Attendees:
- Laura Palmer - cochair
- katija gruene - Secretary
- Wes Gaige - At-Large
- Ona Marie Hendricks - At-Large
- Antonio Diaz - At-Large
- Dan Monahan - outgoing At-Large
- Mary Gordeaux - El Paso

Introductions & hopes for the year

Hopes:
- 5%
- Intraparty communication improvement
  - Counties to State to Counties
  - Txt messaging
- Grow local govt influence
  - More local candidates
- Finish institutional knowledge dump into Trello and ensure people have clear process documentation
- Ensure SEC and county cochairs can log into Trello and Nationbuilder and learn its functionality

Review areas of operation (corresponds to Trello boards)
- Candidate Recruitment and Support
- Events
- IT: website/email/twitter/etc
- Media/Outreach
- Membership Participation
  - Wes Gaige volunteer to manage this board
- Finance (& Fundraising)
- Party Administration
  - State Party Secretary Manual
- Nominating Convention Processes

Discussion of Outreach/Branding Campaign
- Need unified message
- What are we doing to get people to remember us?
- Picking issues from that message that work for your local
- Create media/go to media outlets
- Question of working with existing state branding/national branding

Convention wrap up
- posting & SOS notice - by 20 days after State Convention (April 9), which is April 29

Review NB platform
- Brief intro and request for SEC members to login and start to look around
How can be used to know who are party members?
Box has to be checked in Edit screen of person's field
Wes not seeing what kat and Laura can see, will work off call to ensure everyone can do the functionality needed.

SEC appointment time
- Have a call next week, 730p 4/24
  - Nationbuilder training
  - Unified Messaging Campaign
  - General Orientation continued

Additional comments:
Media contacts are being cleaned up in NB by Aaron Renaud. Reminder that there is a separate email list, outside of NB on mailing list server, for media that has contacts from the national and last updated 2010. Many media contacts for North Texas are invalid in NB.

Suggest someone on SEC to txt the SEC weekly to remind to check email/NB/trello/etc., and build connection.

Adjourn

Approved by consensus on 7/17/16