

SVDC Executive Board Meeting Minutes

May 22nd, 2019

Headen-Inman House

Attendance

Club Officers

President: Art Cohen

Vice-President: Jennie Hutchinson

Treasurer: William Barrett

Recording Secretary: Vinod Menon

Vinod Menon

Corresponding Secretary: Linda Sell

Members-At-Large: Ed Cobb, Jeff Orloff, Belinda Stow, Michele Dauber, Catherine Williams, Kristen Lyn, Fred Rehhauser

Absent: David Donaldson, Marika Krause, Sita Stukes, Adia Hoag, Shalom Marquardt,

Guest Attendees: Don Draper, Jim Caldwell, Hoi Poon, Pattie Cortese

2. E-Board unanimously accepted the March 2019 and April 2019 Meeting Minutes, submitted by Vinod Menon
3. **Discussion regarding decision to serve wine at SVDC General meeting:**
 - a. Concern about "inebriated" attendee, who had just turned 21
 - b. Concern about increasing Liability
 - c. Suggestion to limit to 1 serving, by stating that we have only enough for 1 drink per person
 - d. Insurance coverage premium impact, based upon wine-related liability
 - e. Use really tiny cups to limit consumption
 - f. Obtained \$163 as contributions
 - g. We should check ID, if somebody appears below 21
 - h. We are not selling wine
 - i. 5 wine-bottles were consumed, by 105 attendees
 - j. No consensus on raising the question with the Party-level
 - k. **AI_Michele:** Share the law regarding "social host", without providing "legal advice"
 - l. **AI_Bill:** Provide Club Insurance policy to Art and Michele
4. **Item #5:** What went well, did not go well in prior Meeting,
 - a. Michele addressed the perceived issue about potential bias exhibited by the moderator
 - b. Too much trash, candidate literature strewn around hall
 - c. Complaint: Speakers did not have drinking water;

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- d. Suggestion: provide water to Speakers; however, candidates should bring their own water, versus the Club having to provide
 - e. Ballot box slot was too small, caused delays in congregation
 - f. AI_Jeff: Need to keep a donation can, next to food, besides next to the water/wine
 - g. AI_All Board Member: Clean up after meeting
 - h. AI_Michele: Bring her Gatorade-type Container to serve as a water, versus all of us using small water bottles
 - i. Michele: "Excitement; \$2,000 collected in Membership dues, Voting was exciting, Dave Cortese made video featuring the Club, "Incredibly successful", "endorsed candidate", wine was good, food was good
5. Item #6: Badge Logistics and June Badges
- a. Michele: "Badge bottleneck": Let us dispense with Badge, since it is taking lot of volunteer time, and delaying check-in by Members. Also, removed Kristen has removed badge expenses from the budget
 - b. Check-in table is very clustered, registering process caused 7 minutes late, line at the door, people not able to get in smoothly,
 - c. Let us have Members keep their badges, and have people write name tags into sleeves on lanyards
 - d. Inventory of badges, people getting upset about not having badge in the box, someone has to enter database, badge has to be printed, badge has to be made, sorted into badge box, way too complicated,
 - e. "We need a badge when we vote, people anyway has to sign-in to get their ballot, so let us do away with badges"
 - f. "No way a working mother can do this" – Kirsten; family dinners impacted by the whole process of putting together the badge box
 - g. No E-board Volunteer is ready to step up to get involved in this effort
 - h. We can tag members who already have Badges in the Wild Apricot database
 - i. Bill has been the badge creator, printer, and organizer for 3 years; proposing that names be printed in large font; half the badges could be unreadable
 - j. We actually do not need badges for the voting process, since we are using ballots that requires members to sign in
 - k. Kirsten going on vacation in June 2019
 - l. Kirsten is managing Membership list now, but she is unsure if the list is accurate; she picked the list up from "Elizabeth"
 - m. AI_Kirsten: Provide list of present members to Bill, Jennie will fill-in while Kirsten is on vacation; several people with Admin Account
 - n. Linda proposed, Michele seconded, "do-it-yourself" Badges, on a trial basis for 1 month in June SVDC Meeting; let members keep the badge and not return them if they do not want to. All E-Board members were unanimously in favor; none were against or abstained
 - o. Members who are upset about the change, can volunteer to taken on the entire badge-handling logistics themselves, since this effort is not sustainable

- p. Members need to bring back their own badges if they took it with them, to next SVDC meeting

7. Item #7: Treasurer's Report – Bill Barrett

- a. See Treasurer's report
- b. \$182 in State, ~\$315 in Federal, Admin fund has \$5,670.40 in the bank, includes check and cash, Cash \$171 (small bills), \$321 in postage stamps, postcards,
- c. "Check \$100 given to Ed Cobbs"
- d. State and Fed fund amounts sitting there, donate to early campaigns? Let us wait till next year
- e. <AI_Kristen> Email the report that is tied to Bill's number

