

SANTA CLARA COUNTY DEMOCRATIC CENTRAL COMMITTEE

7 PM, County Building, 70 W Hedding St, San Jose

(Our meeting is open to the public, but we reserve the right to remove guests who disrupt the meeting. Video and audio recording not permitted without prior approval. Photos permitted unless the subject objects. To use the elevator to access our meeting, please arrive between 6:50pm-7:10pm, at which time the security gate to the elevator lobby will be open. After 7:10pm, if you need the gate opened please see the deputy or maintenance staff for assistance.)

AGENDA FOR Thursday, October 3, 2019

1. CALL TO ORDER

2. ROLL CALL

3. IDENTIFICATION OF VISITORS

4. ADOPTION OF AGENDA

5. APPROVAL OF MINUTES

a. Thursday, August 1, 2019

b. Thursday, September 5, 2019

6. OLD BUSINESS

a. Update re Director of Inclusion and Diversity; link to apply:
https://tiny.cc/inclusion_director

7. NEW BUSINESS

- a. Presentation: Moms Demand Action
- b. Resolution to Support the San Jose Fair Elections Initiative
- c. Resolution Requesting Consistent Messaging & Training
- d. Report: Keith Umemoto, DNC Member & Western Region Vice Chair
- e. South Bay Democratic Coalition - accreditation request

8. REPORTS

- a. Executive Board/Chair: Bill James
- b. Vice Chair: Jean Cohen
- c. Treasurer: Angelica Ramos
- d. Secretary: Helen Chapman

e. Issues: Michael Vargas

f. Community Services and Voter Registration: Judy Pipkin

g. Finance: Prameela Bartholomeusz

h. Endorsements: Clarence Madrilejos

i. Communications: John Comiskey

j. Gender Equity and the Status of Women: Shay Franco-Clausen

k. Campaign Services: Titus Lin

l. Clubs: Alex Wara

m. Regional Director Report(s)

n. DNC: Otto Lee

o. DTV Report: Steve Chessin

p. Pro-Choice Coalition: Claudia Shope

9. ANNOUNCEMENTS/REMINDERS

- Regional Pre-Endorsement Caucuses Oct 5, 6
- Campaign Treasurer Training – Sat. Oct 26, 10-11:30am, First Congregational Church Palo Alto
- Deadline to file for SCCDCC: Dec 6
- January 2020 SCCDCC: Jan 9, 2020

10. EXECUTIVE BOARD MEETING

Next Meeting October 16, 2019,
6-7:30pm, Moorpark

11. ADJOURNMENT

RESOLUTION IN SUPPORT OF SAN JOSE FAIR ELECTIONS INITIATIVE

WHEREAS, citizen participation in local elections is critical to our democracy, and nonparticipation is related to cynicism about local government and local politics and the belief that local officials are in the pocket of special interests manifests itself in political apathy, such that steps need to be taken to increase participation in local elections in San Jose; and

WHEREAS, participation in elections is reduced when voters believe that special interests including large developers, landlords, city contractors and their lobbyists have a disproportionate influence on elected officials due to campaign contribution, and it is essential to avoid the impression that City policy is swayed by a “pay to play” environment, and

WHEREAS, the Fair Elections Initiative will preclude Special Interests from making campaign contributions including Substantial Developers with applications for new developments larger than 20 residential units or more than 10,000 square feet of non-residential floor area; Substantial Landlords/Property Managers with more than ten (10) rental units; Substantial Contractors who are seek or are recipients of more than \$250,000 under a contract with the City; and their Lobbyists; and

WHEREAS, studies have shown that in California cities where mayoral elections coincide with the presidential elections, voter turnout is more than double that of cities where mayoral elections are conducted off cycle, Mayoral elections in San Jose, average turnout is only around 21.5% percent; and

WHEREAS, participation will be increased by having the Mayoral election at the same time as the Presidential election beginning 2024. To do this, it is necessary to limit the Mayor elected in 2022 to a two year term; and

WHEREAS, the limiting of campaign contributions by Special Interests and their lobbyists and the change in timing of the Mayoral election will increase voter confidence and participation;

NOW THEREFORE, BE IT RESOLVED that the Santa Clara County Democratic Party supports the Fair Elections Initiative and urges all democrats to support the Fair Elections Initiative.

Submitted with a recommendation of approval by the SCCDCC Executive Board

RESOLUTION REQUESTING CONSISTENT MESSAGING & TRAINING

WHEREAS, effective Democratic framing and messaging is critical to voter outreach, and a compelling media strategy that builds relationships with activists and conveys policy and proposals to voters in a convincing manner will be essential to winning elections in November 2020;

WHEREAS, Republican success over the past few decades has been due, in part, to their investment of considerable time and money on focus groups and other research to achieve effective messaging on all media, especially targeting social media and the internet, and their success is also due to their expertise in distributing talking points to all Republicans, virtually never answering any question but rather changing the conversation to their talking points with all spokespeople staying on topic and giving the same short, consistent message; and

WHEREAS, Democrats need to develop the capacity to quickly distribute talking points that frame accepted Democratic principles and platforms in response to current events, the news cycle and negative conservative messaging. This framing should appeal to local areas, with a broad consistent national messaging that defines the Democratic Party. We need training to stay on topic throughout a news cycle despite distractions;

THEREFORE BE IT RESOLVED that the Santa Clara County Democratic party calls on the California Democratic Party and the Democratic National Committee to invest in data mining and information technology experts to develop, frame and continually disseminate targeted, coordinated Democratic messaging throughout the Internet and other media; and

BE IT FURTHER RESOLVED that the Santa Clara County Democratic Party requests Democratic Party leadership at both the State and National level immediately provide formal, coordinated messaging and framing training for all Democratic spokespersons, state and county Democratic Party officials, and interested activists to help them all present a clear consistent framing of accepted Democratic principles and platforms in response to current events, any news cycle, and negative conservative messaging while avoiding distractions.

Respectfully Submitted by The Avalanche Democratic Club