



DEMOCRATIC PARTY OF VIRGINIA
State Central Committee Meeting
February 16, Richmond

Call to Order

The meeting was called to order at 10:05 am by Chairman Charniele Herring. The Pledge of Allegiance was led by 11th CD Chair, George Burke ([Dawn Lawson](#) from the 11th CD who passed away February 7th was remembered with a moment of silence).

Roll Call

Steve Bunn, DPVA Secretary, stbunn@gmail.com

Roll was called of all Congressional Districts. The Chair was informed that a quorum was present. See attendance sheet at the end of the minutes, [click here](#).

Adoption of the Agenda

★ A motion was made, seconded and passed unanimously to adopt the agenda.

Adoption of the Minutes

Hard copy of the December minutes that were distributed will be approved at our June meeting.

Chair's Report

Charniele Herring, DPVA Chair and Del., [46th District](#), Chair@vademocrats.org

Key agenda items today:

- approve the 2013 DPVA budget
- vote on the delegate allocation formula for reorganization of the State Central Committee
- we'll hear from Terry McAuliffe, and detailed overviews of gubernatorial and coordinated campaigns
- after the meeting there are a number of breakout sessions (*box lunches provided*), including
 - meet regional field directors
 - disabilities awareness training, led by Ed Turner
- General Assembly update from Del. Jennifer McClellan
- staff update – new Executive Director, Lauren Harmon
 - Lauren has vast campaign and party experience in Arizona (worked for state-wide campaigns as well as lobbying for the building trades – working for their state-wide PAC), Nevada, and most recently in Ohio as the Women's' Caucus Director for the State Party. Lauren has experience in field, fundraising, and campaign management, and an impressive record winning in Republican leaning areas

Special thanks to outgoing Executive Director, Dave Mills for all his well-organized help in the transition. There will be an Open House at DPVA Headquarters 5-7 pm (1710 E. Franklin St, Richmond, VA 23223; map: <http://bit.ly/DPVA-HQ>) on Tuesday to welcome Lauren and thank Dave.

Executive Director's Report

Lauren Harmon, DPVA Executive Director, LHarmon@vademocrats.org

Excited to be here, working with you to: 1) elect Terry McAuliffe, 2) take back the House of Delegates and bring along the down ballot candidates as well, and 3) with an eye to launch out of this strong year building a strong DPVA for years to come. New here, just started February 13th, so if you have concerns, questions, or suggestions please feel free to contact her.

Treasurer's Report

Barbara Klear, DPVA Treasurer, klearb@gmail.com

All fiduciary responsibilities have been fulfilled, e.g. Federal and State reports, etc., in a timely manner (thanks to Katie Buchanan who actually files the reports for us).

Report Summary December 1, 2012 through January 31, 2013

Cash on hand December 1, 2012		33,344.07
Federal Income 12.1.2012-1.31.2013		720,725.90
Non Federal Income 12.1.2012-1.31.2013		135,170.11
	Total Income	855,896.01
Federal Expenses 12.1.2012-1.31.2013		659,183.64
Non Federal Expenses 12.1.2012-1.31.2013		102,731.51
	Total Expenses	761,915.15
Cash on hand January 31, 2013		127,324.93
Accounts Payable Federal Liability 1.31.2013		29,443.48

The notably higher amount of cash on hand at this point in our annual cycle was due to our very successful Inaugural Ball in Arlington (gross \$340,000).

★ A motion to adopt the Treasurer's report was made, second and passed unanimously. The Treasurer's report will be filed for audit.

DPVA 2013 Budget Review

Lauren Harmon, DPVA Executive Director, LHarmon@vademocrats.org

This year will see an efficient harmonization of budget responsibilities between DPVA and the Coordinated Campaign to eliminate duplication of efforts, allowing each to focus on their specific efforts. There is a new perspective on the structure of the budget maximizing campaign aspects of 2013, and minimizing expenses to DPVA. The Coordinated Campaign (gubernatorial, other state-wide candidates, and other races included) is a subsidiary of DPVA, it is not a separate entity – separate bank account.

For the past several weeks the Chair has been working with Lauren, Dave Mills, and our Coordinated Campaign to develop a budget for DPVA that will help us win in 2013, grow the Party, and continue to provide training and resources to our local committees. Thanks to everyone for their efforts in putting this budget together. The budget was presented to Steering Committee last evening and was approved unanimously for recommendation to Central Committee.