8. Item #8: Budget Review and Discussion, Membership Renewal Challenges

- a. 7 months of Rent, including Microphones \$300 month X 7 Months: \$2,100, Facility \$230/month May-Dec '19,
- b. Zeroed out non-essential items, to survival budget, \$20K in red; other than Rent. "BBQ has to be self-funded, and be a wash"- Michele
- c. One-time charge: Wild Apricot, Holiday Party
- d. Yellow items: Self-supporting, a wash – Kirsten
- e. **Proposal by Kirsten: proposed increase \$100 to \$150 contribution by E-Board 18 members to yield \$900; will get Club to be break-even**
- f. **Good News: \$2,000 from successful membership drive from May 2019 meeting**
- g. **Budget requires us to bring in \$4,400 as Membership Dues, varying Membership fees, so cannot say how many members need to renew or join**
- h. **Significant Membership loss due to move, change, several members not renewing**
- i. Amended by-laws to accelerate new membership; so far 1/2 of \$4,400 got to date; need to have other events like debates and candidate platforms to get new members. 57 new/renewals from 105 members who voted in May SVDC meeting
- j. **Need to ensure BBQ, Holiday Party, Refreshments at \$200 per month are self-supporting**
- k. Need to fund-raise, E-Board members contributing to ensure that Club Budget is viable
- l. "Renewals are spotty, in general, when there are voting, they renew membership"
- m. **<AI_Need Membership Chair>, David Donaldson unable to volunteer anymore due to his family situation**
- n. **Membership Renewals: People who claimed they would renew, upon being called, did not renew**
- o. No Membership Chair recommendations? Jenny Brandanini cannot, busy with her campaign. What about Kristen? Item #31

10. On May 20th 2019 at SVDC General Meeting: Motion made by Michele Dauber and seconded on the floor **for the SVDC endorsement of Environmental Bills. Motion #2; (see General Meeting Agenda for motion language). Passes 65 votes for and 1 vote against.**
11. On May 20th 2019 at SVDC General Meeting: Motion made by Michele Dauber and seconded on the floor for Motion #1 (see General Meeting Agenda for motion language). **Passes 66 votes for, 0 No, and 3 abstain**
12. Motion made and seconded and accepted 17-0 with Shalom Marquardt not voting via email, to approve President's appointment of **Hoi Poon to be the Co-Chair of the Environment Committee. Motion date on 5/9/19 and approved on 5/13/19 via email vote.**
13. On May 20th 2019, at SVDC General Meeting: An endorsement vote following forum with candidates Nora Campos, Dave Cortese, and Ann Ravel. Ballot #1: No endorsement 1, Nora 2, Cortese 67, Ravel 34; Ballot #2: Cortese 68, Ravel 34. **Cortese received 2/3 of the votes and won the endorsement of the Clun**
14. Adia needs to be present to advocate for Charter Schools Resolution
 - a. Can vote by mail
15. Jeff Levin: Website, Facebook
 - a. Ed and Jeff results are inconsistent
 - b. Need to use Business Facebook
 - c. Targeted Dems and sub-25 year
 - d. People who liked Democratic Party
 - e. Targeted people based on liberal cause support, nebulous stuff
 - f. Spent \$70 not billing it to Club
 - g. 68 people interested, or going to attend event
 - h. Usually ½ actually come; other ½ come, when we say to candidate to bring posse with them
 - i. How did you hear about us? Should be on survey**
 - j. The costs were over a \$1 respondee
 - k. If they liked a page...
 - l. <AI_Jeff> Upload membership file email addresses to Facebook, make a look-alike list; likely no privacy issue since being used for Club biz being shared with Facebook. No name, only email**
 - m. Michele: "no mention of wine, say only reception with refreshments"
 - n. Ed: "Digital Press, transition team has not got to it, as yet!"
 - o. Ed wants to work with Jeff Levin to handle all Digital Advertising initiatives**
 - p. <AI_Jeff> Collaborate with Ed**
 - q. Michele: ran Ads twice, unsure about effectiveness, and statistics, \$2.35 per responder cost, 15 responses.. too many Ads running unsure of impact**
 - r. Jeff clarified Event Response...
 - s. Get rid of Instagram Page? Younger crowd uses Instagram; higher cost curve result; would result in a more diverse membership. Create a new Instagram account, to prevent confusion with Old Club name account**

