

Rutland County Democrats Executive Committee
Rutland Free Library – Small Conference Room
March 9, 2020

Present: Heather Juliussen-Stevenson, Eugenia Cooke, Carol Wright

Meeting called to order by Heather at 5:57 pm.

1. Review of meeting minutes from January 13, 2020. The minutes have been amended to include Eugenia's two assignments under Town Reorganization (Proctor and Mount Holly). Motion made and seconded to approve amended minutes. Motion carried.
2. Workload – Heather discussed the workload as Chair of the committee. Liz has agreed to lead the Rutland County Democrat meetings.
 - a. Finding candidates – Kathy and Liz are doing all of this.
 - b. Meeting attendance – Heather has been using Facebook, email, and texting over 300 people by hand to encourage attendance, plus calling chairs. She isn't able to continue.
 - c. Heather asked for help coming up with ideas for social media posts to boost attendance at events and to encourage action on legislation important to the Democratic leadership. She has spoken with Allie Breyer who might be interested in coming on as Corresponding Secretary.
 - d. Liz & Mary have volunteered to help.
3. April County Meeting Agenda – 2nd Monday of April, Fox Room. Composting Workshop is on the agenda. No legislators or candidates have confirmed. Discussion of inviting Carol Tashie and Erica Wallstrom to the meeting to discuss their recent experience campaigning for local candidates. Eugenia will contact Carol and Carol Wright will contact Erica. We are interested in what went well for them and what they have learned from their experience. Jim Condos hasn't replied, has been invited to April meeting.
4. June meeting Agenda — Liz has asked if we can cancel or shorten due to R & D gubernatorial forum. Discussion. We will limit our meeting to 30 min. followed by the gubernatorial forum. Heather will notify Liz.
5. Fundraising campaign – Discussion of delaying until June since we're about to start the Women Brunch campaign. We can include a letter with the Women's Brunch invitation. Eugenia has done some work on the letter. We'll have lots of photos and a few words. We can mail to the people who sent checks last time. Kathy will follow up about the blurb. Kathy is out of town right now. Eugenia will check in with Kathy about this. Heather has the logo for the letter.
6. Women Making a Difference Brunch – Eugenia made a deposit with the Country Club. Eugenia will email Kathy and double check the number of seats that need to be reserved with

the County Club. Last year we had 130. Heather had some additional questions for Kathy that she asked Eugenia to check.

- a. Heather, Mary and Liz are working on obtaining the photos and bios.
- b. Liz has volunteered to do the flyer.
- c. Kathy will determine ticket price. Scott will make a separate link on Act Blue for sponsorships and tickets.
- d. Flowers from Twitters – Heather will get more details from Kathy and then email the entire group. We need to know how many tables we'll have to place the order.
- e. Last year we had David Zuckerman and some local representatives. Heather would like to focus on local participation, since others may be busy campaigning.
- f. Social media campaign – Heather asked for ideas, including sketches for Facebook memes. She will cc us with the Facebook posts. She asks us to please share, even if we change the settings so that only certain people can see the post.
- g. Sponsorships – Young people need scholarships to attend the event. Discussion of advertising for our sponsors and different levels of sponsorship, such as \$50, \$100, \$150, \$200. Heather can put together the program which would list the sponsors. If Scott can create a separate link for this, that would help
- h. Calling people to sell tickets – After Eugenia sends Heather the Master List, Heather will create a new file solely for brunch ticket sales, copy the information about who purchased brunch tickets last year to the main page, and create columns 1) to indicate which of us is calling the party to try to sell tickets and 2) to indicate whether the person purchased tickets, declined or said that they were undecided. She will share the link with the Executive Committee. Then everyone will go to the file and write their name next to the people they're calling. They'll update the file as they sell tickets.
- i. What phone number should be put down for RSVPs on the flyer, email and Facebook campaign? – Carol volunteered.

Meeting adjourned at 7:55 pm.

Respectfully submitted,
Carol Wright,
Recording Secretary