

SPECIAL PLANNING & STRATEGIC MEETING of the  
CLALLAM COUNTY DEMOCRATS EXECUTIVE BOARD

January 31, 2015 at Port Angeles Party Headquarters, 12-A West 1<sup>st</sup> St.

Attendance: Roger Fight, Carlyn Syvanen, Paula Doherty, Kris Grier, Marcia Farrell, LeRoy Martin, Bill Dole Jr., Barbara Jepson, Richard Jepson, Ric Mahurin, Julie Johnson, Joe McGimpsey, Steve Vause, Andy Pascua, Catherine Harper

Chair Roger Fight called the meeting to order at 1:05. The meeting will be run by Paula Doherty as Facilitator, with input solicited from all attendees. This special meeting was called for the purpose of developing a common view of our purpose, and planning and strategizing for the coming year.

Vice Chair Carlyn Syvanen prepared a list of points as they were raised, using a computer projection.

Roger Fight moved that the group agree to follow Paula's lead. No second. Voice vote, motion carried unanimously.

Paula Doherty: We need to define the purpose of the Clallam County Democrats.

There are two Purpose Statements, and these were read. We were in general agreement that these are well-written, but the following points were raised:

**Regarding the 1<sup>st</sup> Statement:**

Julie Johnson: There needs to be some language regarding outreach.

Bill Dole suggests adding "for the whole county" to be more inclusive.

Joe McGimpsey suggests adding "the City" to include the City Council.

**Regarding the 2<sup>nd</sup> Statement** (from the By-laws), which was found to be more inclusive:

Steve Vause stated that it used to include an International component - why not now?

Julie Johnson: Good idea, as this could address issues such as the raw sewage dumped into the Strait by Vancouver Island.

Roger Fight pointed out that we cannot just add the international component as part of our statement includes elections, and we are unable to elect on an international level.

Paula Doherty asked if Mr. Vause was thinking about foreign policy, and Mr. Vause replied said yes, and that this should part of the candidates' platform that we look at when endorsing. Perhaps we need to add a phrase supporting "foreign policy compatible with our purpose statement."

There was discussion on this issue among participants. It was decided that specific issues will be discussed later in the meeting.

Roger Fight suggested encapsulating this into a bumper sticker-style phrase such as “Diplomacy first, War as Last Resort” or something similar.

Paula Doherty: So, is it appropriate to include international cooperation?

There was broad agreement.

Kris Grier reminded us to keep it general at this juncture. Details belong in the Party platform. It was agreed that we can say we embrace international cooperation.

Julie Johnson noted that we have four tribal governments in Clallam County, and that they operate in a slightly different way; should be included, need to vote.

It was determined that the two Purpose Statements should be combined; this will be worked on. There was general consensus.

## GOALS

Paula Doherty: What are some goals that might emerge? Goals will be broader, long-term; activities will be ideas for how to achieve the goals, and will be more specific with time frames.

Key values, key issues: what do we need to do?

Julie Johnson: Goal: increase membership.

Joe McGimpsey: Get out the vote.

Julie Johnson: Host marketing events.

Paula Doherty: Expand outreach.

Kris Grier: Increase public awareness of the Clallam County Democrats.

Roger Fight: Build our capacity to increase effectiveness, ability to influence elections, build a membership base that can help with these goals.

Carlyn Syvanen: Educate ourselves and the community about the issues.

Julie Johnson: Support Democratic candidates.

LeRoy Martin: How do we address the goal of promoting candidates for District 1 County Commissioner?

Paula Doherty: (Reading from Purpose Statement) “Seek qualified candidates who support our values.”

Roger Fight: A step comes before that, which is how to mentor people into politics, get them involved.

Marcia Farrell: Bill Peach got on every Board he could after his loss; won the next time around.

Kris Grier: Building social connections. (Broad agreement)

Julie Johnson: Having the office downtown is key. We need to have it open more hours.

Kris Grier: Should there be a goal of increasing office hours?

