

## 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.