

## Craven County Democratic Party Executive Committee Meeting Minutes

August 24, 2017 6:30PM EST New Bern Library

### I. Call to Order and Roll Call

-Officers Present: Pat Chylko DWCC, Chair Dorothea White, 1st Vice Chair Richard Friend, 2nd Vice Chair Helen Robinson, 3rd Vice Chair James Gilmore, Secretary Amber Harmon.

-23 Executive Committee members present. Rhems absent, 14 of 15 organized precincts present. Quorum satisfied.

### II. Presentation of 2017-2018 Strategic Plan, Dr. James Gilmore.

Overview of document.

Goals:

Maintain an infrastructure to allow smoother transition between incoming and outgoing officers.

Organize every precinct (26 total, 15 organized).

Agree on a consensus document, and actively engage members on the precinct level in committees in order to achieve goals.

A. Votebuilder access protocols and training- joint effort by 2nd and 3rd Vice Chairs, to engage members and utilize digital tools effectively.

Comments:

-Add goal to grow organized precincts. Objective, measurable goal for precinct growth- Jay Deloach asks for specific number. Add timeline for growing precincts.

-Also have some accountability at county level for participating.

B. Issues Training and Monitoring (Subject-Matter Experts). Recruiting. These members will be tasked with becoming well versed in particular topics (healthcare, climate change, education etc).

Comments: These subject matter experts should speak at precinct level meetings.

C. Communications overview- deferred as separate topic to be covered after Strategic Plan.

D. Fundraising committee overview- Libbie Griffin head, goal to raise \$10,000 in a year. Raise \$20,000 next year. Working on ability for precinct fundraisers to transfer money directly to party account.

-Comments: Requests for Budget 2017-2018.

E. Location committee- find a permanent headquarters, year round. Committee will bring a proposal for location for approval to Executive Committee.

-Theron McCabe volunteers, Commissioner 5th Ward.

F. Officer Best Practices Documentation- make it easier to recruit officers and help the party functions run more smoothly. Each officer will provide materials including specific job duties, resources, etc. to pass on to incoming officers.

G. Precincts Best Practices Documentation: Helen Robinson will help organize committee on precinct level to track and document job duties, resources, etc. Amber Harmon volunteers to assist.

H. Digital Infrastructure-3rd Vice Chair James Gilmore coordinating CCDP digital infrastructure. New item- Now including precinct chair cravendemocrats.org email addresses, which will forward to chair's personal email addresses.

I. Pipeline Committee- goal is to recruit candidates. One chair, 3-5 members whose job it is to find a candidate for each position on the ballot. Supported by county level resources, connect candidates to resources. Also will provide documentation of infrastructure to allow easier transition to new members. Also can find guest speakers for precinct and county meetings.

-Alice Underhill may be interested as Whit Whitley suggested. Pat Chylko volunteers.

-Suggestion to get elected officials involved.

J. Community Events Committee- i.e. Mumfest, Bridgeton Blueberry Festival. One chair, 3-4 members responsible for procuring table, tent, sell merchandise, get email addresses/contact info from attendees and then connect them to precinct leadership.

-Linda Moore, Valeria Truitt, Kate Blakefield, Evelyn Richard volunteer. Suggested Barbara Harrison as chair.

-Suggest after action report with a timeline.

K. Review and Further Planning- ability to add/edit plan. Two built in "post-mortem" sessions- October 2017 following municipal election and in 2018 following May 8 primary election. Make any adjustments, and plan next part of strategy.

Comments:

How will we incorporate District Level Plan/State Level Plan input and guidance? This plan will be sent into the district and state level and we will coordinate with them prior to primary election.

Motion to accept Strategic Plan by Wray Simpson. Motion seconded Taffy Marron. Unanimously upheld.

Executive Officers ask for names to staff each committee. This will become a standard practice at each Executive Board and Monthly meetings. Implement sign up sheets for committees.

-Add budget committee- suggested by Jay Deloach.

Monday's Monthly meeting agenda- outline strategic plan, sign up sheets for committees.

## II. Communications Plan

-Identified six pillars: jobs, education, environment, infrastructure, civil rights, healthcare.

-Give precinct leadership access and training to help them effectively mobilize precinct membership.

-Communications resourcing for membership.

-Advertising- paid advertising on Facebook, focused on October 10 elections. Focus on New Bern, Havelock, Dover. GOTV message.

Comments: Frame messaging, American Dream language is outdated or irrelevant, per Jean Mitchell. She will join communications team to discuss ideas.

Comments: Strategic items-need one concrete message rather than several. Jay DeLoach suggests jobs are primary concern.

JayDeLoach motions, Kate Blakefield seconds, unanimously upholds vote for Communications plan.

III. VOTE discussed regarding NAACP advertising page for Sept 23, cost is \$100 for full page ad. Motion by Pat Chylko, seconded Linda Wahnsiedler. Approved unanimously.

IV. Announcements: Fairfield Harbour Yard Sale Sept. 30. Money by individuals earned will be donated to CCDP by precincts. Next Fairfield Harbour Precinct meeting Sept. 9 Saturday Red Sail Park Picnic.

State House Representative candidate will be announced in the coming weeks.

Meet the Candidates September 6-8PM City Laundry Bring appetizers and dessert.

Motion to adjourn 8:10PM EST by Richard Friend, seconded by Helen Robinson. Meeting adjourned.