MEC MEETING MINUTES – Feb 07, 2019

MEMBERS PRESENT: Bob Julian, Greg McDougall, Rich Mackler, Mary Stevens, Jim Stark

OTHERS PRESENT:
Board Liaison: Suzan Knisley
TD Staff: Robb Etnyre
Election Committee: Karolyn Gander, Maureen Warmerdam
TD Members: Benjamin Levine, Michael Sullivan, Courtney Murrell

The meeting was called to order at 14:00. Minutes from 1/25/19 were approved with one minor change on a 4-1 vote. Minutes from the 1/9/19 were reviewed and approved (using Richards most recent revision) on a 3-1 vote. Mary voted no on both and asked that to be noted in these minutes).

DISCUSSION ITEMS
MEC recommendations to increase the voter turnout for Board and GovDoc elections.
Most of the rest of the committee's time was thereafter spent finalizing the 42 item work plan printout, which gave direction to the parties responsible for each items completion (EC, MEC, Staff, Governance). The chair agreed to take the committees agreed upon changes and redraft the printout sending it out to Staff, the Board and the Committee. The committee approved 5-0 to forward this finalized list (and its allocation of responsibility) to the Board for its review requesting it delete any item it disliked.
During our review of the documents Karolyn (Election Committee representative) indicated they, EC, have no participation or involvement with the GovDocs vote. Their charter is strictly for the Board election.

Motivator topics or IGNITE items
Discussion then ensued re possible "motivator topics" which the committee believes should be involved in the coming election process in order to motivate members to vote. On a 5-0 vote the following 4 topics were approved to be forwarded to the board.

- Amenities
- Climate change
- Fire
- Financial

By consensus the committee agreed to also forward to the board, detailed bullet points supporting each of the 4 topics. These are to be approved by email by the committee prior to their attachment to the above list.

The meeting was adjourned at 16:30.

MEC MEETING MINUTES – January 25, 2019

MEMBERS PRESENT: Bob Julian, Greg McDougall, Rich Mackler, Mary Stevens, Jim Stark

OTHERS PRESENT:
Board Liaison Jeff Connors, Suzan Knisley
TD Staff: Robb Etnyre, Christina Schwartz
TD Members: Benjamin Levine, Michael Sullivan, Karolyn Gander, Maureen Warmerdam

The meeting was called to order at 9:30. The minutes from the January 09, 2018 meeting were not approved as we had multiple versions; deferred for approval at the next MEC meeting.

DISCUSSION ITEMS
MEC recommendations to increase the voter turnout for Board and GovDoc elections.
Lengthy in depth discussion of the 40+ line items then ensued for much of the remainder of the meeting. We reviewed content and priorities. There are three predominant categories the recommendations fall into:
1. Communication
2. Motivators
3. Surveys (beyond the one currently under construction by the GM.)

Following comments/input from the MEC, Election Committee representatives, Liaisons and staff, edits (content and prioritization) were completed. Greg moved for a vote and the Committee approved 5-0. Next step is to forward these final written recommendations to the board for its approval,

This list provided by MEC are items we believe will permit achieving a significantly increased voter turnout. Understand assigning the time frame and ownership of who will perform these tasks (TD Staff, MEC, Elections Committee, etc.) would be the next logical step once the Board approves this list for implementation.

Marketing and MEC Interaction
Marketing manager indicated a 1st letter to the membership was on press to drive engagement. Jeff Connors asked if the MEC was familiar with the content. We were not. Jeff was clear to Christina that she/marketing needed to be engaging MEC for messages related to engaging membership in the elections. Richard asked that even though already on press a copy be forwarded to the MEC.

Discussion
Richard requested the Board Liaisons petition the Board to delegate to our Liaisons the ability to provide Board approval for written recommendations. This would avoid multiple monthly delays waiting for the Board meetings as well as the subsequent 1-2 month delay getting articles posted into the TD News. We believe this significant with the upcoming elections so close.

The meeting was adjourned at 11:30.