The budget is different than what you may have seen in the past, because of the unprecedented level of coordination that we have with the McAuliffe campaign, the Coordinated Campaign – ultimately including all our down-ballot candidates. This year is the earliest that there has been a coordinated campaign on the ground in Virginia – earlier even than OFA, so we're off to a great start.

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We'll hear from many of the Coordinated Campaign staff later today, but we covered much of that now since we're unifying responsibilities, saving money, being good stewards of your money so that DPVA can focus on our core service mission to build a state party that wins elections this year, and sustains and remains on into the future.

Components of the Proposed 2013 DPVA Budget

Expenses

- **Staff** – The largest component, since we are investing in keeping a strong core staff around so that we can meet and exceed the level of expectations that our Democratic candidates, our Steering Committee members, local committees and Democrats across the Commonwealth have for DPVA.
- **Administrative** – Accounting, legal, office supplies, postage, reimbursements. Cost are down significantly from 2012, savings here were realized by buying in bulk, sharing expenses, and moving many of the expenses we would normally carry off on to the coordinated campaign.
- **Building** - DPVA headquarters: mortgage, taxes, utilities. We've found notable cost savings here from 2012 largely, because we were able to move building repairs and offices around the state onto a line item stipend from the coordinated campaign to cover things we normally would.
- **Departmental Support** – Fundraising, database expenses, voter file costs, technology, meet and greet, trainings.
- **Chair Travel Budget** – Small now since General Assembly is in session, but will expand as the Chair reaches every corner of the Commonwealth.

As much as possible we've tried to retain only the DPVA functions so that other costs and expenses can be absorbed by the coordinated campaign, and this is a strategic advantage. We are uniting our finance team between DPVA and the Coordinated Campaign to become one, united finance effort so that we can tap into the fundraising firepower of Terry McAuliffe, get in the room with national donors as we've already been doing. Next year we can then find ourselves in even better financial condition to leverage what we've doing this year. That way when we go to large donors next year they don't wonder who DPVA is, but can remember and remark about our great efforts this year and want to invest in continuing that great work.

We continue to look for ways to economize, e.g. the technology we've accumulated over the last year from OFA is being inventoried for use by campaigns across Virginia so that we don't have to invest much in tech this year.

Brian Coy will be moving to Coordinated Campaign to define the opposition, and make that message stick – and his salary will be a line item off of the DPVA budget. Ashley Bauman will be handling down ballot and house races, continuing to build the DPVA brand.

Revenue Projections

We've studied our revenue over the last 36 months, tempering the highs of 2012 with the lows that often accompany years like 2010-11 to arrive at truly achievable conservative revenue projections for what we can truly expect to see this year. Some components are fixed, like rent from our HQ building tenant; others are variable – a function of timing, how hard we are willing to work and how aggressive we're going to be. This practicality arises from vision to be a strong state party, but also to make sure that we are being deliberate about setting realistic expectations for people, so that we can meet and exceed what is expected from us. We know that there is a drop off in fundraising after Presidential years, particularly in our low-dollar donors, and we have to take that into account.

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Two big drivers of our revenue last year were the national and state conventions, that we don't have to deal with this year, and so it's one less expenditure, but it's also one less significant hook to fundraise.

The JJ Dinner is the major money maker on the horizon this year, and we want to be realistic about the income generated from that.

Most importantly, we must continue to think long-term as an organization. Thanks to Chairman Moran and Dave Mills we started with a strong financial footing, starting the year with no debt. We need to be smart about what we're doing, budgeting to spend slightly less than what we're taking in so that we can establish some very modest and very attainable critical savings goals allowing us to capitalize on an unexpected special election, to make any technical or structural improvements that we find we might need at headquarters or offices around the state, to fund more trainings free and low cost to our local committees, and to enjoy the security that knowing there is a little bit of money saved for a rainy day.

Coordinated Campaign Highlights

Things that we'll be moving off of the DPVA books and on to the Coordinated Campaign:

- **Office and Infrastructure** – offices around the state – investing in presence to have an office in your neighborhood.
- **Program Budget** – micro-targeting, field events.
- **Staff** – staff in our neighborhoods and to really turnout our voters.
- **Analytics** – to assess and understand voters, what they care about, and how to motivate them.
- **Field and Political Program** – dedicated to partnering with our local committees and base.

