

DEMCCO Retreat Report

March 31, 2019

Ground Rules

- ▶ 1. Do not interrupt others.
- ▶ 2. Speak when recognized.
- ▶ 3. Observe time limit.
- ▶ 4. Do not hold side conversations.
- ▶ 5. Be respectful including others with different opinions.
- ▶ 6. Provide constructive feedback.
- ▶ 7. Silence phones.

Goals for DEMCCO

Linda Slater, President

- ▶ 1. Elect Democratic candidates focusing on offices in Carlsbad and Oceanside.
- ▶ 2. Expand our membership base in order to have more of an impact.
- ▶ 3. Support and enhance harmony within Democratic groups and the Party.
- ▶ 4. Decide issues to focus on such as the ACA.
- ▶ 5. Work to enact public policies.
- ▶ 6. Promote Democratic values.
- ▶ 7. Promote ground rules for discourse, actions, etc.

Goals and Action Plans by groups.

- ▶ Each attendee participated in 2 of 6 groups.
- ▶ The groups were facilitated by the respective elected leaders.
- ▶ Each group was charged with identifying goals for their area.
- ▶ Each group identified how the goals should be carried out, that is, the Plan of Action.

Political Action Committee

Kyle Krahel-Frolander, Chair

▶ GOALS:

- ▶ 1. Ensure members are informed voters electorally, locally and organizationally.
- ▶ 2. Elect Democratic officials this current election cycle including mayor of Oceanside, 2 city council members in Oceanside and Carlsbad, school board members, Tri-City board members, Mira Costa Community College trustees, as well as enabling Democrats, especially DEMCCO members, on commissions and other institutions.

Continued. . .

Political Action Committee

Kyle Krahel-Frolander, Chair

- ▶ 3. Work to pass and implement Climate Action Plans with enforceable measures to achieve climate stabilization targets.
- ▶ 4. Outreach to younger people in high schools and colleges to get them engaged in the political process.
- ▶ 5. Work on specific issues including healthcare and economic issues especially involving disadvantaged communities.
- ▶ 6. Insure interaction is a two-way street.
- ▶ 7. Focus on taking action.

Continued. . .

Political Action Committee

Kyle Krahel-Frolander, Chair

- ▶ 8. Have a process for Democratic unity by cultivating and supporting candidates and then unifying behind the Democratic candidates facing Republican challengers.
- ▶ 9. Address disconnect between Party and communities by educating Democratic candidates and maintaining an ongoing relationship.
- ▶ 10. Prioritize goals and have measurability so that the priorities can be continually refined.
- ▶ 11. Build capacity for voter registration.

Continued. . .

Political Action Committee

Kyle Krahel-Frolander, Chair

- ▶ PLAN OF ACTION:
- ▶ *1. Regular meetings: 3rd Thursday of the month at 5:30 p.m. *First meeting April 18, 2019 at Bagby's at 601 S. Coast Hwy, Oceanside, CA.*
- ▶ *2. Include Indivisible strategies and labor groups.
- ▶ *3. Implement a survey among DEMCCO members to measure goals now and after a certain period of time.
- ▶ *4. Implement ACTION ALERTS to contact DEMCCO members about specific issues primarily those of Oceanside and Carlsbad.

* = implement the first 3 months

Fundraising Committee

Dee Forsberg, Chair

- ▶ GOALS:
- ▶ 1. Reinstitute some events that had been done in the past and raise \$10,000 this year by the following:
 - ▶ A. September 2019 college event
 - ▶ B. Quarterly town halls with funds raised through sponsors
 - ▶ C. Increase membership at Carlsbad Village Faire and giving away a tote bag to new members
 - ▶ D. Paint and Sip

Continued. . .

Fundraising Committee

Dee Forsberg, Chair

- ▶ E. Comedian with 1910 Club as possible venue
- ▶ F. Continue 50/50
- ▶ G. Implementing quarterly speakers with donations
- ▶ H. Women officials forum with donations and sponsors

Continued. . .

Fundraising Committee

Dee Forsberg, Chair

- ▶ PLAN OF ACTION
- ▶ 1. Obtain sponsors for various events and possibly get them involved in the club.
- ▶ *2. Identify new venues (Carlsbad Women's Club no longer allows alcohol)
- ▶ *3. Purchase union made/printed T-shirts and tote bags to be used for fundraising by making donations.
- ▶ 4. Search for speakers.

* = implement the first 3 months

Continued. . .

Fundraising Committee

Dee Forsberg, Chair

- ▶ *5. Schedule and hold events.
- ▶ 6. Develop a monthly calendar.

