I. Intro: 6:35pm
   A. Dan Weitzman & April Verret, committee Co-Chairs
   B. Rusty Hicks - CDP Chair
      Focusing tonight on 2020 coordinated campaign

II. Purpose:
   A. Our role as a party is to build power as a party, elect Democrats to public office, and
      ultimately make life better for all people
   B. DNC, DCCC focus on a single seat strategy but those seats shift. It’s incumbent on the party
      to build power broader than single seats.
   C. Look beyond the 2020 election and build a foundation for 2022

III. What it'll look like
   A. County strategy that goes beyond single seats, with 12 specific counties.
      1. Alameda, Contra Costa, Stanislaus, San Joaquin, Fresno, Kern, Ventura, Los Angeles,
         San Bernardino, Riverside, San Diego, Orange
      2. Open offices with staff in those counties
   B. Build coalitions with support orgs
   C. 3 phases
      1. In the primary, focus on specific candidates & ballot measures
      2. Mar-Jul, focus on voter registration & census education
      3. Aug-Nov, focus back on candidates & ballot measures

IV. The costs of executing a coordinated campaign
   A. With changing regulations, it’s been a lot harder to do coordinated campaigns because we
      have to raise large amounts of Federal money
      1. 87% of projected for the 12 county strategy
      2. 13% for other county programming
   B. Costs are mostly broken up as:
      1. ⅓ administrative
      2. ⅔ staff.

V. Fundraising
   A. Usually the party fundraises convention to convention, event to event - instead we’re raising
      for programming over the course of the next 18 months (June ’19, December ’20) for:
      1. Conventions
      2. National convention
      3. Operations
      4. Coordinated campaign
   B. Presently, most commitments come from labor, progressive allies like constitutional officers,
      tribal allies, Planned Parenthood
      1. Labor is projected to be about ⅔ of goal
      2. Remainder will be largely institutional

VI. What we’ll ideally transition to over time
   A. 97% of projected funds will come from institutional players, which isn’t sustainable.
   B. To grow the budget year over year & diversify, we must invest in & grow a statewide
      fundraising infrastructure
      1. Includes investing in growing a small-dollar donor program

VII. Questions
   A. RL - Will we discuss the testimony received at convention?
      A: Once we’ve gotten through the discovery phase, yes.
B. RL - 4th request for a Google Group
   A: Acknowledged

C. Chris Bowen - Re. the sponsorship commitments by labor, were these because it’s the party or because of Rusty’s connection to labor?
   A: Labor is generally the lion’s share of CDP fundraising, but labor has not invested THESE kinds of resources in party operations (they’ve invested at the request of the Speaker, Pro Tem, Governor, but not party chair necessarily). Chair Hicks also raised the base program entry amount, but because the ask and goal is greater, investment is greater. However, he doesn’t believe we should lean this heavily on 1 sector - it’s risky and unfair to rely so much on one part of our movement. If we continue to grow, we have to invest in a small dollar donor program - there’s no reason we can’t find 100k Dems in CA to give $5/mo of the 9+ million Dems in the state.
   Dan - the percentage is higher with labor and the speaker/pro tem/governor have a lot more leverage to pull those sponsorships, so these kind of numbers from just a party chair’s ask are rare.

D. Tomás - Couldn’t make convention, but would like to check in with Ben on testimony received.
   A: There’s an audio recording of the hearing, which is pending timestamps. It will then be uploaded to the website.

E. Debra - Thanks for details, noted her local central committee is gearing up,

F. Lauren - Will notes from last presentation be made available?
   A: Yes, received from Resa today, hopefully available after Thanksgiving.

G. April - What are projected needs for 2022 and beyond?
   A: What is the program we need over the next three cycles to ensure that we’re successful? What’s the growth we want to see and how do we diversify that? Today, we’re looking at 85% institutional with 15% small dollar. To change that and raise $6m for each future cycle, we need to build infrastructure to balance between high dollar individuals, small dollar individuals, and institutional support. Right now, we’re getting more state money than we are federal.

H. Diane - When talking about fundraising/small dollar infrastructure, are you talking about expanding DEM2020 program? Will that include more people on staff reaching out to central committees? Our central committee’s goal is to have 100% DEM2020 membership
   A: It’s focused on a phone program - it used to have a 15-16k list which has atrophied to 4k-5k, then work on an email harvesting program. We need a social/digital/email program, traditional phone & complementary text program, and mailing program. Focus group, messaging component, who the messenger should be. Looking at Bernie Sanders, people’s contact info is gathered at every event, then plugged into a traditional call/text/email program with follow-ups for comparable asks each quarter.

I. Paul: DNC is always short-term focused. The state party is uniquely positioned to change that, but it’s hard to get people to invest if they can’t see the ROI and the party’s been opaque about what those benefits are (which is why doorhangers are so popular). How do we make it clear that the party is doing something to change & benefit people’s lives?
   A: This is a challenge - we have to be able to tell the story of our work that is relatable to their own lives. While we often get in the weeds on internal party business, the vast majority of Dems aren’t largely aware of what we do. People will need to understand where their money is going and we’ll need to figure out how to tell that story.

J. Lauren - So to grow the small dollar program, are we maintaining DEM2020 then shifting to DEM2022 or?
A: We don’t need to turn our back on the program that’s been such a part of the party, but that could be rebranded possibly and we’ll certainly invest in growing and shifting it. In concept, it’s the same thing, but relaunched, retooled, bigger, shinier. It can’t just be central committee members - we need to be prospecting other Dems.

K. Chris - This has been enlightening and it’s clear that this is something we all want to build on. Would like to volunteer for DEM2020 committee.

L. Debra - Thanks, excited that people want to volunteer on DEM2020 and happy to take ideas on how to build the program.

VIII. Adjourned: 7:30