

Caucus Outreach Volunteer Meeting
November 7, 2007
High Point Library, High Point Community Center

In Attendance:

Dave Kammas, Jackie Dupras, Jeff Upthegrove, Kristin Mitchell, Les Treall, Mitch Feller, Olivia Robinson, Sharon Henderson, Stephen Dagadakis, Steve Butts, Tim Nuse, Walter Hanson

Commencement

Les Treall called the meeting to order at 7:00 PM.

Intro (Les Treall)

The Caucus Outreach Committee will serve two purposes. First, it will work on ensuring that precinct caucus attendance exceeds the 5,200 person goal set by State Chair Pelz. Second, the caucuses will help serve as a foundation for expanding the 34th District Democrat's grassroots network.

Overview (Tim Nuse)

To meet the precinct caucus attendance goal, approximately 800 more people must attend than did at the previous caucus. This committee will evaluate the caucus process in an effort to increase outreach and involvement. This includes recruiting new members and PCOs. Jackie Dupras reported there are currently 167 PCOs (includes acting PCOs). One goal could be to fill the remaining precincts.

Individual Introductions

People in attendance introduced themselves and explained their motivation for attending.

Brainstorming

The meeting broke out into an open-ended brainstorming session, during which attendees made suggestions for the caucus process. Les Treall wrote down these suggestions on a list that would later also include timeframes for each suggestion.

Suggestions for motivating potential caucus-goers included establishing face-to-face contact (preferably door-to-door), emailing, drawing people in via their interest in a particular candidate, empathizing the need for action, etc.

There were many suggestions for getting the word out, which included: attending the West Seattle Farmers' Market, distributing placards to place at coffee shop counters and flyers for the bulletin boards, advertising and publishing editorials in newspapers, creating and distributing signs, getting blogs to write relevant posts, creating a MySpace page or website, discussing the caucus with people on ferries, distributing translated copies of literature, holding signs in high-traffic areas (e.g., over the Delridge pedestrian bridge and the entrance to the West Seattle bridge, mailings to precincts without PCOs, getting people to add signatures to their emails and blog posts, a bring a buddy program, talking to neighbors (Jackie Dupras suggested this might be done in adjunct to traditional PCO activities), getting announcements in local churches, music concert style posters,

getting on the agendas of other organizations (including community councils), going to the grocery store before the Superbowl (Trader Joe's and Thriftway preferred), and distributing literature at Park and Rides.

Several specific groups were also suggested for their promise in assisting the caucus process. These groups include: students and teachers of ESL classes, students and teachers in general, students in civics classes (high school & university/college), ham radio groups, students in college Democrats clubs who live in the 34th, and church / religious groups.

In addition, it was mentioned we should get people registered to vote in advance, have a survey for people to fill out with their political interests, investigate the possibility of providing child-care services (including potentially getting a local day-care to volunteer services), and establishing tracking metrics to measure the efficiency of various outreach initiatives to improve future efficiency.

At 8:00 PM, the meeting went into recess to facilitate the meeting's relocation to the High Point Community Center due to the library closing at 8:00.

The meeting re-adjourned at about 8:15 at the High Point Community Center.

Timeline

The committee then went down the list of suggestions and chose which month(s) during which each activity should be performed. The recommendations are as follows:

Ongoing Activities

Get voter registration forms
Distribute "save-the-date" cards
Community events
Signature reminder
Get involved with other organizations and councils
Letters to editors
Ferries

November

Ferries (save the date)

December

Save the date email

January

Face to face contact
Phone calls
Save the date email

February

Newspapers

END – February 9th

Task Delegation

People in attendance volunteered for the activities brainstormed earlier.

Sharon Henderson volunteered to talk to high school students.

Kristin Mitchell volunteered to help work on a site that aggregates local events, so that we will be able to keep track of possible events to promote the caucus.

Operational by November 18.

Dave Kammas and Tim Nuse volunteered to get on the Alki Community Council agenda, write letters to the editor, and help doorbell.

Dave will begin submitting letters to the editor at the West Seattle Herald.

Tim Nuse volunteered to talk to Sustainable West Seattle.

Stephen Dagadakis volunteered to assist with the electronic distribution of materials related to caucuses.

Olivia Robinson will support electronic distribution efforts.

Jeff Upthegrove volunteered to help with literature and flyer creation
Walter Hanson also volunteered to help create literature and flyer.

Jackie leads the mailings and PCO involvement.

Next Meeting

The committee decided to hold the next meeting on Monday, December 10, 2007 from 6:00 PM to 8:00 PM at the High Point Public Library. Tim Nuse noted that he will be out of town from December 14 to January 5.

Adjournment

Les adjourned the meeting at approximately 9:00 PM.