MEC MEETING MINUTES – January 09, 2019

MEMBERS PRESENT: Bob Julian, Greg McDougall, Rich Mackler, Mary Stevens, Jim Stark

OTHERS PRESENT:
Board Liaison Jeff Connors
TD Staff: Robb Etnyre, Christina Schwartz
TD Members: Benjamin Levine, Courtney Murrell, Michael Sullivan

The meeting was called to order at 9:30. The minutes from the December 6, 2018 meeting were approved unanimously.

DISCUSSION ITEMS
Discussion on the presentation for the Board meeting this afternoon
Rich began for review his Board presentation for later that afternoon regarding the proposed change to our Charter. There was discussion on points raised by Mary that several of the bullet points on the slide describing the accomplishments of the MEC should be removed since they had in fact not been done.

1. **Research HOA voting challenges and ways to achieve greater turnout ongoing**
2. **Build GOTV MEC detailed project plan (4Q18)**

Rich identified item 1 was placed in the team DROPBOX for review.
We discussed that things added to Dropbox for review, even if discussed between a subset of committee members was that enough to count as 'work completed'. Discussion was tabled by the Chair due to time and mixed opinions.

Rich then explained that item 2 (MS Project plan about 90+ entries) had been built, reviewed in two MEC meetings, input provided by multiple members and turned over to staff in September 2018.
Greg confirmed that had been reviewed in emails and in previous meetings. Christina indicated she had not seen it as well. Robb then said 'Oh that, we threw that out'.
Bob, Greg, Rich agreed these item should stay in the presentation. Our time slot for this was up and Rich asked Mary if she wished we (she/Rich) could discuss at the end of the meeting. This did not happen.

Discussion on "hot topics list"
We began discussion of Greg's proposed "hot topic list" to be included in a letter to membership. Purpose to generate interest among members and to stimulate discussions between members about which candidate supported any specific position.
The list included: Climate Change, Fire Suppression, Amenities usage and $s, Large Capital projects (ski lodge), soliciting member input on projects exceeding $x, Project Prioritization, TDA Financials, and Short-Term Rental Controls. Both Michael Sullivan and Benjamin Levine expressed doubt that there is an unbiased way to identify a list of hot topics.
Christina mentioned that a letter to membership is already in progress and is slated for the February Tahoe Donner News. She expressed concern about too many communications going out in an uncoordinated fashion.
Jeff requested that Christina circulate her list of projects which had been discussed at yesterday's Election Committee meeting to the MEC, which she will provide once the final edits are in place. Rich asked for a copy even if not in final mode so we can understand the content.

Christina asked for a detailed project plan from the MEC, and Robb requested that any of our efforts recommended be justified with anticipated measurable support.
Rich indicated we could not provide a priori how much each or any item would improve voter turnout; nor could anyone provide a priori proof they would not help. We indicated we simply need to use best judgement and measure as best possible what we try in the board election to determine paths forward for the GovDocs election. The idea we are driving is if 20 new events each give a only a 2% increase that would yield a 40% increase.

Election Committee considerations (input from Mary our Elections Committee liaison)

We discussed a few ideas such as debates. Mary stated the Election Committee (EC) does not favor debates because the "winner" is not necessarily the best Board member. They (EC) are including member generated questions at the Meet the Candidate night, which all candidates will address. Christina told us that we would likely get less than 40 people at a debate night, most of whom are likely to vote anyway.

Mary suggested we complete our chart of recommendations include pros and cons of each method
Benjamin suggested that neighbor to neighbor communication is the best tool we may have which aligns with our research on Social Networking. Mary suggested using the clubs to ask members to vote which is on our list of 'GOTV' line items
Christina seconded the concept of "key influencers" who might host discussion nights or other social networking methods to increase voter interest. She reminded us again communications are sent out and that any communication to members must officially come from Tahoe Donner. Rich commented all MEC communications must be approved by the Board.

