



MONTHLY MEETING SUMMARY

Members Present: Bentonne Snay, Jane Moscowitz, Richard Thurer, Arun Ravindran, Elizabeth Newman, Pat Thaller, Ibis Valdes, Rick Ibarria, Sandra Malek, Janet Nostro, Joseph Kano, Martha Schoolman, Linda Fernandez, Joanne Bander, Cindy Lerner, Beatriz Portela, Ulrich Merten, Julia Samkoff, Jose Valdez-Fauli, Julie Siegfried, Susan Scholtz-Rubin, Sharon Langer, Joseph Fadel, Madeleine Shirley, Maria Gonzalez, Janet Stearns, Roman Lyskowski, Bryan Hernandez, Kerry Gruson

Speakers: Pam Keith

Guests Present: Eric Basterrechea, Lynne Wheeler, Christina Bracken

Meeting called to order at 6:30 p.m.

I. **Call to Order, Opening Remarks & Meeting Rules** President Bentonne Snay

- Bentonne began the meeting with the Zoom house rules
- Next month we will resume live meetings at Books and Books, but we will continue using Zoom as well throughout the summer to accommodate people who are out of town and those not yet comfortable meeting live with others
- Bentonne introduced CG Dems Member Ibis Valdes who is running for Commissioner of Miami-Dade County District 6 in Coral Gables (currently held by Rebeca Sosa). Ibis briefly addressed small business resilience after COVID-19, infrastructure and climate resiliency as her areas of focus.
- **ACTION ITEM:** More information about Ibis and her campaign are available at www.ibisformiami.com

II. **Presentation by Pamela Keith, JD**

Jane Moscowitz introduced the meeting speaker, Pamela Keith. Pam Keith is the Executive Director of Fight 4 Florida's Future, a new entity designed to build a permanent community-facing, voter engagement operation. In this role, Pamela is focusing her energy on changing how Democrats compete in Florida, so they win elections.

- Pam identified the bottom-line problem as not enough Democrats voting, in part because the problem has cultural roots. In Democratic states robust organic

structures like unions, schools, universities and nonprofits exist to cultivate Democratic values. Pam believes that the Republicans in Florida systematically worked to inhibit the growth of these types of organizations

- Fight for Florida's Future mission is to drive bandwidth and resources towards growing natural Democratic voter blocs. Pam identified twelve such groups including African Americans, young people, immigrants and "snowbirds"
- Strategies need to be focused on microtargeting these groups. The problem in doing that so far is, partly, that Democratic data infrastructure (NGP VAN) is filled with bad data (addresses, phone numbers, etc.)
- By contrast, Republicans data infrastructure is substantially better. Republicans have developed much more sophisticated microtargeting which identifies an individual's consumer habits, saving patterns, hobbies and more
- The larger problem is philosophical. The Republican party views the party's job as winning elections, whereas the Democrats believe the candidate should win elections. Pam offered the example of how the Republican party pays large landowners on major highways (Turnpike, I-4, I-75) to keep Trump signs up. We need to be more aggressive in engaging voters, for example by encouraging snowbirds to switch their voter registration to Florida. This starts by microtargeting and figuring out who they are
- Fight for Florida's Future has developed a microtargeting tool which it will make available to candidates
- Questions from the Members for Pam ranged from funding sources for Fight for Florida's Future; what tools are available to identify potential Democratic voters; how Coral Gables Dems can get more engaged with Fight for Florida's Future (*answer: let other local Dem and progressive groups plus our local elected officials know that we think F4FF's approach and tools are viable*); and finally, how to get Republicans that walked away from Trumpism to become Democrats
- **ACTION ITEM:** Pam can be contacted at pammy3312@gmail.com or 202-302-0383. Her social media feeds are all @PamKeithFI

III. CG Dems 2021 Strategic Plan Goals and Measurable Outcomes

a. CG Dems 2021 Goals -

President Bentonne Snay

- Bentonne shared the following six goals which the Board developed in planning sessions with the members:

1. *Support the election of Democratic candidates up and down the ticket;*

2. *Develop messaging and programs to bring voters who support our values to the polls;*
 3. *Develop a variety of volunteer/membership opportunities to recruit and retain a loyal and engaged corps of volunteers/members, including precinct captains for Coral Gables precincts;*
 4. *Provide members and meeting attendees with topical, important and informative meetings;*
 5. *Engage targeted precinct Democrat and NPA voters to determine their priorities and identify their precinct and neighborhood leaders; and*
 6. *Foster and support diversity and inclusion in all Club activities.*
- Bentonne concluded by informing all that each Committee Chair/Co-chair will share the measurable outcomes the board decided upon and excused herself as she was out of town on vacation.

b. Finance & Fundraising Committee

Treasurer Richard Thurer

- Richard identified the Committee's goal as being to raise sufficient funds to cover implementation of the Club's goals as developed by Board
- He also noted the need to solicit additional funds in advance of the 2022 election cycle
- The Club's main expenses to date for 2021 have been communication costs and support for Gables candidates and the Miami-Dade Democratic party
- Richard reported that the Club's current balance was \$3379.79

c. CG Dems Membership Committee

Chair Elizabeth Newman

- Elizabeth advised that the Board has decided to to change the membership year to September 1 to October 31, beginning 9-1-21, with all club memberships due September 1. A reminder email will follow
- The Board has also determined that the Club dues should be increased to \$35 in light of emerging priorities and coming elections and will put that proposal before the membership for a vote at a future meeting or in an online voting method

- Members should also stay tuned for an eblast a once a month which will contain a “Member Spotlight”
- d. **Volunteer Engagement Committee Update** Co-chairs Pat Thaller/Janet Nostro
- The Committee reported three main objectives:
 1. We will work with a nonprofit organization in one of our adopted precincts
 2. We will empower volunteers to become better at canvassing
 3. We will expand the volunteer orientation program
 - The Committee also discussed upcoming plans for post carding and canvassing:
 - We will be sending postcards to Democratic households in Richmond Heights with information on the American Rescue Plan; stay tuned for more information in future eblasts
 - We will be working with Blue Wave Coalition using the “hot blocks” approach. This will allow us to focus canvassing on blocks with a high concentration of registered Democrats with low Democrat turnout; the purpose will be to register Democratic households to vote by mail; the goal is for each volunteer to knock on 30 doors, which should take no longer than an hour and one-half; stay tuned for more information in future eblasts
- e. **Communications Committee** Secretary & Chair Arun Ravindran
- Arun advised that our key communication method will remain the eblasts, which Bentonne will continue to send via Constant Contact
 - We have also worked on putting out more content through our social media platforms. Arun asked that all Members who have not yet done so to follow the Club on Instagram (coralgablesdems) and Facebook (Coral Gables Democratic Club)
- f. **Meeting Speakers and Candidate Presentations Ctte** Chair Jane Moscovitz
- Jane invited feedback from the Members about the format of meetings and the types of speakers Members would like to hear from
- g. **Diversity, Equity & Inclusion (DEI) Committee Update** Jane Moscovitz

- Jane advised the formation of this committee was in the works; stay tuned for more information

IV. Approval of New CG Dems Board Members

Elizabeth

- Elizabeth invited nominations for new Board Members from the Membership; she advised that the plan would be for the members to vote for a slate by email enewman@aol.com

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Meeting adjourned at 7:39

Meeting summary prepared by Secretary Arun Ravindran with approval/input by President Bentonne Snay.