Carlyn Syvanen: The goal is outreach - expand hours.

Joe McGimpsey: Develop a method to track resolutions and issues in Olympia. The State Central Committee has a new sub-committee to empower local coalitions.

Carlyn Syvanen: The goal to encompass that will be to keep elected politicians' feet to the fire; follow up on County Commission meetings.

Julie Johnson: I attended the County Convention in 2000, and there were about 400 people there. Gave the impression that the Democrats had a huge office. We need something like that in place to get ready for the 2016 election.

Kris Grier: We need to prepare to the best of our ability for the 2016 election.

Paula Doherty: We need a generic statement for preparing active Democrats for the election.

Roger Fight: This goes back to building capacity to undertake these events, including convention, caucuses, etc.

Julie Johnson: We need to plan ahead.

Paula Doherty: We will come up with specific under Activities. How about unbundling the Purpose Statement—should each item be a Goal?

Julie Johnson: Yes. Participation with coalitions, Electronic Warfare, etc.

Paula Doherty: Julie Johnson wrote a resolution regarding the coal train to Cherry Point, which then passed at the State level. So should we include some of these as goals: economic stewardship, social justice, economic prosperity for working families, election of principled public servants?

And add "seek a government that is open and transparent".

Steve Vause: Good idea.

Bill Dole: Good goals, but some are more challenging; environmental stewardship and electing

principled officials are more do-able.

There was discussion on the goal of electing principled public servants, as the principles themselves would have to be carefully vetted to make sure they conform with our principles. Roger Fight suggested adding “that also share our values” and this was broadly agreed.

It was agreed that Environmental Stewardship and Social Justice are Goals.

Barbara Jepson: Schools no longer teach Civics and Government, and they should. Students no longer learn how government works.

Ric Mahurin: Will we revise these goals after the 2016 election?

It was agreed that our top goal now will be the 2016 election.

Barbara Jepson: And get some elected official out of office, those who are not doing their jobs.

LeRoy Martin and Kris Grier discussed the front-page story in Port O Call that is an indictment of Jim McEntire.

Paula Doherty: Any other goals? I propose refining the Purpose Statement at the next Executive Board meeting.

Paula Doherty: We stated “Building CCD Membership” - should that be added? (Broad agreement)  
“Increase and retain membership.” (Broad agreement)

Marcia Farrell: We need to diversity. Should reach out to the LGBT community, to youth, the Sierra Club, etc.

Roger Fight: Membership is not just numbers; we need leadership and active members.

Marcia Farrell: We should have a greater presence at Rotary and other civic groups.

Paula Doherty: Is our list reflective of all? Do we add specific language regarding transparency?

Steve Vause: Yes, list it.

Julie Johnson: “Open and transparent government”? (Broad agreement)

Paula Doherty: Do we want to say something about promoting social justice?

Ric Mahurin: What do we as a club do?

Paula Doherty: There may be initiatives; we could take action.

Ken Grier: I can see a liveable wage issue coming.

Paula Doherty: In the Purpose Statement.

Julie Johnson: We need to tie them together.

Roger Fight: As an example, we have a donation barrel for the Food Bank. We need to figure out a way to promote this as an ongoing event, have people bring donations anytime they come into the office. We also donated space and some help with a dinner for the Boys & Girls Club, and we had an event for First Step. These are small things; we could do bigger things.

Andy Pascua noted that the agenda give the date as 2014 - this will be amended.

Marcia Farrell noted that the Affordable Care Act is widely known as "Obamacare." Julie Johnson noted that the Republicans started that, and now it is widespread. It should be called the ACA.

\*\*\*\* 10 minute break\*\*\*\*

## ACTIVITIES/ACTIONS

Paula Doherty: Should be time-specific things to do to achieve goals.

LeRoy Martin: Do we need to prioritize our goals? We can't do everything.

Roger Fight: Let's prioritize our activities, figure out our capacity at the activity level.

Carlyn Syvanen: If we go right into activities, we'll identify the most likely and automatically prioritize.

