

Rutland County Democrats Executive Committee
Zoom Meeting
July 13, 2020, 6:02 pm

Present: Heather Juliussen-Stevenson, Eugenia Cooke, Carol Wright, Scott Garren, Liz Filskov, Kathy Hall, Mary Droege

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

1. Secretary's Report - Minutes from March 9, 2020 weren't sent with meeting notice. The minutes were emailed to the Executive Committee on 3/12/20. All agreed to delay approval of March minutes until next meeting (September). No objections.
2. Treasurer's Report - Scott is impressed by the fundraising response. He feels this reflects good energy and enthusiasm for Democrats to win. He thanked us for the outstanding work. There is \$11,699.00 in bank. Scott will propose a budget. He also asked for any ideas on county expenditures. We always want to have \$2,000 in the bank. We will wait until the primaries are over before giving out funds to candidates.
3. GOTV mailer - The last two to three weeks prior to the election are usually the GOTV phase. Scott said that research shows that a GOTV mailer works well if it's nonpartisan, not mentioning candidates. In the past, we've sent GOTV mailers to Democratic-leaning, non-consistent voters. Scott will look into the cost of a mailer and look for a past GOTV mailer we've used. A marketing company printed and mailed the form letter, so the mailing was cheaper. Kathy asked whether we need to get people registered to vote and whether we could do mailers for some of the closer races.
4. VAN access – Candidates need to purchase access. During the primary only incumbents get access unless the VDP leadership decides otherwise. After the primary, we can help candidates use VAN, make inquiries, etc.
5. Liz discussed RAD's weekly GOTV efforts ahead of the primary for endorsed candidates.
6. Heather asked for us to send her our ideas for new ways to ask people to volunteer, without doing the same ask twice. Heather sent an email this morning encouraging writing letters to the editor and phone banking with RAD. This is through Mad Mimi and includes out master list and is augmented by people who sign up at the website. We will do a targeted email for candidates after the primary to people in their districts. Emails could also include ideas on all the ways to get involved.
7. Mary discussed GOTV letters from *Vote Forward* that Castleton Indivisible has been doing. It's very powerful when people share "Why I vote" quotes. This might provide good fodder for publicity.
8. County Meeting – The next meeting will be Monday, 8/10 on Zoom. Liz suggested a pre-primary party – a GOTV party. We'll toast our candidates. Suggestion to record the meeting. There was positive feedback on the county meeting with all the candidates. We'll have reports and new business. Candidates will be invited. Please send Heather any theme/agenda items for our party meeting.

9. Other –

- a. Discussion of yard signs—Eugenia has a few in her garage. Kathy has a couple of signs for Cheryl Hooker and she's getting them out to Chittenden people. Kathy suggests getting cookie cutters to our larger donors.
- b. Liz asked for help with phone calls for Cheryl hooker. She has a lengthy list. These are RAD endorsed pre-primary calls.
- c. Kathy suggests that we make a list of some of the large donors and people we don't see often and maybe call them in the future for events such as the Harvest Dinner.

Meeting adjourned at 7:20. Next meeting, Monday, August 10, 6:30 p.m., Zoom.

Respectfully submitted,
Carol Wright
Recording Secretary