Discussion on 'why members don't vote'
Mike Sullivan asked why a recent MEC document suggested members are apathetic. He himself didn't vote for many years as he trusted the Board. Benjamin suggested some don't vote because they are content. Jeff added that some don't vote because they are too busy. Jim agreed with Michael.
Rich discussed Financial impact and Fear were motivators that we should leverage. Christina asked how the MEC could remain unbiased. Courtney reminded us that Tahoe Donner is a neutral body and the MEC must be neutral on any issue.
Robb and Christina asked again for the MEC plans; we asked for a list of Marketing's project plan. Christina told us she had sent it later last year and asked for a single document listing our recommendations; Jeff asked who is accumulating the list content; Chair has responsibility for the list. Subsequent to the meeting we realized we had received the marketing list and it was a high level PowerPoint. <Subsequently we did receive a more detailed PowerPoint with greater specificity>
Action Item – Rich to tabulate the list of strategies and methods to increase voter turnout for discussion at the next meeting based on work already done and additional team member input.

We discussed transparency of our meetings and Robb commented that email meetings are not transparent. We actually do not have email meetings but do use email to exchange ideas which is quite viable.

Rich mentioned that there were several articles on the importance of social networking as well as election communication in the Dropbox.

The meeting was adjourned at 11:50.

ITEM	Category	LINE ITEM	FOCUS (Board, GovDoc, Both)	Board Election PRIORITY (Low=1, Med=2, High=3)	GovDoc election PRIORITY (Low=1, Med=2, High=3)
1	Communications	Amenities/Lodge/XC/Downill/Pizza-on-hill - physical and electronic signage	Both	2.8	2.8
2	Communications	Ask Elements to post about elections.	Both	2.2	2.2
3	Communications	Candidates: Election Debate	Board	2.6	
4	Communications	Candidates: Election Candidate Night 5/25/2019	Board	2.6	
5	Communications	Candidates: limited email distribution	Board		
6	Communications	Candidates: Meet & Great:open session to chat w/candidates 5/11/2019, 6/08/2019	Board	2.8	
7	Communications	Candidates: MP4 Video, Scheduled May 3	Board	2.2	
8	Communications	Direct Emails - Value to members to vote (post cards, flyer with, phone bank, TD incoming phone #x --> election info. Scheduled May/June	Both	2.4	2.4
9	Communications	Elect page for GovDocs	GovDocs		2.6
10	Communications	GovDoc Color coded doc online (legal vs HOA)	GovDocs		2.4
11	Communications	GovDoc Presentation to members (executive summary) - waiting for initial draft from Curtis	GovDocs		2.6
12	Communications	Homeowners packet, cover letter (signed by each board member and GM?); why to vote	GovDocs		2.8

13	Communications	IGNITE Article - raise membership awareness and interest on items that can/may/will effect them directly or indirrectly to stimulate voting.	Both	2.6	1.8
14	Communications	Kiosks at amenities near election time (10x10)	Board	1.8	
15	Communications	Kiosks at amenities near election time (10x10)	GovDocs		1.8
16	Communications	Tahod Donner, News, Next Door staged articles	Both	2.4	2.6
17	Communications	Phone Bank reach out	GovDocs		2.2
18	Communications	Reason to vote: Definitive repeatable "benefit to the mem	Both	2.8	2.8
19	Communications	Social Network: Facebook, Twitter, Instagram, SMS, TDA Mobile application	Both	1.2	1.2
20	Communications	Social Network:Buttons, flyers -->Camp kids, shuttles	Both	1.4	1.4
21	Communications	Social Network:Neighbor to neighbor supported meetings	Both	1.8	2
22	Communications	TD Clubs - presentations on why to vote	Both	2.2	2.6
23	Communications	Exit poll	Both		
24	Motivators	Phone Bank reach out	GovDocs		2.2
25	Motivators	Raffle: Each vote becomes one raffle drawing entry	GovDocs		2.8
26	Other	Vote Ballots - identify if full or part time	Both	2.6	2.6
27	Surveys	Surveys: Awareness of GovDocs	GovDocs		2
28	Surveys	Surveys: Have or will you voted, why/why not	Both	2.2	2.2
29	Surveys	Surveys: Priority items from Members	Both	2.2	2.4
30	Surveys	Surveys: Results directed to Mktng/MEC/Elect cmte	Both	2	2.2