Our New Approach: The Benefits

1. **Defined roles and responsibilities for all staff** - that means each person knows the service mission to every candidate and every Democrat.
2. **Cost savings and efficiencies**, economies of scale, finding ways to remove duplication of efforts to be good stewards of your money.
3. Programmatically we'll be able to **really drill down on our priority program areas**, working with local committees and down ballot candidates, contacting and turning out Democrats to elect folks up and down the ballot, and improving our ability to execute the services that matter to us.
4. **A balanced financial approach is going to allow us to build a state party that sustains and remains, regardless of the election cycle.**

This is an unprecedented, unified, balanced budget that will give us the tools we need to win, the wiggle-room we need to innovate, and it will leave DPVA as a healthy, debt-free, and financially secure organization at the end of the year.

★ Motion made to adopt the budget, second, passed unanimously.

Officer Reports

Organization – Upcoming Regional Trainings

Gaylene Kanoyton, DPVA 1st Vice Chair for Organization, gaylensevents@cox.net

We'll focus on **training and growing local committees** starting next week (9th CD - Radford, 6th CD - Lexington, and 10th CD - Winchester). We're asking local committees to partner with neighboring committees to coordinate for the training, and it's an opportunity to reach out to interested Democrats to join our local committees.

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Gaylene has received calls from people who have expressed concerns about how new organizations that are forming new chapters and how they may or may not integrate with our efforts: the Democratic Party's mission is to support campaigns and elect Democrats, and as long as we keep our focus on our efforts we can coexist with these new organizations.

Our plan is to have a summit again like before that was so well received. **Winning is not optional, it is mandatory.**

Rules & Resolutions – Pending Resolutions and State Central Committee Reorganization

Fred Hudson, DPVA 2nd Vice Chair for Rules, fredwhudson@yahoo.com

There are two resolutions for consideration.

- ★ 1. "Establishing a Health Care Insurance Exchange for Virginia". The Resolutions Committee and Steering Committee (last evening) both unanimously recommended this to the Central Committee. A motion was made to recommend the resolution to the State Central Committee, second, no discussion, passed unanimously.
- ★ 2. "Resolution Encouraging Medicaid Expansion for Virginia". The Resolutions Committee and Steering Committee (last evening) both unanimously recommended this to the Central Committee. A motion was made to recommend the resolution to the State Central Committee, second, no discussion, passed unanimously.

Reorganization of the State Central Committee

Per our [Party Plan](#), Section 4.18 every four years we 'reorganize' the State Central Committee.

On the 15th of June we will formally be reorganizing the Central Committee and electing new DPVA officers. All deadlines revolve around that date.

We have one job to accomplish in the body today: to set the method of delegate apportionment for Congressional District (CD) conventions (*among 4 choices per Section 15.1 of the Party Plan. It is the CD conventions that then elect the 20 members to the State Central Committee for each respective CD*).

March 1st is the release date for Calls to Convention from the CDs (a call establishes the process and schedule, including the date of the convention, up to the convention when the rules of the convention take over – Clark Mercer will be sending out a packet of information with samples to help navigate the process), and the date of the CD conventions will determine other deadlines.

- ★ **A motion was made to adopt the method of allocation for Party Plan 15.1 a)** (this was the formula recommended by the Steering Committee - *"A formula giving equal weight to population and to the average of the Democratic vote in the most recent elections for Governor, United States Senator, and United States President"*), seconded, and passed.

Outreach

Sen. Louise Lucas, DPVA Vice Chair for Outreach, [18th District, district18@senate.virginia.gov](mailto:district18@senate.virginia.gov)

There has been a lot going on in the General Assembly, and the 20-20 seat tie in the Senate has made it difficult during session to get out like last year, as Sen. Lucas had with the DPVA Inclusive Community Outreach Program (ICOP). Be assured that she is committed to going all corners of the Commonwealth after session adjourns, energizing committee members, and maximizing the vote.

You know how bad it's been, e.g. the [attempted GOP passage of a redistricting bill](#) on Inauguration Day while one Democratic Senator, our own esteemed civil rights lawyer - Sen. Henry Marsh, was attending the Inaugural Ceremonies.

To add insult to injury, just this week on the [Senate Education and Health Committee](#) there were five bills that could have been and should have been defeated with the members present, applying the same attendance logic used with the absence of Senator Marsh; however, Education and Health Committee Chair, Del. Steve Martin ([R-11th](#)) kept delaying voting temporarily with a Democratic majority present until the GOP members arrived. But for the loss of one seat in the Virginia Senate last year there would be a Democratic majority there, and that Chairmanship would have been Sen. Lucas. Elections matter, and majority matters when it comes to determining committee chairmanship. This year all across the Commonwealth Sen. Lucas will visit outreach and local committees to bring the message about **the fierce urgency of this election** – every bit as important as last year.

