

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)	Owner/Co- owner (S=Staff, M=MEC, E=Elect Cmt, G=Govnce)	NOTES
1	Communications	Amenities/Lodge/XC/Downill/Pizza-on-hill - physical and electronic signage	Both	2.8	2.8	S+M+E	<ul style="list-style-type: none"> • Campaign Materials • Identify debate night • Identify meet & greet events • At entries (N-Woods, Fjord) • At Amenities •
2	Communications	Ask Elements to post about elections.	Both	2.2	2.2	S+E	<p>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?</p> <p><ACTION> - Elections Committee> Run by inspector of elections to verify no issues.</p>
3	Communications	Candidates: Election Debate	Board	2.6		S+M+E	<p>Canned prepared topics the candidates can prepare for - include govdocs value. <ACTION> Mec to create detailed plan to get support from elect committee.</p>
4	Communications	Candidates: Election Candidate Night 5/25/2019	Board	2.6		S+M+E	<p>Canned prepared topics the candidates can prepare for - include govdocs election reminders</p>
5	Communications	Candidates: limited email distribution	Board			S+M	<p>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.</p>
6	Communications	Candidates: Meet & Great:open session to chat w/candidates 5/11/2019, 6/08/2019	Board	2.8		S+M+E	<ul style="list-style-type: none"> • 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 •
7	Communications	Candidates: MP4 Video, Scheduled May 3	Board	2.2		S+E	<ul style="list-style-type: none"> • Candidates self introduction • Run at amenities
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	S+M+E	<ul style="list-style-type: none"> • 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

9	Communications	Elect page for GovDocs	GovDocs		2.6	S+M	Why voting is important to be provided by the Attorney
10	Communications	GovDoc Color coded doc online (legal vs HOA)	GovDocs		2.4	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.
11	Communications	GovDoc Presentation to members (executive summary) - waiting for initial draft from Curtis	GovDocs		2.6	S+M+G	<ul style="list-style-type: none"> • 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.
12	Communications	Homeowners packet, cover letter (signed by each board member and GM?); why to vote	GovDocs		2.8	S+M	Should be joint effort Marketing & MEC
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	S+M+E	<p>High visibility items: (why each vote matters)</p> <ul style="list-style-type: none"> • Budget growth - current and historical • Downhill • Fire safety • Limited Egress • Amenity usage • STR • The Tent • etc. <p><ACTION> MEC to provide examples create MEC Candidates sub committe</p>
14	Communications	Kiosks at amenities near election time (10x10)	Board	1.8		S+M	Staffed by board candidates; May 19, June 15
15	Communications	Kiosks at amenities near election time (10x10)	GovDocs		1.8	G	Board/MEC/Marketing members for GovDocs.
16	Communications	Tahod Donner, News, Next Door staged articles	Both	2.4	2.6	S+M+E	Benefits to vote, Candidates statements, GovDocs reason to vote,direct benefits on voting
17	Communications	Phone Bank reach out	GovDocs		2.2	S+M	For phase I of GovDoc and expand based on 1st vote results.
18	Communications	Reason to vote: Definitive repeatable "benefit to the me	Both	2.8	2.8	S+M	<ul style="list-style-type: none"> • 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 •
19	Communications	Social Network: Facebook, Twitter, Instagram, SMS, TDA Mobile application	Both	1.2	1.2	S	Ask marketing how to utilize this. Use TD account to 'GOTV'

20	Communications	Social Network:Buttons, flyers -->Camp kids, shuttles	Both	1.4	1.4	S	Make GOTV buttons for all TD employees, on the Shuttles, Kids camp take home flyers for parents.
21	Communications	Social Network:Neighbor to neighbor supported meetings	Both	1.8	2	G	provide wine, cheese, flyers, etc
22	Communications	TD Clubs - presentations on why to vote	Both	2.2	2.6	M+E	MEC/Marketing/Elect Committee represenatative present at clubs 'why'
23	Communications	Exit poll	Both			S+M	Poll after the fact on who voted, who did not, why for both.
24	Motivators	Phone Bank reach out	GovDocs		2.2	S+M	Awareness of vote, benefit to vote
25	Motivators	Raffle: Each vote becomes one raffle drawing entry	GovDocs		2.8	S+M	<ul style="list-style-type: none"> • 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 <p><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)</p>
26	Other	Vote Ballots - identify if full or part time	Both	2.6	2.6		This can be done anonymously yet dermine if the voter is full or part time. Can help understand who is/isn't voting. Perhaps help identify WHY.
27	Surveys	Surveys: Awareness of GovDocs	GovDocs		2	S+M+E	ID full time vs part time; on board survey - mary to check
28	Surveys	Surveys: Have or will you voted, why/why not	Both	2.2	2.2	S+M+E	ID full time vs part time- existing surveys underway headed by Robb;check on constraint.
29	Surveys	Surveys: Priority items from Members	Both	2.2	2.4	S+M+E	Series with different goals, deeper for each goal
30	Surveys	Surveys: Results directed to Mktng/MEC/Elect cmte	Both	2	2.2	S+M+E	Use internal resources; flash or other, IT setup on webpage to calculate responses