



## 26th District General Meeting Minutes (2/4/21)

### Call to Order

~Meeting called to order at 6:34 PM by Chair Kara Aley

~Pledge of Allegiance

~Land Acknowledgement: Jill Neumeister

### Attendance:

~Attached page.

### Panel Discussion, Q & A

~**Alex Davidson introduced Carrie Hesch, Joy Stanford, Erin Phillips, and Colin McCann.**

--**Chair Aley asked panel:** "What advice do you have for the LD going forward, during campaigns?"

~**Colin:** In 2020, it was nearly impossible to run a typical campaign, in 2022 we should be able to doorbell, etc. Have PCOs engaged, early-action calls, collecting field information, meeting voters "where they are at." Help candidates get staff together, connect them with your network. Engage with activist groups, but try to broaden meetings you attend, even older, center-right clubs and groups.

~**Joy:** The 26<sup>th</sup> LD is small, phone-calling is needed, try to donate to each candidate, they need to be able to hire campaign managers early, give 1 to 2 hours to each candidate a week for phone-calling. She is worried the 26<sup>th</sup> is not ready for minorities and women yet, we need to work hard regardless. Do what you have to do to get elected, once the seat is flipped to Dems you can go for your progressive ideals. Put your face on signs, and put them up early, and get out the messages that "we care" "we are inclusive" "we hear you" and "let's find middle ground." Hire consultant, treasurer, fund-raising manager first, get help from past candidates for contact lists.

--**Erin:** The 23<sup>rd</sup> had been solidly blue, vet and run people who will appeal to conservative voters, push a little more in each campaign season for minorities and women, work towards getting a female woman of color elected. Doorbelling is key, we need PCOs to doorbell and listen, and give candidate information, find good entry talking points with your neighbors, and common ground. Signs don't win elections, time spent on sign-waving uses up time you could spend on other items. 16 year olds can register to vote, get high schoolers involved, don't bet on redistricting to help, work on language and getting your message to the conservative voters in the 26<sup>th</sup>. Jesse Young is running against Emily Randall, we need to be on board to win against his "White Family Man" ticket. Use positive messaging to avoid backlash (like "Defund the Police" brought), go to every small and large stakeholder group—ethnic, civic, business, churches. Don't try to get into the nuances regarding abortion, focus and lead with other issues. Streamline message, focus on how your candidate will bring positivity to people's lives.

--**Carrie:** Name/face recognition is huge, get working on that right away once you have a candidate. "Romance your district," speak, doorbell, phone call, recruit youth, get campaign manager and staff immediately. Do big impact signs on freeways and off ramps. Take a more moderate view when necessary, know your audience. Follow polling, figure out what messages work on TV, run ads sooner and more often, this means fundraising early.

--**Chair Aley:** We need to give the community education & communication that fits their needs.

### Carl Olson, Treasurer Report

~Treasurer Olson reported that there is \$2258.73 in checking, \$1067.86 in savings. Act blue has generated \$568 since 1/1/21. A budget has not been established yet, and due to covid the 26<sup>th</sup> is trying to figure out fundraising strategies.

### Approval of December Minutes

--Carl Olson moved, Nora Eckstein seconded, minutes passed by acclamation.

### Breakout Groups (Feedback & Ideation on 5 Priorities)

--Alex Davidson gave directions on how discussions were to proceed, there were 5 items total, to rotate through each break room.

--Groups met with each facilitator, brainstormed ideas, facilitator then rotated to next group, each facilitator took notes for future use.

### **Breakout Room Topics**

~PCO Recruitment

~Candidate Recruitment

~Fundraising Committee

~Communications Committee

~Membership Committee

~When finished with breakout rooms, the attendees reconvened within the general 26<sup>th</sup> Dems meeting.

### **Facilitator**

~Luellen Lucid

~Rick Offner

~Kara Aley/Carl Olson

~Nora Eckstein/Tom Slyter

~Angela Sisney

### **Good Of The Order**

~Hannie Baxter thanked everyone who sent treats and mailings when Don Bartley was in the hospital.

~Judy Arbogast reminded everyone to vote in the SK School levy.

~Julian Wheeler requested that people volunteer for election ballot watchers in Pierce County special elections.

~Joy Vartanian thanked everyone who donated to food banks during MLK Day of Service.

### **Next General Meeting**

Thursday, March 4th, 2021

### **Adjournment**

~Meeting adjourned by Chair Aley at 8:27 PM.

**Minutes respectfully submitted by:** Melissa Lund, Secretary