The cost of the voter suppression legislation (among other), e.g. the voter ID bill estimated at 22 million dollars, can be better used to fund activities and programs important to all Virginians.

Communications & Technology

Craig Fifer, DPVA Vice Chair for Technology and Communications, craig@fifer.net

Thanks to some people who have advanced the use of technology and communications: Dave Leichtman (heads up technology for Arlington Democratic Committee; established VADemTech group), and Jim Southworth (setup the McAuliffe campaign headquarters communications and computer networks in Arlington, that will also serve as a template for other offices across the state). Thanks to Brian Coy (DPVA Communications Director) who has been active in sending out regular comments about the extreme nature of the Cuccinelli vision of Virginia – it's only been necessary to present the [man in his own words](#), and also to Ashley Bauman (DPVA Press Secretary) who has been working intimately with the House and Senate Caucuses to support their messaging with coverage of important issues in this General Assembly session.

General Assembly Update

Del. Jennifer McClellan, [71st District](#), DelJMcClellan@house.virginia.gov

On the House side we are otherwise occupied not with the important business of the Commonwealth, but rather fighting such GOP time-wasting conspiracy scourges as [Agenda 21](#) (*Glenn Beck*), attempting to opt out of Federal laws left and right, confirming the importance of the Second Amendment, declaring the fundamental rights of parents, even considering passing a resolution to [mint our own currency in Virginia](#). Meanwhile, Democrats are fighting to fund transportation needs, but the Governor would shift the burden of such funding to those least able to afford it by increasing the sales tax, eliminate the gas tax, as well as gamble on unlikely funding from Congress for an internet sales tax. Because of the Senate Democrats working together with House Democrats the transportation bill is in conference, and the gas tax is back in. The Republicans would shift money away from the General Fund towards transportation, thereby funding transportation at the expense of education, health, and human services. The Senate bill does not divert the magnitude of General Funds – stay tuned.

Additionally, the Governor thought that we needed to reform K-12 education, and yet the main thing we need to do to reform K-12 education is to fund it at the levels that are needed, how about paying teachers' salaries commensurate with retaining the best and brightest, and in those areas with at-risk students that they are provided with the needed extra attention. The Governor on the other hand wanted to install a grading system for schools that would include all on the same level, magnet schools and alternative schools that serve children expelled from all others. He even put in a bill to take over our schools.

Democrats are still working to implement the Affordable Care Act, whereas Republicans are doing everything they can to delay. Virginia Democrats are working to expand Medicaid, and most of the 400,000 Virginians without health insurance that would then be covered while most of the rest would be with the establishment of the exchanges. The Federal exchanges are coming, yet the Republicans won't even consider giving the State Corporation Commission the authority to try to help implement them. The GOP did not get the memo that they lost the election.

With all this your help is needed to elect more Democrats in the House of Delegates. We've got great candidates across the Commonwealth, who are running Democratic campaigns on Democratic principles that we can be proud of. Some of these candidates are present today. We are still looking for candidates, if not for this year, then for next time.

We can change votes when committed Democrats go to Richmond to testify – that's how 'personhood' was killed last year by one vote. That is almost how we got the Dream Act in Virginia, by one vote. Don't wait until Election Day to support Democrats, call your elected officials, especially if they are Republicans to tell them that you are watching what they do.

Candidate for Governor, Terry McAuliffe

Terry has an ambitious travel schedule with 12-15 events a day, and if there is place that he can be he will be there. The campaign team is all in place, field organizers are being deployed, messaging cards are in your hands, and more than 35 offices are opening across the Commonwealth. We just opened the headquarters in Roslyn (Arlington) the other day with an overflow crowd of over 200. This will be the most aggressive campaign you've seen, and Terry knows very well who he is running against, what his vision and what our vision is with a focus on jobs and economic development. We need a mainstream Governor working for all Virginians, every day.

Your help is needed in so many ways. We're getting the petitions out (to get on the ballot) and need signatures.

We'll be focused on our messaging. Cuccinelli cannot win on his record; he can't win on his agenda, the only way he can is to try to tear Terry down, and so it will be a challenge for voters to hear such messaging. Terry knows though that this is not about him, but all the people we care about.

We have big challenges in transportation and education. We can't be suing college professors. We've got to accept the Medicaid expansion – it's the right thing to do. From a business perspective we've got to do these things.

It will be a long hard fight, but not just this year – winning all up and down the ticket, but next year as well with Congressional races. Then in 2015 take the state Senate back, and 2016 elect a Democratic President. It all starts here today.

McAuliffe Campaign - Polling and Messaging

[Geoff Garin](#)

This is an election we should win – we've got a better candidate, a better message.

