

**Arizona Democratic Party
Executive Committee Meeting
April 16, 2011**

I. Meeting was called to order at 8:49 am.

II. Approval of Minutes from March 19th meeting: moved, seconded, passed.

III. Plan to deploy resources in personnel and expertise:

Andrei Cherney spoke about the proposed changes in Executive Board and staffers' duties and functions, repeated his speech from the March meeting with rationale and justification therefore (no direct reference to any departments or staff positions to be cut or reorganized).

Jim Woodbrey spoke about Monday's meeting (March 14) of the Executive Board. Subject: five items under Senior Vice-Chair from last meeting. Because of massive staffing budget cuts, need Board members to assume significant responsibilities; will match talents with needs. Exec. Board needs to represent ADP in LDs, Clubs, and Counties. Recommended viewing Luis Heredia's PP from the meeting-- "The Vicious Cycle" versus "The Virtuous Cycle." Also discussed full-day retreat for discussion of new responsibilities.

Andrei-- Hard-working staff, working long hours, but leaders of party are those of us here. It's our job to lead the party, provide direction. Need to take on jobs; "make them our own."

IV. Examples of new plan and commitments:

Internal communication; grassroots fundraising; candidate recruitment, support, and training; regional team leaders; coordinators to set up meetings.

Jim Woodbrey discussed elements of recognized leader, represent party. Need for staff to train coordinators. Gerald Richard will be point of contact for setting up next State Committee meeting.

V. Small Donor Programs:

Laura Hogan spoke about the outreach she will be doing. Sustaining Donor Program is crucial to the party. Small donations build habit of donation. DEM AZ program starts at \$20.00 month-- goal is to recruit all members to give at this small level. No benefits currently, but in discussion (t-shirt, bumper stickers, heritage, Hall of Fame dinner discount, monthly newsletter). AZ Dem Council Programs. Give ADC members benefits to increase level of donation. Plan is to increase the incentives at each step. Personal ask-- ask each of you to commit to monthly contribution to the ADP. Make a commitment to become a sustaining member of the Democratic Party today. Each member become fundraiser for party. Discussed goals and plan to reach out to those who have stopped contributing. Andrei recognized first member of DEM AZ programs.

VI. Multicultural Outreach:

Manny Cruz spoke about building a multicultural outreach program. He is working with others on the Board; working with Affirmative Action Committee and Caucuses and Clubs Committee. Affect positive change, reach out and educate multicultural communities. Goal: New voters, more PEVLS, Democratic voter turn-out. Henry Wade added that Affirmative Action Committee is reaching out to all the caucuses; he noted the diversity of members of the AAC.

Jim Woodbrey-- County Mobilization headed by Lois Pfau.

VII. Candidate Recruitment, Training, and Support:

Chris Campas spoke about his service as a liaison to develop a Candidate Recruitment Committee in each county and coordinate with elected officials and possible candidates in those counties. Long-term goal is to recruit for every office on the ballot, starting with PCs. Sherry Williams mentioned the Tea Party's statement about recruiting candidates from School Board on up.

VIII. State-wide Outreach:

Bob Bland discussed having members of the Executive Board working with Greenlee and Graham Counties. Discussed working with clubs as well. Gerald Richard discussed ways to strengthen the party. Education Coordinator, Anne Greenberg, is number one training coordinator. Discussed the importance of reaching out to young people.

Jo Kelleher said this [reorganization of Board responsibilities] is "the realization of a four-year-old dream." Meetings took place centered around three points-- talent in the party is underused and wasted; counties and LDs don't feel connect between their leadership and party leadership; dissemination of a flattening of leadership in the party. Initiative culminated in new language in the by-laws.

IX. Officers' Job Descriptions:

Jo Kelleher discussed the proposed structure of the ADP Executive Board and Committee and reviewed the draft of responsibilities of officers. Some officers' duties are clearly articulate, others, such as Vice-Chairs, are not. Harriet has begun outlining new responsibilities. Gave justification, rationale for new duties and changes. Plan is to "mull over for two months." Fred Duval-- good plan, leverages talent; Chair's job was "too much," scared some possible Chair candidates away.