16. Membership: Kristen Lyn
- a. Co-host events with Silicon Valley Young Dems
 - b. Ed: Over 500 likes, **6 E-Board members who have not liked Facebook page**
17. SVDC "Dave Cortese" campaign support:
- i. Hon. Pattie Cortese introduced by Linda Sell
 - ii. Thanked club for endorsement
 - iii. Wish-list:
 - i. Kickoff at Elk's Lodge at 1PM on June 29th Saturday; need help to get word out. Will be announced on Facebook. Will include it in 1st week of June newsletter (Jeff Levin)**
 - ii. Help with reaching out to other Dem Clubs and key contacts at Clubs, and SB15, AB27, AB 28 delegates
 - iii. **District #15** neighborhood Lawn/Yard Signs (sign ordinance too early, 1 month before ballots come out, 1st week of Jan signs go out) and retweet posts, like on Social Media
 - iv. Phone Banking
 - v. Walking Precincts
 - vi. Money: Michele proposed \$75 from State fund to be donated to Dave Cortese campaign, seconded by Jeff Levin. Unanimously approved by E-Board; no abstentions**
 - vii. <AI_Bill> Send \$75 check to Dave Cortese Campaign**
 - viii. Email: davecortese.com**
 - ix. Played video with lively music of Dave Cortese at SVDC Endorsement meeting – makes Club appear to be an energetic, fun place
 - x. "Dave Cortese": SVDC is his favorite Democratic Club
 - xi. "Democrats will crawl over broken glass to get to polls in 2020"**

Kimberley Ellis Campaign – Linda Sell:

- a. May 25th event, Saratoga
- b. Chair: Ro Khanna, Co-chair: Michele Dauber
- c. **<AI_Jeff Levin> Draft send out to E-board, and have E-Board review prior to sending it out Friday May 24th**

Linda proposed motion. Unanimously approved with no

18. Belinda is bring snacks to June 20th meeting, guided by Michele

19. Jennie – Website Text changes: Recording Secretary,

- a. Art, Kristen, Jennie can make changes**

20. Environment Committee Update: Hoi Poon, Linda Sell

- a. Climate Crisis is #1 issue for every one
- b. 90%-plus Club member support
- c. Hoai coordinating with other Clubs to combat fuel company's efforts to block Assembly and State Bills to limit emissions, etc.
- d. E-Board approval required for Hoi to send email with SVDC stationery: Quicker, Sooner, Better, copy E-Board on all drafts that she wants to use SVDC.**

- e. Hoi asks E-Board to provide her a draft of letter, Linda to draft letter and circulate among E-Board, that Hoai will send to Elected officials
- f. Linda to include "largest Club, oldest Club" verbiage
- g. 100s of moving target Environment-related bill, not just SB100
- h. Many cities do not have comprehensive Climate Change Action Plan
- i. Club thanked Hoai for her leadership, Hoi stated that she is grateful to Club members who get "Climate Change"

21. Program Committee- Fred

- a. June Meeting: Talk about Transit- Diridon Jr.
- b. Urban Planning – Jason Baker
- c. Helen Chapman – Hoai, interested in working with Program committee
- d. <AI_Hoai> Connect with Program Committee
- e. <AI_Jennie> Convene Program Committee Meeting, send emails
- f. July – waiting to hear from Speakers.
- g. No date for BBQ yet!
- h. Cooper as Speaker? Does not know his schedule
- i. September: County Supervisor who is replacing Dave Cortese
- j. August: Sierra Club Speaker...

22. Potential Change of Address- Art

- a. Instead of Bill Barrett, use Headen-Inman House as P.O.Box address
- b. People are continuously talking over one another, please desist from doing so

23. Endorsement Committee Update- Fred

- a. Straw poll for Presidential Candidates.. 20-plus is way too many

24. Video Distribution- Don

- a. Don to hand over USB Thumb drive to Ed for putting on YouTube
- b. Ed: please examine thumbdrive for virus
- c. Livestream on Facebook?

25. Distribution of Club Membership Information - Michele

- a. Not appropriate: distribution of Club membership information to committees for the purpose of communicating to the Club via phone or email.

26. Silicon Valley Working Blue Democratic Club - Art/ Michele

- a. Motion : Bill Supports, Jeff Levin 2nds: We have no money, and why this organization
- b. Vote: 3 in favor. 7 against. 3 Abstain; NO donation form SVDC
- c. No ticket at their Picnic Table for \$100 contribution

27. SVDC E-Board member attendance - Art

- a. 1 E-Board member has attended only 1 session; for good reason.
- b. Should bring somebody on-board who can devote time
- b. People can add value without being present at E-Board meetings
- c. Connected to other organizations, that are important to SVDC.
- d. 18-person board

- e. Reasonable to expect a certain percentage of attendance during a year.
Not acceptable to Art that the person consistently not showing up
- f. Michele disagreed with Art's view
- g. Not talking about Adia, who donates and is organizing. Talking about Sita,
due to personal situation unable to attend
- h. Decision: "Sita has already volunteered to step down" - Michele. Kristin Rivers will be asked to see if she wants to join E-Board as the hard-to-fill essential role of Membership Chair.**

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