Meeting Minutes
May 7, 2018 5:00 P.M. – 6:30 P.M
350 Twin Dolphin Drive, Shoreway Conference Room

Members Present
Petra Si Hon
Nicole Wong
Linda Wolin
Dornaz Memorzia
Nicole Cuadra
Diane Leeds
Ben McMullan
Stacy Hawver
Pam Jones

Staff Present
Diana Izaguirre
Cho Chiu

Items Discussed
I. Introductions

II. Review of Toolkit –
   a. Comments: What is going to be translated? High Level of frustration because not enough translated languages. Nothing is translated to Spanish. Frustrated over long approval process. Location lists on SMCACRE are hard to find. Did not like brochures. Diana informed the committee the handout card translations are sent to the printers. Email everyone when the handout cards are ready in different languages. The committee requested Spanish, Tagalog, Chinese and Korean SOS Handouts.

III. Review of postcard #3 –
   a. Did not have postcard #3 for review

IV. Review of print advertisements -
   a. Did not like how lengthy and full of words the print advertisements were. The audience of the advertisements will not understand due to their literacy levels. Less words and more graphics for next advertisements.

V. Review of outreach progress: target areas, effective advertising, attendance levels –
a. Pam Jones was at Cinco de Mayo Luncheon and people there understand that they have to mail in their ballots but are not aware of other options, such as Vote Centers and Ballot Drop-boxes. She also pointed out to do more outreach in the low turn out areas, i.e. Belle Haven has low turnout.
b. People Power- 4 presentations and 6 scheduled, most of them have been organizations. ESL classes and PTAs. Coordinate with them to let them know when we are having events, so we are not duplicating efforts. Did 9 tabling and have 4 more to go.
c. Outreach materials needs to be sent to Menlo Park City Clerk to get posted.
d. Outreach in North County is tough due to lack of community partners. Nicole Wong suggested to reach out to Migrante, Filipino migrants organization.
e. Questions about where Alex Padilla will be hosting the presentation.
f. Election Division is doing radio ads, TV ads, videos including 30 second in Spanish. Mr. Church is doing a lot of interviews. Michelle Yue just did a Chinese interview today.
g. Petra suggested Music on the Square for outreach, email Outreach Materials to City Clerks and have the Vote Center Location flyers posted. Outreach at City Manager meetings which occur once a month. San Mateo Pride Center 1 Year Anniversary is on June 1st.
h. League of Women Voters had the VCA PowerPoint on loop and people stopped by to looking at it.

VI. Review of Twitterstorms and other social media –
   a. Dora forwarded social network timeline and sample suggested Tweets and they can be customized to an individual county. Partnering to send tweets out.

VII. SOS and AAAJ Observer Plans –
   a. County Guidelines for observers to look for. LA County is sending 3 of their staff to our Vote Center Representative Training and will be helping on Election Day and 11 Day Vote Center.
   b. AAAJ is recruiting observers for June Election. 2-4 teams of pair throughout the Election. 45 minutes at each location. They will check for language access. They will have a checklist.

VIII. Update on plans for Mindy’s work-
   a. Mindy had a discussion with Jim on Friday. She will determine the effectiveness of marketing, Vote Centers and Drop- Boxes, different focus groups, cost of Election. Her study is on target with the demographics.
   b. Concerns: Will she be asking people who use Vote Centers or not? Where they live vs where they drop off the ballot? Who are using Vote Centers? Do they go near they live or near where they work? San Mateo stats vs. other Counties. How long will it take for her reports? Is she going to prioritize the most important issues since there is no timeline? Ask Mindy to come to one of the meetings.
IX. Update on Election-

a. 4 Vote Centers opened today. 15 voters on opening day but none at East Palo Alto. Elections will have Facsimile ballot at all Vote Centers.

X. Additional Notes-

a. Will need a new meeting location and maybe have an earlier meeting time.
b. Next meeting: Monday 5/21/2018 TBD

Meeting adjourned 6:30pm