Marcia Farrell: Could we identify them as Objectives instead of Activities?

Steve Vause: I agree with Roger that we should look at activities and then examine how they hit our goals.

LeRoy Martin: We need to focus on realistic goals.

Steve Vause: Let's start with activities.

Julie Johnson: We need specific goals, activities, who will do them, what the costs will be, and how we'll evaluate the results. Maybe we can assign specific people to activities.

Roger Fight: Look at what we've done as a place to start.

Ric Mahurin: Like the County Fair. That's an activity. Let's state a goal.

Roger Fight: Outreach, education, building network.

Julie Johnson: Get out the vote, public awareness.

Paula Doherty: There's a lot of overlap. Refine the language. First, increase and maintain

membership.

Kris Grier: People send money and sometimes membership forms. It's been an informal process, now should be formalized. We need to keep membership list accurate, get people's contact information, add members to Vote Builder and to account statements.

Roger Fight: Do we need a group for a membership drive?

Kris Grier: We need to make sure everybody's accounted for, and be able to manipulate the data.

It was agreed that we need to institute a formal process for membership

Kris Grier: We need to get forms available.

Barbara Jepson: Use Vote Builder.

Kris Grier: Make it more formal.

Paula Doherty: Second, to create a committee that organizes and implements a membership drive.

Julie Johnson: We should have membership forms available at every function.

Barbara Jepson: Are we still scouring the Letters to the Editor?

Kris Grier will contact Sylvia Hancock, who has files of these letters. Roger Fight also adds letter writers to Vote Builder database, including likely party leaning and a few words about the letter they wrote; the Membership Committee can use this information to contact possible new members.

Paula Doherty: So we have a strategy. Do we need an Action Statement?

Kris Grier: Formalize membership process. Capturing Democrats via letters and Vote Builder.

Roger Fight: Membership Committee will come up with more; Democrats who want to help will identify others.

Bill Dole: Maybe we should add a line to all e-mails, asking if recipient knows anyone else who might be interested.

LeRoy Martin: Capturing Democrats and Independents.

Paula Doherty: Next - Get Out the Vote. This is part of Outreach. Voter registration is key.

Julie Johnson: Outreach and GOTV. I will help with outreach, talk to elected officials about hearing the community's concerns. Known needs may change. Add "Listening Sessions".

Roger Fight: A lot of activities will contribute to multiple goals, so bundling is OK.

Paula Doherty: Prime time for voter registration is July-October. Need to recruit members to go to

events. Establish committees for outreach in advance of election.

Ric Mahurin: Voter registration could be done outside grocery stores, etc., to attract a wider swath of the public who might not be at Democratic events.

Steve Vause: The Food Bank.

Paula Doherty: WalMart.

Marcia Farrell: Can we do that as a partisan group? Safeway will not allow us to.

Roger Fight: We could work with the League of Women Voters.

Paula Doherty: We did that before the 2012 election.

Joe McGimpsey: We need to specify registration for Federal election when working with tribal members. It's a subtle difference, but important.

Roger Fight: This addresses outreach, too.

Julie Johnson: There's a perception that registering to vote means being called for Jury Duty. Now it's actually getting a driver's license that makes you eligible for Jury Duty.

Carlyn Syvanen: Another common misconception is that people with a felony conviction cannot vote, and that's not true.

Marcia Farrell: There's the issue of proper ID, too. We need to educate.

Paula Doherty: So the County Fair as an outreach activity.

Ric Mahurin: Parades too.

Paula Doherty: Increase office hours.

Kris Grier: Some have agreed on their membership forms to help man the office - we need to use all available talent.

Roger Fight: Program meetings are outreach.

Ric Mahurin: Events like the Derek Kilmer Town Hall - we could do voter registration then too. Need to have forms available.

Julie Johnson: Can we get copies of form?

Kris Grier: Yes, you can print them from the website.

Joe McGimpsey: Do we have a contact/e-mail list?

Kris Grier: Yes. Paula keeps that list.