Unfortunately, as always there will be attacks in this campaign, and the negatives against Ken Cuccinelli are far more troubling than any case that we know that they will attempt against Terry.

Two Commonwealth-wide polls were just completed. The first poll focused on understanding the dynamics of the race, how the voters feel on a variety of topics. We've started to look at the positive

framing of messages, and response to negative cases – all that will be examined in more depth in subsequent polling.

One of the reasons that the Democratic Party matters so much in this election is that the outcome revolves around who votes. In 2012, the Republicans believed that the electorate would look like 2004, and not like 2008. In the 2012 election, exit poll results from the networks for the Commonwealth gave a 7 point advantage to Democrats in terms of party identification. By contrast in the 2009 general election Democrats had a 4 point deficit with respect to party identification. We don't know yet where that will be in 2013, and we need to do everything as Democrats to reach out to everyone who votes occasionally – there is so much at stake.

The campaign has another project to understand how to reach these drop-off voters and we best engage them. The racial composition of the election can vary a lot, and the question of who turns out and who participates is crucial in the election.

In terms of the challenges we face, even in a great election we have a very segmented electorate, e.g. President Obama and Senator Kaine won very well in 2012, yet both trailed among independent voters, and lost ground with independent voters since 2008 overall. The independent numbers of 2009 were devastating, but not just in Virginia.

Based on a deep analysis of the polling, for a variety of reasons, has the potential and likelihood to do much better with independent voters that we need to be able to do; nonetheless, the more we can bring more Democrats into this 2013 electorate and not depend on meeting a threshold among independents that Senator Kaine did not achieve in 2012, the better off we'll be in achieving victory in 2013.

Regarding the impression people have about the direction Virginia is headed, for the most part people are not looking to shake things up, and people marginally feel that the state is going in the right direction. All in all people are more inclined to give Governor McDonnell positive performance ratings rather than negative. So the truth is that on a lot of issues Ken Cuccinelli is not the kind of person in the mold of Bob McDonnell or any of his Democratic or Republican predecessors – he breaks the mold for Virginians. The Commonwealth has not elected someone like Cuccinelli in living memory, someone whose approach is so driven by ideology, not by a common sense practical approach to governing.

One thing we find very encouraging is that Virginians have a very practical, pocketbook, common sense approach to who is governing with a focus on jobs and economic development, one who will manage the state budget in a common sense way looking out for the ability of the middle class to make ends meet and get ahead. What polling shows is they don't want someone who is all about keeping taxes low, promoting 'traditional' moral values. What is most associated with Ken Cuccinelli is what is least important to Virginia voters. The ideas that Terry is and has been promoting, advancing the middle class, promoting jobs and economic development, are exactly where the voters are in their priorities.

This is an electorate that is not focused on who will cut taxes most, and we don't have an electorate that is so anti-tax like when we had a revolt against the car tax (that election did not turn out well for us, 1998 Jim Gilmore-R).

The voters are not looking for a Governor with an activist role, not for a big shake up in either direction.

There is some appeal among voters for the size and cost of government, not necessarily looking for a large expansion of government right now. It's important to keep that in mind, by focusing on specific solutions, not that the government is the solution to all problems.

The 2013 electorate is 4 points more Republican than Democrat, but the good news is that **when people are asked about a choice between a moderate Democrat and a conservative Republican there is a level playing field**, so we're plus 1; however, the framing is important – if the choice is between a progressive Democrat and a conservative Republican, we're minus 7. This is a huge difference among independent voters and how they react to these words. **We'll have more than a level playing field when people are asked about a moderate Democratic and an extremist Republican.**

Something that may seem incongruous, even though Terry ran before, was a national figure with the DNC, is a larger than life personality, we must be very realistic in understanding what our polling is telling us in that Terry is not very well known in Virginia. Only one in three voters expressed a feeling about him one way or another, know enough about him.

So we're really in a very important phase of the campaign, which is to introduce Terry to the voters of Virginia.

We know who Ken Cuccinelli is and what he stands for, but that story is not yet out to the voters of Virginia. Don't assume that people know. Of the 60% who did know him and did express a feeling one way or another, his negatives were greater, and it's never a good position to begin a campaign where negatives are higher than positives. Our goal is to widen that, increasing their understanding of Cuccinelli's negatives and Terry's positives.

In examining the key groups, there is already a gender gap with women already favoring Terry over Ken (women's health, domestic violence, divorce laws, and more). The negatives are better established geographically in the NoVA suburbs, so we've got more to do.

