

# 2021 TAHOE DONNER CAMPAIGN GUIDELINES

February 26, 2021

# RECOMMENDED ACTION

By Resolution, adopt the 2021  
Campaign Guidelines



# ELECTIONS DOCUMENTS PROGRESS

ELECTION  
RULES

45-DAY  
NOTICE  
LIVE

CAMPAIGN  
GUIDELINES

REVIEW  
TODAY

ELECTION  
COMMITTEE  
CHARTER

APPROVED

CODE OF  
CONDUCT

IN PROCESS

TIMELINE +  
PROCEDURES

APPROVED

# ELECTION RULES: WHY CHANGE IS NEEDED?

- Comply with the Davis Stirling Act, which mandates that the Association adopt very specific operating rules to guide elections.
  - Requirements significantly amended with the passage of SB 323
  - Government Code 5100
- The current documents that guide elections also do not clearly distinguish between what is a required and enforceable operating rule, and what is a guideline or best practice as it relates to an election.
  - 2020 election: claims were made that under the existing election rules and fair campaign guidelines the Board and/or the Elections Committee had a duty to investigate and take action relating to campaign advocacy that occurred outside of Association channels

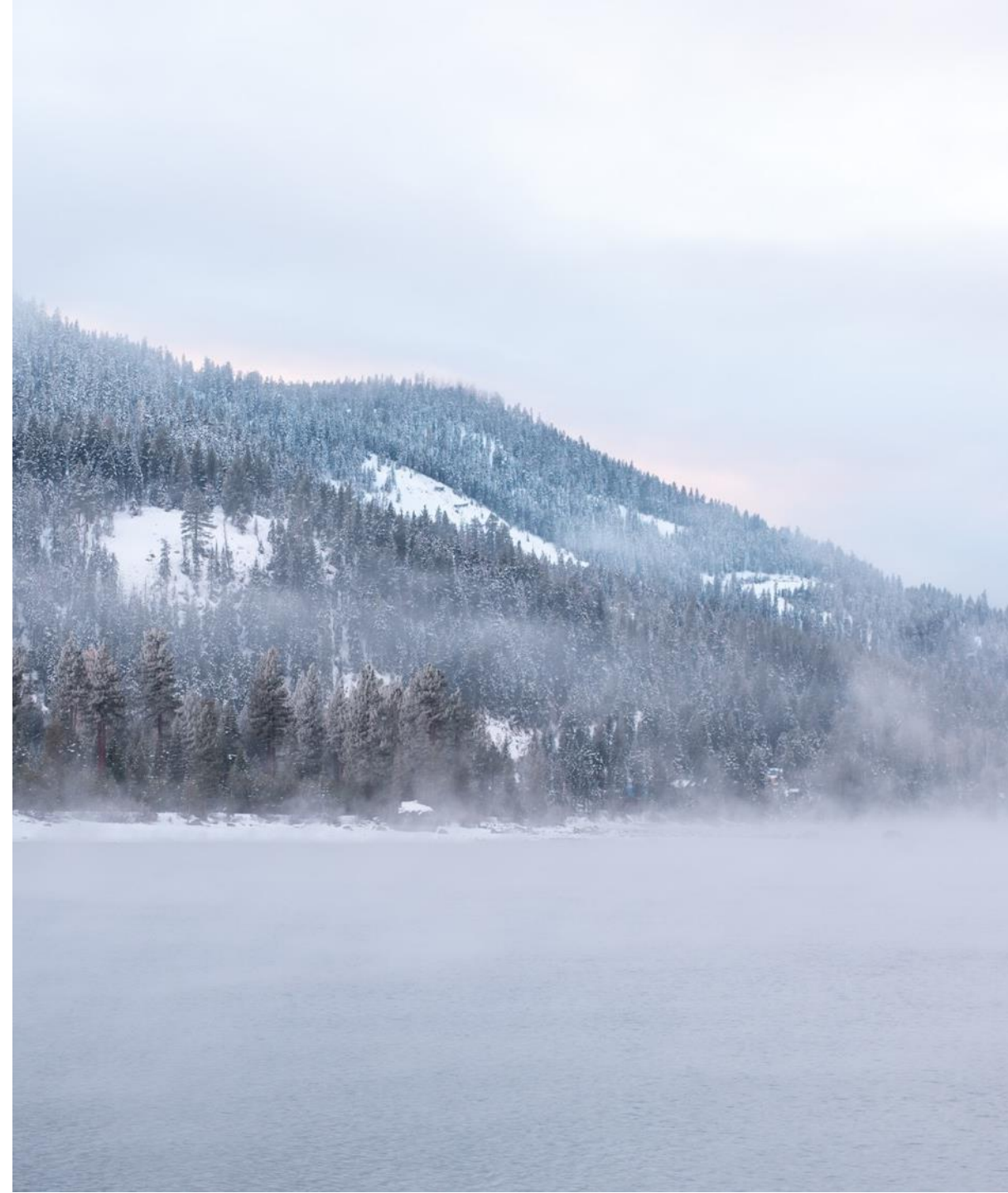


# FAIR CAMPAIGN GUIDELINES BACKGROUND

- **2020 Election:** Work began as a response to the claims that arose during the election. The Elections Committee, the Inspector of Elections, legal counsel, members and the board have been actively working on needed reforms since that time.
- **July 2020:** post-election member survey to gather member feedback
- **August 2020:** the Board directed staff and the Elections Committee to work with counsel to revise and update the election related documents.
- Over the last several months the Elections Committee, legal, staff and interested stake holders and members have weighed in.
- **January 2021:** the Board directed the committee and stake holders to have a work session. Two were held to produce the draft for review today.

# INTENT OF THE CAMPAIGN GUIDELINES

- Useful to set expectations and guide conduct, however, they should be viewed for what they are – guidelines, or expectations of conduct.
- These guidelines should be separate from Election Rules, and the Association and Election Committee should not be put in the role of deciding what is “decent” or “fair” with regard to campaign advocacy.
- Applicable to members, candidates and candidate supporters





## **CAMPAIGN GUIDELINES INCLUDE**

- Campaign Conduct
- Electronic Campaigning and Use of Bulk Email Lists
- Campaign Signage
- Campaign Spending
- Community Leaders Conduct and Endorsements

# EXAMPLES OF THE DOCUMENT

## Campaign Conduct

- **5. Focus On Your Own Message.** *It is recommended that candidates and advocates focus on defining and presenting their own views and their own positions to the members.*

## Electronic Campaigning and Use of Bulk Email Lists

- **3. Bulk/Mass Communication Unsubscribe Links.** *Candidate and advocate communications delivered via any bulk/mass email or text marketing service shall display a prominent, automated unsubscribe link. If the recipient chooses to unsubscribe using the link, the recipient will be permanently removed from the sender's distribution list. Candidates and advocates should clearly identify themselves on their unsubscribe link, e.g.: Click this link to unsubscribe from the "X" campaign email list.*

## Campaign Signage

- **2. Door Hangers, Pamphlets, and Other Handouts.** *When distributing handouts in Tahoe Donner, please abide by the spirit of Tahoe Donner's Common Courtesy Guidelines by taking care to respect the privacy and property of others, and by being careful not to contribute to a litter problem. Because door hangers or other materials visibly left on vacant homes for weeks or months present a safety and security issue, this campaign practice is strongly discouraged.*



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