Joe McGimpsey: We need to use social media.

Roger Fight: We need to ask people if we can add them to our mailing list.

Marcia Farrell noted that she keeps application forms in her car in case people notice and comment on her Obama bumper sticker.

Roger Fight: We need a small information flyer or rack card with CCDC information.

Julie Johnson: Do we have a pamphlet?

Kris Grier: It's time to revisit that.

Paula Doherty: Let's move on to Building Capacity.

LeRoy Martin: How about the role of the PCOs?

Paula Doherty: Training of PCOs.

Ric Mahurin: Development of the PCOs.

Roger Fight: Every new member should be identified to his/her PCO, and the PCO should make contact.

Julie Johnson: There are a lot of vacant PCO positions. Let's try to recruit, starting here.

Roger Fight: We have 26 elected PCOs. I'd like to confirm Steve Tharinger.

Bill Dole so moves, Paula Doherty seconds. Voice vote, motion passes (with one nay vote).

There was discussion of the need to recruit and develop PCOs. We have 34 PCOs and there are 67 positions. It was noted that the Auditor's Office combined precincts and reduced the number of PCOs. It hurt this party, and was apparently done as a cost-saving measure, although there seem to be no associated costs other than keeping track of the PCOs.

Paula Doherty: On the issue of Fundraising, related to capacity - what do we want to say?

Bill Dole: It should be added to the list.

LeRoy Martin: Should look at what has been successful in the past, say in 2014. Shall we do the St. Patrick's Day dinner again? How much money does that raise?

Kris Grier: Good event, raised \$1,000. Roosevelt Dinner raises \$3-4K.

Julie Johnson: What else?

Kris Grier: Membership dues, but that money goes towards candidates.

Marcia Farrell: Jefferson County's Fish Feed earns \$30,000. We need to work together. Our Roosevelt Dinner is not perfect, needs improvement. We need more inclusive, more casual events.

Paula Doherty: Is there a Fundraising Committee?

Kris Grier: Not officially.

Marcia Farrell, Paula Doherty: Should we formalize it?

Roger Fight: Yes. Fundraising/Budget Committee.

Andy Pascua: Have we approached the tribes?

There was discussion of the tribes' past participation in events, help with the Roosevelt Dinner, etc. Julie Johnson notes that the tribes also directly donate to events such as the National Democrats Dinners. She hopes that we will get support for our organization through the proposed Listening Sessions; most tribes have budget for political contributions. She also noted that we need to make them welcome.

Andy Pascua: There are populations dotted around the County, including elders and young adults. They are often registered to vote but are not voting. We need to tap into that. We need to show people the value of membership; there are enough numbers to create a big swing vote.

Richard Jepson: Like the first Gregoire election, decided by 100 or so votes, and the Florida presidential vote. These are examples of what each vote can mean.

Kris Grier: Mike Doherty was elected with a big tribal vote too.

Julie Johnson: Hard to get Native Americans out to vote. What can we offer them?

Marcia Farrell: We need to be better at finding motivation.

Paula Doherty: On the topic of capacity - any other thoughts?

Julie Johnson: Some examples are the coal resolution, and the Dental Therapist program. These have been effective in getting participation. Get some of these resolutions approved at the County level and then take them National. Find out the needs of the tribes. Help support tribes' positions and needs and increase support of tribes in D.C.

Paula Doherty: The Quileute tribe needed support for moving their village out of the tsunami zone.

Julie Johnson: Norm Dicks approached the Hoh. We should do the same in Neah Bay.

Andy Pascua: In Olympia at the Native American Caucus - can tribal chairs, PCOs vote?

Julie Johnson: Elected Chair of NA Caucus of the Democratic Party. Encourage native people to

become PCOs to learn the system and share it. Only PCOs can vote at meetings, so people need to become PCOs and learn the system. We need to get everybody to learn how the system works.

Paula Doherty: Next category: Education. This too is compatible with outreach. What actions can we take?

Ric Mahurin: Does the party write Letters to the Editor?

