

Elections Committee Meeting Minutes
Tuesday, January 8, 2019
Northwoods Clubhouse

Members Present: Bette Rohrback, Karolyn Gander, Maureen Warmerdam, Nan Carnal
Megan Rodman - Staff Liaison
MEC Liaison: Mary Stevens
Marketing Staff: Christina Schwartz, Lindsay Hogan

Member Comments: None

MEC Activity Overview; Elections/MEC Collaboration

The committee officially welcomed Mary Stevens as the liaison from the Member Engagement Committee (MEC) to the Elections Committee (EC). Mary was asked to give the committee an overview of MEC activity to date and outline any identified interfaces between the committees. To date, there has been no formal discussion in the MEC re: what the relationship between the MEC and EC would look like, nor have there been any formal recommendations or plan on ideas. It was acknowledged that there was overlap in our activities and that the 2019 election cycle would be a good opportunity to pilot and evaluate MEC strategies being identified for use in the push to meet quorum requirements when the governing document revisions go to to vote (TARGET - September 2019).

Two possible ideas being put forward by the MEC are:

- Candidate “Debate” to replace current Candidate’s Night process
- Phone Bank outreach to members

The idea of a candidates debate has been suggested in the past. The format change in Candidate’s Night 2018 was a move in that direction. The EC is open to hearing from the MEC exactly how they would envision a ‘debate’ being done. Logistical concerns voiced by the EC included a very short election timeline and the potential for many candidates coming forward to run for two available seats.

The phone bank idea did not receive the support of the EC (or the Marketing Staff). Consensus was that telemarketing has such a negative connotation it could have the effect of members tuning out all TD attempts at communication

The EC will continue to welcome Mary’s participation in our discussions and planning as we go forward. We will, however, make it clear to the Board, that we will develop Election Procedures that we believe are effective and that we can support. We will also emphasise the very compressed election timeline has begun and will proceed as outlined in the Election Procedures. While suggestions from the MEC will be considered, the election timeline can not be altered to incorporate such suggestions.

Review/Discussion - 2019 Elections Committee Task Calendar

The committee reviewed an initial draft of the Task Calendar for 2019 which included proposed changes to last year’s process based on feedback and experience. These included: (DECISIONS/ACTION in blue)

- Timeline for potential revisions to the Election Rules [Consulting with legal counsel. Will hopefully be able to address issues with Fair Campaign Guidelines](#)
- Candidate Packet - revisions and date changes [Updates to calendar](#)
- Application distribution tracking [Tracking of who picks up application packet in Member Services discontinued](#)
- Election Packet improvements [Brainstormed possible changes. Work on new packet to begin in March](#)
- Informational Video by past/current board members describing what it means to be a board member. [Will be included this year. Timing/participants TBD.](#)
- Manager meeting to discuss changes to process in 2019 [May 10 meeting](#)
- Moving initial notice of possible suspension of voting rights for non-payment of assessment/fines from April to March [Approved. Follow-Up in April notice with suspensions effective May 1, which is Record Date of the election](#)
- Agenda change for Candidate Informational Forum [Feedback from last year's candidates resulted in committee asking Association representatives, Committee Chairs and Board members to begin the meeting by providing an overview of their areas of responsibility and departmental functioning and then reply to candidate questions, rather than having candidates initiate questions without first being given information.](#)
- Moved dates for completion of Candidate Statements, Videos, Campaign photos and notice of withdrawal of candidacy up to all earlier mailing of voting materials [May 6](#)
- Timeline for creating/proofing/printing of Election Materials also moved up to allow target mailing date of May 20 (up from May 24 last year) [See Task Calendar](#)
- Identified Election-Committee sponsored events to be continued - assign dates and venues [See Task Calendar](#)

Changes to this draft were agreed upon and incorporated into DRAFT 2, which is attached. This Task Calendar forms the basis of the Election Procedures DRAFT which will be presented to the Board for review at the January 26 meeting.

Also discussed was some language discovered in Davis-Stirling advising associations to limit Candidate statements to biographical information and not allow campaigning in the statements. This would mean a change in practice which we believe could be a disservice to members who often rely on the candidate statement as their only way of evaluating the candidate's platform and reason for seeking election. Issue will be forwarded to Legal Counsel for consultation

Bette presented draft revisions to the Fair Campaign Guidelines approved by the Board in 2018. Specific areas addressed included use of e-mail addresses and mobile phone numbers in campaigning, use of electronic bulletin boards, and candidate endorsements. After discussion and committee revision, the document is being forwarded to the GM for review, then on to legal counsel. Plan is to present a draft for discussion to the board at the January board meeting with approval at the February meeting.

Marketing /Communication Task Calendar Discussion

Christina presented an overview of planned marketing/communication events for the coming election season. Dates were attached to specific activities based on the Task Calendar discussions.

TD News election content for February issue reviewed and approved.

Marketing plan will be fleshed out and finalized for discussion/approval at the March board meeting.

Next Meeting

Tuesday, Feb. 5. 2019
1:00 PM - 3:00 PM
Northwoods Clubhouse