Owner/Co-owner (S=Staff, M=MEC, E=Elect Cmt, G=Govnce)	NOTES
S+M+E	• Campaign Materials • Identify debate night • Identify meet & greet events • At entries (N-Woods, Fijord) • At Amenities •
S+E	Elements Co agreed to post via their electronic communication vehicles a reminder to GET OUT AND VOTE for both Board and GovDocs elections. Any other businesses who could potentially help get the message out? **<ACTION> - Elections Committee> Run by inspector of elections to verify no issues.**
S+M+E	Canned prepared topics the candidates can prepare for - **include govdocs value. <ACTION> Mec to create detailed plan to get support from elect committee.**
S+M+E	Canned prepared topics the candidates can prepare for - **include govdocs election reminders**
S+M	TDA sends out to all TDA members an email asking to OPT OUT for subsequent Board election materials. Provide candidates opportunity for 2 or 3 submission of emails to go out to non-opted out members. The distribution would be through TDA so actual emails are not handed out.
S+M+E	• Multiple events on weekend, lodge, XC center, Marina • TD Clubs meetings – join meetings, present 5 minutes +Q&A, <ACTION>MEC to generate letter to Club chairs for awareness • Event at the lodge – walk around • Event at the Marina – walk around • Events on multiple weekends •
S+E	• Candidates self introduction • Run at amenities
S+M+E	• Weekly Countdown (43 days to vote etc) • Headlines • Reasons / benefits for members to vote • Know your candidates • 5 reasons Govdoc GOTV • Pointer to online Elect/Candidates materials
S+M	Why voting is important to be provided by the Attorney
S+M	Make it easy to identify content that is required for our CCRs to comply with legislative changes over the last 20+ years and those request by the HOA to faciliate ongoing management of the HOA.
S+M+G	• Member facing document (executive summary type) • List of change benefits • Electronic line item summary & pointer • High level view of changes (law,& HOA) • Link to web Elect type description with summary and 1 pro & 1 con written by members • Create video on Govdocs, benefits, reasons to vote (email, amenities, etc,) • To be review by MEC once provided by Legal/Curtis • Bob to ask Jenifer for dates (done 1/22/2019) done; date TBD.
S+M	Should be joint effort Marketing & MEC

S+M+E	**High visibility items: (why each vote matters)** • Budget growth - current and historical • Downhill • Fire safety • Limited Egress • Amenity usage • STR • The Tent • etc. **<ACTION> MEC to provide examples ☾ create MEC Candidates sub committe**
S+M	Staffed by board candidates; May 19, June 15
G	Board/MEC/Marketing members for GovDocs.
S+M+E	Benefits to vote, Candidates statements, GovDocs reason to vote,direct benefits on voting
S+M	For phase I of GovDoc and expand based on 1st vote results.
S+M	• Link on home page to Web page REASONS TO VOTE • Document (for email, post cards, flyers at amenities, lodge, etc.) • <ACTION> MEC to write article for April issue on BENEFIT TO VOTING •
S	Ask marketing how to utilize this. Use TD account to 'GOTV'
S	Make GOTV buttons for all TD employees, on the Shuttles, Kids camp take home flyers for parents.
G	provide wine, cheese, flyers, etc
M+E	MEC/Marketing/Elect Committee represenatative present at clubs 'why'
S+M	Poll after the fact on who voted, who did not, why for both.
S+M	Awareness of vote, benefit to vote
S+M	• Sweepstakes: (10) 2 person cross country day passes • Sweepstakes: (10) 2 person downhill day passes • Sweepstakes: (05) single person horseback rides • Sweepstakes: (10) single pizza on the hill pies • Sweepstakes: (10) single rounds of golf • Sweepstakes: (05) $50 Lodge gift certificates • Sweepstakes: (02) 2 Single 1 year amenities fee • Sweepstakes: (04) $500 credits towards annual assessment **<Action>** Rich had asked Curt (lawyer) in Board meeting who approved it verbally. This has also been asked of Curt in an email from Brian. Robb wishes to reverify this; can check with his staff (Brian/Annie)
	This can be done anonmyously yet dermine if the voter is full or part time. Can help understand who is/isn't voting. Perhaps help identify WHY.
S+M+E	ID full time vs part time; on board survey - mary to check
S+M+E	ID full time vs part time- existing surveys underway headed by Robb;check on constraint.
S+M+E	Series with different goals, deeper for each goal
S+M+E	Use internal resources; flash or other, IT setup on webpage to calculate responses