 2019. Encouragement was given to those who lost their races...it was pointed out that many of our current electeds lost the first one or two of their races and then won the second or third time around.**
  - a. Annual Herring and Hovis Award Event. – **Lower attendance than 2018, but there were a LOT of competing events. Earned some revenue – exact amount TBD. Need to create a 2020 fundraising plan and involve surrounding counties to coordinate so events aren't in conflict. Fundraisers are not just about the money, but about getting people involved. Need to start planning asap and not**



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leave it till the last minute. Create a 10CDDC calendar as a resource for campaigns. Suggestion: hold NOVA Chairs meetings/telecons to coordinate and share ideas and best practices.

- b. Candidate Forum held in Winchester. – Good event. Raised visibility in a very red area. Mavis only lost Berryville by 1 vote. Republicans Dave LaRock and Jill Vogel ran as moderates, which isn't true, but helped them to win. Communications about the forum were effective and brought out brand new people to attend the forum.
  - c. Facebook ads – See Appendix B for the ad metrics. We had a total of 79,851 impressions. 21,482 people saw the first ad set (Thursday-Sunday), 12,157 saw the Monday ad, and 12,536 saw the Tuesday ad. 24 ads were run – different messages for different days and different lists of candidates – time consuming to set up. Didn't get a lot of click-throughs, but a lot of folks saw the ads so they would be aware of the election. It wasn't the point, but this campaign also picked up 52 likes (an increase of 3.7%) thanks to Amy and Zach pushing folks who liked the ad to like our Facebook Page.
8. 2020 Convention process – Shelley – Looking at Broad Run HS for venue. **Need to create an affidavit for Zach to sign to get us set up as a nonprofit in the Loudoun County Public Schools facility rental system. Then put in a reservation for Broad Run HS for May 9 or 16.**
  9. 2020 Women's Summit – Lissa – June 19-21 at Hilton in Tysons Corner. Theme = When We Vote We Win.
  10. Website updates
    - a. SSL Certificate status – Purchased and installed.
    - b. Email forwarding addresses set up **on GoDaddy** and added to list of members on the website. - **Follow up on Karen Campblin's and others' email aliases...some don't seem to be working. Randy will send test messages to sort out the issues. Shelley said to check spam folders for emails the past week from the candidates for the open seats on our committee and also add @10thvademo.org to your contact list/address book.**
  11. Reorgs – Be prepared to attend Reorgs of other jurisdictions. Schedule has been added to the 10CDDC google sheet on the Reorg Coverage tab. Ideally we should have two observers from another jurisdiction at each Reorg. – **Shelley to set up a Sign-up Genius as soon as we have all the dates/times/locations.**
  12. 2020 Nominating Process – See Appendix A below with descriptions of the four nominating methods. – **MOTION – Koran Saines, 2<sup>nd</sup> – Randy Moore, Select a State Run Primary as the nominating method – PASSED unanimously. Matt Leslie remarked that we're proud of our incumbent and not afraid to expose her to a primary challenge, something Republicans wouldn't do.**

## **NEW BUSINESS**

13. Planning for 2020
  - a. Calendar – **Internal calendar for planning purposes. Randy Moore volunteered to work on it. He is going to research if we can merge calendars from the local committee websites. Jay Frost suggested that each sub-committee work up their own calendar and merge them.**
  - b. Trainings – **New Chairs training. Potential candidate trainings for May and November Town elections. The larger towns are in November. Target those for a candidate training. If we find candidates for May for the smaller towns, mentor them on a 1-on-1 basis.**
14. Candidate recruitment for May Town Council races + Leesburg in November
15. Bylaws changes
  - a. Do we want to change the quorum for our meetings from 40% to 30%? When the ex officio members are included, 40% requires 12 members present to do business; 30% would require 9 members.
  - b. Should we be including something in the Bylaws to specifically allow voting methods other than repeated balloting? – **Shelley will research further.**

## **SUB-COMMITTEE REPORTS**

16. Campaign Support/Bench (Karen – Chair; Lee, Monte, Leopoldo, Koran) – **Karen is working on scheduling a sub-committee meeting.**
17. Communications (Bo and Linda – Co-Chairs; Jay, Marie, Shelley, Randy) – **Amy Bauer was praised for dealing with Facebook trolls on our ads (team effort between Linda, Amy, and Randy).**



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18. Fundraising/Finance (Jay – Chair; Kimberly, Kristine, Ellen, Matt, Clara, Kannan, Heidi)
19. Local Committee Operations (Shelley and Lissa - Co-Chairs; Kimberly, Karen, Jerry, Ellen, Kevin, Koran, Joanne)
20. Outreach (Heidi – Chair; Koran, EJ, Kannan) – **Working on determining objectives for the sub-committee. Want to bring in more volunteers and help them sort out where to be helpful.**
21. Announcements
  - a. **EJ thanked all who came to the Juneteenth luncheon - the profits allowed the Black Caucus to contribute to every African American 2019 candidate.**
  - b. **Matt will soon be less available for Committee business for awhile since he and his wife are expecting their first child Dec 14.**
  - c. **4<sup>th</sup> qtr DPVA Central Committee Meeting is December 7<sup>th</sup> in Richmond.**
22. Next 10CDDC Meeting – **Late January following reorgs.**
23. Adjourn **12:46 PM to Yorkshire Restaurant, 7537 Centreville Rd, City of Manassas, VA 20111.**

**Submitted by Shelley Tamres, Secretary, 10CDDC**



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**APPENDIX A – NOMINATING METHODS**

It's going to be our job to determine how the Democratic candidate for VA10 gets nominated.

We don't get to pick the candidate, we just determine how the voters pick the candidate. No matter which option we pick, all candidates will have an opportunity to participate.