Very short bios of each candidate were presented (from focus group for Terry, Ken by his own presentation): Terry has better story to tell, and his own life is about opportunity and hard work. His own vision as Governor is about making sure those opportunities continue to exist for working and middle class families throughout Virginia. Positive to positive comparison Terry has an advantage.

A second poll is about to be conducted to understand the negative aspects of each candidate, although a short paragraph negative to negative on each showed that people were more concerned about Cuccinelli's negatives than Terry's.

The work we have to do is communicate Terry's story, the reality of Ken Cuccinelli's record, attitudes about government, do everything we can to expand the electorate. If we started with the electorate who voted in 2009 we start out with a disadvantage; however, there are a large number of new voters who we think who should be part of this electorate, who registered after 2009, showed some inclination to vote, and President Obama won them by 21 points. These voters do not know Terry, so there is no advantage for him with them – yet. We feel confident that if we get these people to vote that Terry will do very well with them.

Again, there are drop-off voters, those who vote in Presidential years, but not in off-years, and President Obama won them by an 18 point margin. The more likely we can bring them into the electorate, not only is it more likely that Terry will win, but that ever Democrat will win across the board in Virginia.

There is very little difference between the Caucasian and African-American Democratic base.

Comparing the issues important to the Democratic and Republican-Tea Party bases, the electorate and the Democratic base are not far apart, whereas there is a chasm of difference between the Republican-

Tea Party base and the electorate. It is far easier for us to run messages that speak to the center of our base and the electorate, than the Republicans. Ken Cuccinelli is the living evidence of that; he is their base candidate – the things that make him so exciting to his base are anathema to the center of the electorate.

We have the potential and ability to do everything we can in terms of energizing our base, getting them involved, expanding the electorate, while still doing what we need to do with those independent voters, and people in the middle.

McAuliffe Campaign - Campaign Structure and Coordination

Levar Stoney

The framework for what will execute what Geoff Garin spoke about. It will be a tightly interwoven organization, with defined areas of responsibility.

Areas of Responsibility

McAuliffe for Governor Campaign

- Messaging
- Press
- Policy
- Research
- Fundraising
- Advertising

Democratic Party of Virginia (DPVA)

- Mobilization and Turnout Efforts
- Organization Building
- Infrastructure
- Media to Define Opponents

McAuliffe Campaign – Communications Director

Brennan Bilberry, @brbilberry

Geoff Garin covered much about the message of this campaign. Brennan reviewed the past 6 weeks of the campaign that provides a good illustration of how we want the message to go so far.

On Terry's side you'll work / see Josh Schwerin (Press Secretary, McAuliffe for Governor; [@JoshSchwerin](#)), and through Josh you've seen that Terry's been all over the state (5 community colleges, a number of small businesses, main street tours, etc.) and what that's resulted in are 5 front pages (newspapers), which in January before an election is great, excellent TV coverage (just finished a tour in southwest Virginia where they were on every media covering that area).

On the other side of things, just as important, is what we've been doing so that Virginia voters know about Ken Cuccinelli's record, and the past 6 weeks have not been good for him. Starting in early January with his comments that [opponents of birth control access should go to jail](#). This is what will deal with him, in that some of his comments are so unbelievable, that we have to convey that believability to folks. Usually you don't get much coverage in January for a race, and there were over 20 television stories on the 'go to jail' comments.

Geoff spoke about drop-off voters, and one way you can tell if something is getting through to them is that they share it on Facebook and Twitter. For the most part the drop-off voters are not political, and this broke through with them.

A few days after that he [compared his fight for birth control access to Martin Luther King's fight for civil rights](#), which was another comment that really broke through online.

There are two important projects that DPVA has been working on really well: 1) Ken Cuccinelli has broken nearly 30 years of tradition by staying on as Attorney General while he is campaigning for

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Governor, and one of the things we're making sure people know is that not only is that breaking tradition, but it actually impacts Virginia taxpayers (not able to fully deliver his services as AG while getting paid and campaigning). This has received a significant amount of attention, including that he missed part of the Governor's gun violence task force while giving a campaign speech. Providing these examples is something we'll continue to do, especially since [he says that he won't step down](#), and we'll have a part-time Attorney General through November, and we'll make sure that people are reminded of that all the time.