Roger Fight: No, not as the party, but Democrats do. We could have a Policy Analysis Study Group to identify issues and educate.

Paula Doherty: So we should convene such a group, as an Activity?

Roger Fight: Yes.

Bill Dole: Are we still doing Activity Nights?

Roger Fight: It was suspended for December/January. Others should be planned.

Julie Johnson: They should be regularly planned.

Paula Doherty: Should this be an agenda item for the Executive Board? (Broad agreement)

Roger Fight: Input from the Executive Board would be helpful.

Paula Doherty: Should we recruit someone for this?

Marcia Farrell: I will continue to do this. I need ideas.

Roger Fight: It's currently the 2<sup>nd</sup> and 4<sup>th</sup> Wednesdays of the month, with the E-Board meeting on Friday of the week between.. Then every other month there is a full Membership Meeting. The next one is in March.

LeRoy Martin: So we can tell potential PCO candidates about meetings, program meetings, plans?

Roger Fight: Show people the calendar on our website.

Ric Mahurin: On education: why not use our office's big front window for display?

Kris Grier: Yes. Maybe rotating signs for the TV.

Julie Johnson: Large electronic sign board.

Roger Fight demonstrates the calendar, shows members how to access information.

Julie Johnson: With the 2016 election coming up, I hope we can buy a copy machine to make handouts, lists of activities, events, etc.

Bill Dole: Are Activity Nights open to the public?

Marcia Farrell: Yes.

Bill Dole: Should we advertise them?

Marcia Farrell: Yes. We can put them in the PDN, for free.

Paula Doherty: Supporting Democratic candidates, seeking qualified candidates - how do we do this? Are we going to wait for candidates to present, or take a more active role? Are we prepared to partner?

LeRoy Martin: We need to identify which elections are most important.

Kris Grier: And we need to vet candidates - are they "Democrats"?

Ric Mahurin: We need to check them out, it's easy to call yourself a "Democrat".

Paula Doherty: Should we develop criteria to evaluate candidates seeking our support?

Kris Grier: Yes. But we don't want to influence people adversely with our endorsements.

Roger Fight: I'm not optimistic on criteria. The important thing is how do we find people to run and encourage them to do so?

LeRoy Martin: And do we have the money to stand behind them?

Roger Fight: In this last election we spent a huge amount for the County Commissioner race.

Kris Grier: We spent four times as much as usual.

Roger Fight: We cooperated more than ever.

Ric Mahurin: Shall we continue on that path?

(Yes)

Paula Doherty: Many good candidates can't afford to run, so we need to offer support.

Julie Johnson mentioned a possible candidate, and this was discussed. Julie noted that proposed Listening Sessions can help with this.

LeRoy Martin: How many of us have Vote Builder experience? (Show of hands, not many)

Roger Fight: We had Vote Builder training, but not necessarily what PCOs needed.

Paula Doherty: Specific activity: need Vote Builder session, all participants will bring their laptops.

Julie Johnson: Jackson Ravens ended up scrubbing a lot of bad Vote Builder data.

Kris Grier: That's why we need to input data ourselves rather than importing it from the State - we can vet the data more effectively.

Ric Mahurin: The first step could be to have money available; candidates will come to us.

Paula Doherty: And campaign experience/help should be offered.

LeRoy Martin: So last year we had more money?

Kris Grier: Yes, we charged membership dues, and had donations from Kilmer, Tharinger.

LeRoy Martin: What did we give to Sissi (Bruch)?

Kris Grier: Almost \$8,000.

Paula Doherty: And there were a lot of in-kind donations; Marcia Farrell and others hosted Meet & Greets.

Kris Grier: \$8,000 will probably be the maximum we can give unless we do other fundraising.

Julie Johnson: We need to form a committee to screen candidates and decide on support.

Paula Doherty: What do you think - maybe a sub-committee of the Executive Board to vet candidates?

Barbara Jepson: Pat Johanson helped Sissi a lot, coordinating her campaign.