Here are the options for the Nominating Method, according to the DPVA Party Plan:

**1. Assembled Caucus**

Description: An Assembled Caucus is also called a "Mass Meeting" - Dem voters show up at a meeting, the candidates speak, and then the meeting attendees vote.

Pros: Every candidate has an opportunity to make their case to all the voters, it's easy to explain. Can hold it in May

Cons: It scales poorly. For like a city council race you get a few dozen folks, but for a Congressional race you get a few THOUSAND folks. It also requires folks to drive - people at the edge of the district would have to drive 2 hours to vote. Fewest number of participants

Recent Examples: 2015 Fairfax Sheriff's race.

**2. Unassembled Caucus**

Description: An Unassembled Caucus is also called a "Firehouse Primary" - it's a primary, except run by the party instead of the state. We would pick 7-10 locations on a Saturday for most of the day where folks can come and cast their ballot and then go home.

Pros: Can hold it in May, can get good voter participation, relatively straightforward

Cons: This requires a lot of leg-work on our end and by the local parties. We have to run the locations with our volunteers.

Recent Examples: HD87 in 2019, SD33 in 2018.

**3. Convention**

Description: We all just got elected by one of these, so we should be relatively familiar.

Delegates are elected by locality (at caucuses if necessary) and then they meet to vote on the nomination.

Pros: Conventions are generally cheaper for the campaigns to compete because you can't really go on TV, can be held in May.

Cons: Conventions are very complicated to explain to folks and have lower participation. A heavily contested convention (as this would be) is also more work than even unassembled caucuses.

Recent Example: 10th CD Reorg 2017, 2016 Democratic National Convention.

**4. State-run Primary**

Description: It's a state run primary. It's held in mid-June instead of May.

Pros: Greatest participation, least amount of work for us

Cons: Most expensive for candidates, held later than the other methods, we cede all control

Recent Examples: 2018 CD10, 2017 Democratic Governor's primary, 2016 Presidential Primary.



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**APPENDIX B**

Ad Set Name	Ad Set Delivery	Bid Type	Ad Set Budget	Ad Set Budget Type	Link Clicks	Reach	Impressions	Cost per Link Click	Amount Spent (USD)	Frequency	Unique Link Clicks
Clarke GOTV	completed	ABSOLUTE_OCPM	15	Lifetime	4	503	962	3.75	15	1.912525	4
Fairfax GOTV	completed	ABSOLUTE_OCPM	280	Lifetime	265	5344	12921	1.056604	280	2.417852	229
Frederick GOTV	completed	ABSOLUTE_OCPM	55	Lifetime	48	1878	3328	1.145833	55	1.772098	43
Loudoun GOTV	completed	ABSOLUTE_OCPM	490	Lifetime	366	9578	22268	1.338798	490	2.324911	327
Manassas	completed	ABSOLUTE_OCPM	35	Lifetime	26	715	1607	1.346154	35	2.247552	26
Manassas Park GOTV	completed	ABSOLUTE_OCPM	15	Lifetime	6	513	933	2.5	15	1.818713	5
Prince William GOTV	completed	ABSOLUTE_OCPM	75	Lifetime	50	2018	3824	1.5	75	1.894945	47
Winchester GOTV	completed	ABSOLUTE_OCPM	25	Lifetime	31	933	1557	0.806452	25	1.66881	31
Winchester GOTV - Monday	completed	ABSOLUTE_OCPM	15	Lifetime	66	573	746	0.227273	15	1.30192	62
Prince William GOTV - Monday	completed	ABSOLUTE_OCPM	40	Lifetime	52	979	1231	0.769231	40	1.257406	49
Clarke GOTV - Monday	completed	ABSOLUTE_OCPM	10	Lifetime	31	288	385	0.322581	10	1.336806	30
Manassas Park GOTV - Monday	completed	ABSOLUTE_OCPM	10	Lifetime	13	377	488	0.769231	10	1.29443	13
Manassas GOTV - Monday	completed	ABSOLUTE_OCPM	20	Lifetime	32	571	733	0.625	20	1.283713	32
Loudoun GOTV - Monday	completed	ABSOLUTE_OCPM	245	Lifetime	325	5372	7305	0.753846	245	1.359829	304
Frederick GOTV - Monday	completed	ABSOLUTE_OCPM	30	Lifetime	80	824	1099	0.375	30	1.333738	73
Fairfax GOTV - Monday	completed	ABSOLUTE_OCPM	135	Lifetime	248	3173	4322	0.544355	135	1.362118	232
Fairfax GOTV - Tuesday	completed	ABSOLUTE_OCPM	135	Lifetime	133	3246	4261	1.015038	135	1.312693	130
Loudoun GOTV - Tuesday	completed	ABSOLUTE_OCPM	245	Lifetime	203	5572	7255	1.206897	245	1.302046	196
Frederick GOTV - Tuesday	completed	ABSOLUTE_OCPM	30	Lifetime	39	906	1131	0.769231	30	1.248344	38
Manassas GOTV - Tuesday	completed	ABSOLUTE_OCPM	20	Lifetime	22	586	727	0.909091	20	1.240614	22
Manassas Park GOTV - Tuesday	completed	ABSOLUTE_OCPM	10	Lifetime	7	372	446	1.428571	10	1.198925	7
Clarke GOTV - Tuesday	completed	ABSOLUTE_OCPM	10	Lifetime	11	293	373	0.909091	10	1.273038	10
Prince William GOTV - Tuesday	completed	ABSOLUTE_OCPM	40	Lifetime	31	1025	1266	1.290323	40	1.235122	30
Winchester GOTV - Tuesday	completed	ABSOLUTE_OCPM	15	Lifetime	25	536	683	0.6	15	1.274254	25