The last and most important has been his book, "[The Last Line of Defense](#)". A number of Democratic legislators [read portions of the book for the media](#). It was as simple as that, highlighting his agenda in his own words, and the portions that we've been highlighting talk about Medicare and social security as programs created by bad politicians to make people dependent upon and goodies. These are comments that are even outside the mainstream in the Republican Party (Rick Perry made similar comments that did not go over well). Cuccinelli argues that consumer protections are unnecessary, and on comment that really takes people a second to conceptualize is [his position on public pools](#), arguing that any rec centers / public pool take away from the 'Liberty Pie' of citizens.

The last weeks illustrate that what Terry is saying, and what we are saying about Ken Cuccinelli are what we need to be saying for the next 9 months:

- **Terry** is focused on job creation and economic development, which means transportation and education, and talking with community colleges, local business, small businesses – all which he has been doing.
- **Cuccinelli** has been focused on an agenda that is far outside the mainstream, and divisive, epitomized by his book, his comments about birth control, and by the fact that he is more interested in pursuing an ideological campaign rather than what the Attorney General would normally do which is serving consumers and taxpayers.

The wallet card distributed has these talking points, and the research team headed by Emily Aden tried hard to condense talking points about the way to talk about Terry and Ken Cuccinelli.

Coordinated Campaign Overview

Michael Halle, VA Coordinated Campaign Director, mhalle@vademocrats.org

Geoff Garin carefully reviewed where voters drop-off, and Michael discussed the differences between a 2008 and a 2012 electorate, and a 2009 and what could be a 2013 electorate if we don't do what we need to.

The groups of voters that moved Senator Kaine and President Obama over the winning edge last year were young people, and African American, Hispanic, and Asian constituency groups.

From 2008 to 2009 as a composition of the electorate things changed: young people dropped off 9 percent. We know this well-documented problem, now we need to figure out what the solution will be.

These are the things we'll be doing as a coordinated campaign to make sure that we are targeting these voters and getting the appropriate people out to vote. The biggest thing we're doing is investing a lot of time, research, and resources into making sure that we're going after these voters with micro-targeting taking into account a lot of information about a voter. One large piece of this information is data from the Obama campaign last year (email, txt message, volunteer lists). This is an important and key data set to demonstrate voter behavior.

Tactics that will be employed will be very data driven, and will be reviewed to make sure that they are effective in turning out voters. Some of these are the typical campaign activities. Door-knocking, face-

to-face contacts are still the single most effective way to turn out voters. To increase and supplement the effectiveness of this we'll be starting earlier, talking with voters over the summer and implement a pledge to vote program (*asks voters to make a commitment to pledge to vote, signing a pledge card to do so*). This may seem simple, but it is an important element to include, and research has shown this to be very effective. We'll remind people of that commitment, and they'll get this self-addressed post card reminding them to vote.

The **phases of the campaign** that you can expect:

- **Planning** (now) – that we're going after the right voters, that we're developing a plan to win, that the Coordinated Campaign is supplementing all the other campaigns on the ticket
- **Capacity Building** – in April after the petition phase is over and we know who is on the ballot we'll begin capacity building – the capacity ultimately to turn out voters. Re-engage volunteer base from 2012 and before; hiring additional staff, and opening more than 30 offices across the state; base engagement will be key (e.g. with the commit to vote post cards) – early, rather than late as usual in elections.
- **Voter Contact** – lot of door knocks, lots of phone calls, lots of mail.
- **GOTV** (get out the vote)

The person in charge of all of this is our Field Director, Michelle Kleppe.

McAuliffe Campaign - Field and Outreach Strategy

Michelle Kleppe, Field Director, [@M_Kleppe](#)

Michelle most recently ran the President's field campaign in Wisconsin. She started out as an intern 5-6 years ago for the President's campaign for what she thought would be a cool 6-week experience, and fell in love with organizing and the long-term objective when people really get involved to build a long lasting organization.

We have 6 Regional Field Directors on the ground now, and we can meet them after the meeting when we have the Regional Field Director break out session.

Michelle briefly covered how each of the campaign phases will be accomplished.

- **February, March** – petitions and planning, using what is already working locally, not reinventing from scratch; build on existing volunteer infrastructure, harnessing the energy of 2012 that we are not letting dissipate. Key elements of capacity building that the campaign understands – listen and plan collaboratively; training, developing leadership to win and that will strengthen progressive movement; shared goals and responsibility; decentralized campaign allow broad reach across the state that will take a lot of volunteer engagement on the front end.
- **Summer** - will start base engagement program, getting commitment cards signed, build list of base supporters to turn out. Re-engage volunteers; take advantage of all the events across the state. Educating voters about who Terry is and what he is fighting for, what is at stake, and who Ken Cuccinelli is, why we need their help, and come out to vote. Effective messaging will be key to everything we do with voters AND volunteers.
- **Fall** - Voter Contact and GOTV. The majority of voter contact for turnout will take place the final 4-5 days before the election. Typically there is 2% of voter contact in June, 45% in the last 4-5 days. In order to have the capacity to reach this many voters will require a lot of people. We need everyone to reach out within your networks, to be a leader within your community.

