

**Elections Committee Meeting Minutes**  
**Tuesday, July 10, 2018**  
**1:00 PM - 3:00 PM Mezzanine Conference Room**

**Attendees:** Bette Rohrback, Karolyn Gander, Maureen Warmerdam, Lindsay Hogan (Marketing), Brent Collinson (Inspector of Elections)

**Members:** Benjamin Levine, Courtney Murrell

**Member Comments**

Courtney recommended that the requested notification date for candidates to drop out of the election be moved to prior to the due date for Candidates Statements.

**Election 2018 De-Brief**

Karolyn presented the actual timeline of activities for 2018 election as a basis for the discussion. The following activities were identified as needing further discussion/revision for the upcoming cycle. (Actual dates associated with activities for the 2019 campaign were not assigned at this time).

- Election Procedures/Election Rules
  - Activities to be added to Election Procedures include guidelines for the use of electronic bulletin boards. candidate videos and head shots. We will want to investigate where to include any guidelines we may come up with re: use of e-mail campaign lists. Possibly could be under Election Procedures of Fair Campaign Guidelines which would not require 45 day member comment. Any changes to Election Rules would require Board approval and 45 day member comment.
  
- Electronic Bulletin Boards
  - Discussion regarding the effectiveness of the electronic bulletin boards implemented this year. Were they useful for the candidates and members? Will discuss with candidates during de-briefing interviews.
  - Discussed timing of candidate posting to the EBB. It was determined that weekly worked well and should continue.
  - Improve site for candidates posting EBB with links to sites. EC will meet with marketing to develop procedures.
  
- E-Mail Blast and TD News Communication to Membership
  - In general, it was felt that the E-Blast communication campaign facilitated by the Marketing Department was very effective. Toward the end of the cycle a few members complained that they were receiving the same information over and over again. We will address that issue, but do not think the frequency of the communication should change.
  - The 'test' e-mail sent to only members who had not voted on June 15 demonstrated that targeted e-mailing was not problematic. Absent specific Board direction to the

contrary, we will not employ that 'target audience' approach again for the general election.

- Very positive feedback on the TD News articles re-vamped for this election. Candidate interviews with side-by-side responses especially well received. Depending on the number of candidates running in the next election, we may have to alter how those interviews are presented in the magazine. Word-count for responses (175 words this year) may need to be decreased; article may require more than two pages with side-by-side responses.
- We will plan to add the candidates photos and names to the digital signage across TD.
- Fair Campaign Guidelines
  - Document will be reviewed early in the year or this fall. Brent will meet with the general counsel to discuss the use of emails for campaigning.
- Activity Timeline Changes to Facilitate Earlier Preparation/Mailing of Election Packets
  - Timing of all activities leading up to preparation and mailing of Election packets to members will be reviewed with the goal of lessening the time crunch surrounding printing/proofing/mailing of election materials.
- Candidate Meet and Greets
  - Dates for events worked well. The Lodge venue was too small to accommodate discussion area for all candidates. Plan to hold both Meet and Greets in the Gathering Room at Northwoods which provided plenty of space.
  - Each candidate will have a designated, signed location in the Gathering Room for the Meet and Greets so members will be able to find them easily.
- Candidate's Night
  - Very positive feedback about change in format. It was agreed that we need to do a better job of defining broad categories and avoiding redundancy in the questions formulated.
  - Discussion re: opening the forum up to general questions at the end. Pros and Cons identified. Will need to discuss further, including discussion with candidates at their individual interviews.
  - Memorial Day Sunday date got mixed reviews. Will revisit when we attach actual dates to activities in the coming months.
  - We will continue to solicit questions for the forum from the members. We will ask that they include unit/lot number or street address on questions submitted to allow us to verify membership. We will also publish the date by which questions must be received to be considered for the forum when we begin soliciting questions.

## **Campaign Statistics**

Marketing Manager Lindsay Hogan provided a comprehensive review of the statistics we were able to collect relative to utilization of electronic content provided to the membership. Possible contact points included individual candidate pages/videos/statements, electronic

bulletin boards, candidate night video and weekly e-mail blasts. In the coming months we will do a more in-depth review of the analysis and use the data to inform our decisions re: how best to utilize electronic media in the next election.

### **Post-Election Candidate Interviews**

We reached out to the candidates advising them that we would be contacting them to schedule post election interviews to get their input on what worked well or not well during the campaign from their perspective. We received a suggestion that we meet with all candidates together instead of doing individual meetings. One candidate was not in favor of that approach. After discussion it was decided that we would once again conduct individual interviews to allow each candidate to freely express his/her observations to the committee in confidence. We will schedule individual meetings either in person or via phone or Skype conference between July 16-July 24, 9:00am-5:00 pm. Bette will advise the candidates of the decision and ask that they submit workable times to schedule their interview.

### **Ongoing Questions re: Use of E-Mail Lists for Campaigning**

After consulting with the General Manager it was determined that, as recommended by our Inspector of Elections, Brent will schedule an appointment with the new General Counsel to discuss what, if anything, we can do to mitigate the issues faced during this election. Subsequently, Brent will meet with the EC to report findings regarding use of emails for campaigning and recommendations for changes to Election Procedures/Rules or Fair Campaign Guidelines.

Bette will advise the Board of this plan at the upcoming Board Meeting.

### **Committee Code of Conduct**

The proposed Code of Conduct for Committee and Task Force members was reviewed, comparing it to the current Code applied to the Board. The following questions/concerns/observations will be forwarded to the GM as requested for discussion at the upcoming Board meeting:

- Appears to be redundancy in agenda posting requirement under Professional Conduct
- How can the provision not allowing use of "*member contact information received in connection with his/her work on the committee or task force or other than committee or task force for other than committee or task force work.....for campaigning or for any personal activity or endeavour by a committee or task force member*" be enforced? Many of us have personal relationships with individuals we work with on various committees and correspond with them regularly. Once an e-mail is received that address is added to the address book. The only way to facilitate this provision would be to provide every committee and task force member with a TD specific e-mail address. Only that e-mail address could be used for Committee/Task Force communication.
- The provision re: personal e-mail addresses under the first bullet of Confidential Information is not included in the current Board Code of Conduct. It is our position that there should be consistency across codes for Board, Committee Members, Task Force Members **AND CANDIDATES.**

### **Recruitment of Alternate Member**

Deferred to next meeting due to time constraints.

**Next Meeting**

August 7, 2018

1:00 PM - 3:00 PM

Mezzanine Conference Room