

## Rural Caucus Officers Meeting Thursday February 24, 2022

- I. Meeting Called to order: 5:34 PM
- II. In Attendance: Chair Joy Sterling, Central Coast Regional Chair Glenn Glazer, North Central Regional Chair Dean Rewerts, Northern Coastal Regional Chair Phil Grosse, Bay Area Regional Chair Renee Zeimer, Secretary/Parliamentarian Katie Jaycox, Treasurer Lise Talbott, Vice Chair/South Central Regional Chair Susan Rowe, and Inland Empire/Desert Regional Chair Chritine Bubser
- III. Members not in Attendance: Northern Regional Chair Elizabeth Betancourt, Gold Country Regional Chair Amy Champ, Central Regional Chair Victor Costa, Southern Coastal Regional Chair Michael Duran
- IV. Discussion of Convention Meeting:
  - A. Discussion on the Agenda for Convention: Board approved the agenda for convention. The meeting will include Justin Meyers and his personal story on why he decided not to accept contributions from PG&E. Catherine Sandoval is our second speaker that was confirmed today. The former CPUC Commissioner will explain what it means for PG&E to be lifted from probation. Sonoma County DA Jill Ravich will be the third speaker and will talk about the criminal and environmental crimes being brought against PG&E in Sonoma from the 2019 fire. Lastly, Pete Woiwode of Reclaim Our Power whose campaign "License to Burn" was/is aimed at preventing the lifting of the probation of PG&E. They will talk about how we can hold PG&E accountable.
  - B. Environmental Caucus portion of the agenda: Environmental Caucus is part of the next section. The speakers are still not confirmed yet. Will need to keep each section within the timeframe.
  - C. Good of the Order: Susan mentioned there is no good of the order. Joy said there is. What she is suggesting is we split the zoom into two rooms with the environmental caucus doing their thing having candidates speak and the rural caucus doing their own break out room. Glenn agreed we shouldn't have candidates that are on the consent calendar speak. Also, no videos. Joy suggested that we only allow candidates that attend the meeting to speak. It will be first come first serve and they sign up in the chat. Susan Rowe said we should allow statewide ballot measures to speak such as the Tribal Sports Wagering Act. Joy said that Alex Rooker called about tribal gaming and she said she would let her speak during the good of the order. Joy said the other ballot measures haven't reached out yet. Joy said that the break out will be at 9 am. Glenn suggested we put up a limit for how long they can talk. Joy said she plans to do that once we know how many speakers we have. Renee asked how we will know which location to go to. Joy said that people will be able to choose and we won't judge anyone for choosing one over the other caucus. Joy suggested we could cancel the breakout rooms and listen to candidates. Glenn and Phil said they didn't want to do that because they like the good of the order.
  - D. Big News From Joy: Joy announced that the CDP political department is taking on a project called rural broadband billboard pilot campaign with a starting budget

of \$10,000. The rural caucus supports this project. CDP is going to help the caucus to create a way to raise funds to extend the campaign budget. Elizabeth Betticourt has already pledged \$5,000 from her remaining campaign funds. Joy is pledging to personally raise \$5,000. The plan is to have billboards up and down CA highways to notify people about the arrival of high speed, open access rural broadband thanks to Dems with a # (like Democrats Deliver or some such) or url that will take people to a webpage about rural broadband deployment, how Dems are making it happen, and a call to action. Glenn helped with the Rules Committee to make sure that we are in compliance with the state party. Renee asked how the Rules Committee fit into this campaign. Glenn reviewed the Rural Caucus bylaws and also the state bylaws to see if this billboard campaign would violate any bylaws. Glenn went to Laurence in Rules to ask about it who suggested he talk to Emma at the CDP about it. We now have a verbal go ahead to raise money, just not the mechanism yet. Glenn mentioned that for graphic designers for the billboards we have Manuel Zapata in Tracy, CA who does graphics for campaigns and Alfred Twu from Berkeley. The rural caucus will be presenting this information at the meeting and doing a call to action to ask people in the caucus to help with the campaign via their expertise and financial support. Joy liked the idea of expertise as a committee and then fundraising can be another committee. Joy said that the decision making rests here with the caucus leadership. Joy said we will need a central valley regional expert as well to advise as well. Renee suggested we talk with Morgan Brown of Outfront for ideas as well. Joy said yes on to do list is to meet with Ben Seinfeld and meet with Outfront. Renee said we should have someone from the Central Valley and someone from the Latinx community. Chris said that we needed someone from the indigenous community. Joy said that we don't need everybody in the meeting, but we do need representation and buy in from these key groups. One meeting we need is with the leaders then another meeting is with key partners of communities. Categories for expertise would include creative then another expertise category is strategic planning and then another would be fundraising. Key partnerships should be another general category. Another category would be earned media. Renee is going to get a meeting with Joy and the Outfront people before March 5.

- V. DNC Western State Listening Session-Phil spoke about the DNC listening session that was focused on rural areas. What was interesting was that they came and listened instead of just talking. Phil mentioned the billboard campaign to the DNC and laid the groundwork for their involvement. He talked about the idea of getting billboards in these rural areas where Democrats and moderate republicans are scared. This is a way to give something to our democrats in red pockets so they can point to something that Democrats are doing. Phil said that all those speaking in the Western region all mentioned the same thing that our messaging sucks and that we need to start trying things out of the box. Phil asked that the DNC help with that.

- VI. Meeting Adjourned: 6:51 PM