* = implement the first 3 months

Communications Committee

Blair Daniels, Chair

- ▶ GOALS:
- ▶ 1. Keep communication positive.
- ▶ 2. Increase membership.
- ▶ 3. Keep website updated with speakers, events and elected officials and delegates.
- ▶ 4. Get more young people involved.
- ▶ 5. Revamp social media including asking all members to like/share.

Continued. . .

Communications Committee

Blair Daniels, Chair

- ▶ 6. Sponsor clubs for young Democrats.
- ▶ 7. Emphasize the economy.
- ▶ 8. Use suggestion box or board, review submissions then post remarks at meetings in order to increase transparency and encourage input from members.
- ▶ 9. Provide opportunities for discussion and members' questions.

Continued. . .

Communications Committee

Blair Daniels, Chair

- ▶ PLAN OF ACTION:
- ▶ *1. Advertise meetings in Coast News and Union-Tribune.
- ▶ *2. Contact schools (high schools and colleges) to increase involvement by young Democrats.
- ▶ *3. Work on expanding social media to other platforms, more views/likes, etc.
- ▶ *4. Institute suggestion box.
- ▶ *5. Institute discussion group at 9 a.m. before monthly meetings.

* = implement the first 3 months

Program Committee

Pat Amador, 1st Vice President

- ▶ GOALS:
- ▶ 1. Obtain input from members regarding the program.
- ▶ 2. Consider using panels for candidates for possibly 30-minute periods during the program as we get closer to endorsements. (*Programs are better if there's a mixtue of informational programs and presentations by candidates.*)
- ▶ PLAN OF ACTION:
- ▶ *1. Provide for ways for members to provide suggestions about topics and formats of program.

* = implement the first 3 months



Special Events Committee

Vince Loughney, Chair

****IMPORTANT****

It is everyone's responsibility to use our equipment with care to prevent undue wear and tear.

Mike Lewis sets up, maintains, stores, and transports our equipment.

Thanks Mike!



Special Events Committee

Vince Loughney, Chair

- ▶ GOALS:
- ▶ 1. Register voters, 100 Democrats this year.
- ▶ 2. Expand membership.
- ▶ 3. Inform public of issues and introduce Democratic candidates.

Continued. . .

Special Events Committee

Vince Loughney, Chair

▶ PLAN OF ACTION:

- ▶ *1. Participate in Earth Day at Oceanside Civic Center on April 27 including collaborating with Citizens for a Friendly Airport and Moms Demand Action.
- ▶ *2. Participate in Carlsbad Village Faire on May 5.
- ▶ *3. Participate in the Oceanside Independence Parade on June 29. A convertible is needed. Volunteers will walk approximately 1 mile.

* = implement the first 3 months

Continued. . .

Special Events Committee

Vince Loughney, Chair

- ▶ 4. Participate in the Oceanside Sunset Market on Thursdays from 4:00-9:00 p.m. twice a month.
- ▶ *5. Participate in the Juneteenth celebration in Oceanside on June 15.

* = implement the first 3 months

Membership Committee

Shirley Anderson, Chair

- ▶ GOALS:
- ▶ 1. Increase membership.
- ▶ 2. Hold new member orientation.
- ▶ 3. Provide member informational packet.
- ▶ 4. Increase membership of young Democrats (16-35 years of age).

Continued. . .

Membership Committee

Shirley Anderson, Chair

▶ PLAN OF ACTION

- ▶ *1. Find ways to involve young Democrats (*different times for meetings, sponsoring activities specific for young Democrats, hold a debate about voting age, sponsor a group for young Democrats, additional targeted advertising, hold events at schools, provide scholarships*).
- ▶ 2. Determine the value to young Democrats to participate.
- ▶ 3. Launch a Youth Engagement Committee.

* = implement the first 3 months

Continued. . .

Membership Committee

Shirley Anderson, Chair

- ▶ 4. Offer reduced membership dues rate for young Democrats.
- ▶ 5. Calendar dates significant to young Democrats (e.g. school dates).
- ▶ 6. Market membership to other clubs, to other groups/alliances, offer reduced dues to people from other clubs/groups/alliances, and utilize the Chambers of Commerce for publicity.
- ▶ 7. Develop a new member orientation, informational packet and place pictures of new members on website.

What do we need to do to implement these ideas?

Linda Slater, President

- ▶ 1. Do written reports sorted into the areas/groups.
- ▶ 2. Obtain feedback from members about the report.
- ▶ 3. Re-assess how we have done in 3 months.