How does budget approval flow through new allocation of responsibilities? Jo explained process; doesn't see substantive change. "Realization of need to pull talent and disseminate it as part of ADP."

Ann Wallack spoke in support of GIVE program. Discussed concerns about responsibility of fundraising being laid all on the Chair. Two months is too long to leave this burden-- all of us need to do our part. Gerald--paints stronger linear connection between PCs to Chair, training, messaging, fundraising. Please send your recommendations as to what you need at the county and LD level.

X. Political Time-table:

Lois Pfau spoke about the Political Time-table she compiled to give Vice-Chairs and others ideas for what the party needs to use as guide when discussing officer duties. Need to know what the party does and when it does it. Dates are irrelevant; document is functions that go on year after year. Mentioned that every elected official should also run as a PC. Reach her at: l_pfau@cox.net. Contact by email or at State HQ if have any questions. Also has Blue Books for sale (\$5.00).

XI. Treasurer's Report:

Rick McGuire discussed the previous discussions about fundraising at the grassroots level. He is more than willing to go out and talk—need to get everyone raising money, not just state party. Cash as of January 1: \$265,324.64. Reviewed breakdown of revenue and expenses budget: \$137,054.79 about \$85,000 is restricted/corporate money. First quarter 2011 income = \$205,661.27; expenses = \$313,931.21.

Reviewed first quarter revenue and expenses from previous years. Some expenses from previous election cycle always gets paid in the following first quarter. Every two years is painful. Not as fiscally fit as would like to be, but staff and leadership are working hard to save money where we can and garner new stream of revenue. Need "your help." Reiterated Ann W's statement that we all need to do our part. Please encourage people to get involved at some level of financial contribution. Beth Weisser asked question about consolidating state and county funds. Mentioned difficulty of continual "ask" in highly Republican areas. Bob. B. said there have been deep and contentious discussions along such lines.

Henry-- What do you think county priorities should be when having those discussions? Rick said there is a reluctance to raise funds for state party at same time as fundraising for county. Efficient, effective fundraising would help ameliorate this issue. Jo said she will carry Beth's idea to the EB—discussion followed.

XII. Clubs and Caucuses:

Andrei spoke about the Council of Clubs and Caucuses. Debra Boehlke and Barbara McCullough-Jones are working on organizing and energizing clubs and caucuses, being front-lines of engagement. Introduced Barb-- goal is to build a stronger bond and connection between State Party and clubs and caucuses, and to improve internal and external communication and messaging. Help clubs and caucuses fund their activities as well as contribute to State Party. Two types of fundraising—"tithing" (regular giving), "because giving" (things that excite us on an intermittent basis). Goal: help distill those messages to the clubs and caucuses, help them understand messaging, important to both types of giving. 2011: build coffers; 2012: take back our state.

XIII. August 2012 Meeting:

Luis passed out the proposed meeting calendar and discussed August 2012 conflicts. If schedule adopted, have potential conflict next August. Andrei suggested canceling the August 2012 meeting--discussion followed. Suggested voting on at the next meeting. Tabled discussion.

XIV. Fall Meeting-- Yuma Request:

Rick said he probably needs to spend time in R counties to give training and support needed. Mike Smith spoke about Yuma's desire to host the fall 2011 meeting, presented plan and proposal. Lois Pfau moved that the fall meeting be held in Yuma; seconded. Suggested that the meeting be held on a date other than "game day" or have a "big-screen TV available." Discussion of date options as well as viewing available. Chris Campas called the question. Andrei restated the motion that the November meeting be held in Yuma. Motion carried.

XV. Delegate Selection Plan:

Andrew Stone spoke about Delegate Selection. Henry Wade said there is a change to proposed goal--from 3-4 on African American side and from 4-5 on LGBT side. He will make a concerted effort to reach out and talk to caucuses.

XVI. Redistricting News:

DJ Quinlan, Elections Director, gave a redistricting update. Took questions-- empowering activists, make up of commission (Jose Herrera, Linda McNulty are Dems/ have 2 females and 1 Hispanic). Commission goal is to be finalized by October first.

XVII. Meeting was adjourned at 10:29.