McAuliffe Campaign – Political

Brynne Craig, Political Director, brynne@terrymcauliffe.com

Brynne reviewed the 4 responsibilities of the political department:

DPVA Central Committee minutes February 16, 2013

1. Make sure that we are doing outreach to our elected officials, labor unions, and partner organizations. This will include a bi-weekly newsletter from the campaign so that everyone feels that they are a part of the campaign.
2. Base constituency organizing. Leadership committees: Women for Terry, College Students for Terry, etc., etc.
3. Targeted endorsement outreach, particularly for organizations that historically have supported Republicans, but who have supported Democrats in recent years. Moderate and independent engagement creating groups supportive of Terry, e.g. Sportsmen for Terry, Public Safety for Terry.
4. Persuading and turning out voters.

McAuliffe Campaign – Digital Strategy and Rollout of Website

Alex Kellner, Digital Director, [@kellnaah](#)

At first we'll reach our target voters and supplement what the Coordinated Campaign is doing with paid advertising online. Unlike traditional print, radio, or television we can target the same voters that our field team will be going after, which allows us to save money, but it provides impressions to the people that we want to show our advertising. We'll match people that we want to persuade and then those that we want to turn out to vote, utilizing banner advertising and [video pre-roll](#). This does not occur in a vacuum, and we'll be able to use the same images and messages as on television to reinforce the messaging, and recall of our message up to 35%.

The big thing with mobilization and where online advertising can make a huge difference is that we make it very easy for people to vote. On Election Day, and the week before the election, you will not be able to be online without knowing that it is Election Day and where to vote. The other key to mobilization is social, in that when people who are your friends remind you to vote, it is one of the best ways to get people to turn out. By having our big fans post that they are voting makes it much more likely that their friends will vote – this helps throughout the campaign, but particularly at the end for turnout.

There will be a lot of emails, since this is still incredibly effective at raising money and generating volunteers. This will be a conversation with people, pushing the narrative, so that people who are already supporters know how to introduce him to their friends. There will be emails for contributions, volunteers, online petitions, and social media integration – not money only.

One significant advantage of online is the ability to test everything for effectiveness, and that will be done all the time, whether the subject of an email line or the color of a contribute button.

The goal is to move people up the 'Ladder of Engagement': move up freeloaders (never open an email) up to superstars (door knocking, contribute money).

Steven Walker

Deputy National Political Director for DNC, [@stevenwalker](#)

The role of the DNC in Virginia this year, because they know what's at stake. We'll begin with the voter contacts from the 2012 election, over 1.6 million contacts.

The DNC will also working hard on voter suppression and voter rigging activities, most recently working with DPVA at the latest attempt at voter rigging coming out of the State Senate. We sent an email to our list asking them to call to stop this effort. We're watching for issues that we know are yet to come, and will work with DPVA on that.

We use the targeting and analytics that helped get the President re-elected and we'll be working with the Coordinated Campaign targeting the voters we know identify as Democrat and who will turn out for Terry McAuliffe and Democrats all down the ticket.

When it comes to messaging and communications, we'll make sure that the DNC communication team works hand in glove with the DPVA. We'll make sure that the DNC digital, training, and research departments that can be valuable in helping to define the opposition.

Announcements

Recycle folders, leave name tags for use again, go to the breakout sessions, disability caucus training with Ed Turner ([Facebook.com/ed.turner.777](https://www.facebook.com/ed.turner.777)).

Adjournment

★ A motion to adjourn was made, seconded and passed 12:14 pm.

Respectfully submitted,
Steve Bunn, Secretary

ROLL CALL
State Central Committee Meeting
February 16, Richmond

Congressional District Map, [click here](#).

	FIRST ROLL CALL	ADDED	FINAL COUNT
1st District	12	2	14
2nd District	15	0	15
3rd District	16	7	23
4th District	14	0	14
5th District	12	1	13
6th District	4	2	6
7th District	13	3	16
8th District	14	5	19
9th District	12	0	12
10th District	10	0	10
11th District	12	2	14
<hr/>			
TOTALS	134	22	156

QUORUM ([Party Plan](#), Section 4.8 - 35%: 102 of 291 members)