Roger Fight: Usually the problem is whether we can come up with a good Democratic candidate.

Julie Johnson: Will we develop an endorsement list for 2016? We'll have to vet carefully in order to endorse.

Roger Fight: The dilemma is that Democrats have strong feelings about candidates but do not formally endorse - how to indicate support without formal endorsement?

Julie Johnson: We need to have formal endorsements for the tribes.

Paul Doherty: Do we need a committee? How to proceed - maybe an ad hoc committee?

Barbara Jepson: We need to check with our elected officials for guidance.

Paula Doherty: Would it be OK for us to produce a "clean" list and have priorities as an agenda item for the next Executive Board Meeting?

Julie Johnson: Could you also have a list of activities?

Paula Doherty: We'll try and capture those discussed today.

Roger Fight: Possible activities include vetting our By-Laws, and looking at our Platform. These are not high on the priorities list now, but will need to do this before the 2016 election.

Ric Mahurin: Is our platform different from the National?

Roger Fight: Yes.

Paula Doherty: Platform issues should be suggested locally, then moved up the ranks.

Carlyn Syvansen: Marcia Farrell is working on fundraising. Shall a Financial/Fundraising Committee be established? We had one last year.

LeRoy Martin: So many worthy goals and objectives and action plans - we need to bring additional people into the organization, find ways to raise money. Need more people with experience and talent. Potential candidates need to feel that there's a support system in place.

Marcia Farrell: We need to look at more than just "fair weather" candidates.

LeRoy Martin: When you lose, you're very deflated.

Roger Fight: Sissi has agreed to be a PCO. Something is gained even after a loss.

Julie Johnson: Looking at the list, seeing what I can do. Each person needs to figure out their own capacity and make a commitment. We can't realistically do everything.

Kris Grier: We're in good shape financially this year. We need to maintain this visible presence.

LeRoy Martin: But we need some more display.

Kris Grier: We could make Power Point presentations for the front window, show action points, link to our website.

Some options were discussed, such as a small monitor, a white board like the one at Port Book & News, ways to exploit this valuable location.

At this point, Paula Doherty turns the meeting over to Roger Fight, who thanks everyone for coming and expresses appreciation to Marcia Farrell for providing refreshments.

It was concluded that we will write up the findings from today's meeting to be considered at a future meeting. People were asked to comment on whether the meeting was valuable, and all agreed that much was accomplished. It was determined that we should have another meeting, perhaps in six months.

Richard Jepson: Did we look into why we lost the Commissioners' race? Where were we weak?

Was it a mistake to run a woman candidate in the West End? Did the tribes endorse Sissi?

Julie Johnson: The Quileute did not endorse her.

Roger Fight: We need to put effort into the precincts.

Ric Mahurin: The race was lost by what, 500 votes?

Bill Dole: Maybe 900.

Ric Mahurin: Road signs would have made the difference.

LeRoy Martin: Pat Johanson asked me if I advertised on KONP when I was in business. I hated it, but I used it and it was effective.

Paula Doherty: We had a debriefing after that vote. Most people said that KONP could have helped.

Roger Fight: For the Good of the Order, some last items - Move to Amend is bringing David Cobb to speak on Sunday at 2 pm at the Senior Center.

Ric Mahurin: Tomorrow?

Roger Fight: The 8<sup>th</sup>. He's a National Spokesman for Move to Amend., going across the country. There will be a big push to get a referendum to the Legislature, so we may have more time to gather signatures and may need fewer signatures. We supported this before, and will again. We will send out a notice and hope to get a good turnout. There is also a movie tonight, 6 pm at the Port Angeles Library - "Pay 2 Play", about money in politics. Move On is sponsoring this event.

A comment period followed, in which participants stated what they got from today's meeting. All participants enjoyed the meeting and thought it was productive. The Facilitator, Paula Doherty, was praised. The main takeaway was that we need to work as a team, and develop our ideas.

The meeting was formally adjourned at 4:09 pm.

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