

RUTLAND COUNTY DEMOCRATIC EXECUTIVE COMMITTEE
MINUTES SEPTEMBER 7, 2018

The Rutland County Democratic Executive Committee Meeting was called to order at 6:30 p.m. by Julian, at Ann Clark, Ltd. Attendees: Julian Fenn, Scott Garren, Kathy Hall, Eugenia Cooke, Cedelle Sirjane, Liz Filskov, Mary Mellow and Heather Juliussen-Stevenson.

The Executive Committee Meeting Minutes from 3Aug2018, 15Aug2018 and 1Sep2018 were approved.

The Committee discussed boosting candidates on the Democratic County Website and Facebook.

Updates to the Town Committee on the Democratic County Website are pending updates to the Vermont Democratic Party (VDP) Website. However, Heather and Cedelle have made good progress updating the rest of the site. Heather is seeking content for Facebook: pictures of candidates, letters to the editor, and statements from constituents explaining their decision to become active as a Democrat. Liz to request the latter from Town Chairs.

The Committee discussed hiring an intern for 10-15 hours/week to work on social media (including texting) and volunteer recruitment for the campaign season. Heather to send Julian Rich Clark's email address; Julian to follow-up with Rich about identifying a candidate for the internship.

The VDP is seeking space in Rutland County for a Bennington-Rutland organizer. The VDP confirmed that we can use this space for local Rutland County organizing. The Committee discussed potential space. Scott to follow-up about space by *The Opera House*. Mary to follow-up about the space that used to belong to Same Sun.

The Committee discussed the campaign strategy. Goals include identifying individuals to focus on recruiting volunteers for canvassing and getting out the youth vote.

- The Committee is not interested in phonebanking (except, perhaps, last minute get-out-the-vote).
- Textbanking is a viable option for reaching a younger demographic. There aren't very many cell phones in the Voter File, which undermines the value of textbanking. The VDP is offering a texting service through VAN.
- Voters Circle is a free app that facilitates email communication between volunteers and their friends about voting. Voter Circle allows users to personalize emails.
- The VDP is using "Team," which has the drawback of limiting the text of communications to a single statewide message.

The revised VDP Platform will be posted on the Rutland County Democratic Website and emailed to candidates upon finalization. Volunteers will be encouraged to recommend early voting and to talk about the platform and to emphasize Democratic values, rather than dwelling on animosity towards Trump.

The list of voters who have already utilized early voting should be available via the Town Clerk. We should use these lists to weed out voters who shouldn't be contacted. Early voting begins September 22nd.

The Committee discussed the September 17th Coordinated Campaign Kickoff meeting. Candidates will be given an opportunity to socialize with constituents and volunteers prior to the official meeting. A table will be set-up by the sign-in for registering campaign volunteers. Liz can sit at the sign-in table following her arrival at the meeting.

- Heather to send Julian the email addresses for the candidates. Julian to contact the candidates to encourage attendance with their teams.
- Julian to review draft letters to the editor handouts and to follow-up with Heather regarding revisions.
- Julian to share the draft agenda with the Committee before finalization.

- Liz to contact Town Chairs asking them to contact their Town Committees to encourage attendance.
- Julian to bring a microphone to the meeting.
- The meeting will include a moment of silence for Susan Lloyd and Barbara Hoffman; Heather to post a remembrance on social media following the meeting.

Julian to follow-up with Gordon Dritschilo regarding an article on campaign finance.

The Committee discussed sending a mailer for candidates.

The Committee discussed adding a Grassroots Liaison to the Executive Committee.

The Committee discussed youth outreach and the possibility of finding student groups to sponsor get-out-the-vote tables at lunch.

Meeting adjourned at 8:05 p.m.

Respectfully submitted,

Heather Juliussen-Stevenson, Recording Secretary