

Minutes  
Escondido Democratic Club  
General Meeting,  
January 14, 2012

The meeting was **called to order** by President Chris Nava at **10:38 AM** .

The membership recited the **Pledge of Allegiance to the Flag**.

**Minutes:** Rick Moore moved that the minutes of the October 1, 2011 general meeting be approved. Bob Fuhrman seconded the motion, which passed.

**Candidate Remarks:**

Armando Telles announced that he would be running for president of the newly formed veteran's Democratic club.

Carmen Miranda reminded members that she would be running for City Council, and hoped the members would support her candidacy.

**Report of Communications Received/Acted Upon:** None.

**Executive Board Actions:** None.

**Treasurer's Report:** Treasurer Butch Norwood presented his report, a copy is included with these minutes.

**Vice President for Political Action Report:**

**General Plan Update:** V.P. for Political Action, Mark Skok called upon Dollie McQuiston, President of the Escondido Chamber of Citizens, to review the new General Plan the City of Escondido proposed. The plan will be placed on the November ballot for approval. Dollie said the ECOC was currently comparing the old and new plan. The new plan is 162 pages. Rick Moore added that the Environmental Impact Report had been completed, and was now open for public response. The proposed General Plan and its environmental Impact Report are both posted on the City's website, and there will be links to them on the EDC website.

**Charter City update:** Rick Moore reported that the City Council had failed to meet the deadline for putting their proposed City Charter on the June Primary ballot, which meant it would be on the November ballot. He added that the City Council had recently changed their proposed charter in response to a recently passed state law that would have stopped state funding to projects within cities that had Charters banning Project Labor Agreements. He felt the Council was not doing a good job of informing the public about the proposed charter.

**District Elections:** Rick Moore explained the City of Escondido had been sued by the Building Trades Council to force the City to change from at-large council members, to four different districts for the four City Council Members. The lawsuit claimed such a change was required in order for Escondido to comply with the California Voting Rights Act, which had been passed to prevent non-representation of

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minorities. Rick believed that the only ones to benefit by the Mayor Abed's, and Council Member Waldron's and Gallo's insistence on fighting the lawsuit would be lawyers.

Mark Skok then introduced Jose Fragozo, who had been a candidate for the Escondido Union School Board, to talk about the proposed district elections for both Escondido school districts. Jose spoke briefly about the maps that had been proposed for the new districts. He favored map number 5, which followed the established districts for each of the five Escondido middle schools. Jose also encouraged members to urge the school board to vote to unify the two school districts, since unification could add millions to the school budget.

**Obama for America and Go-teams:** Mark Skok asked Noel Steiner to update the membership. Noel reported that go-teams were now focusing on winning over purple states, local go-teams were focusing on Nevada.

Mark asked Carmen Miranda to talk about outreach to the Latino community. Carmen noted that the new Regional Field Organizer of OFA, Rolf vom Dorp, had initiated a registration campaign. Carmen said that she and many other volunteers had been busy walking neighborhoods.

Noel Steiner said she felt one major function of the Go-teams would be to let voters know who the Democrat-endorsed candidates were.

**Occupy Movement:** Chris Nava said that the Occupy movement was far from dead. She was very involved with the movement. Sociologists have studied the movement and concluded it was a very powerful one. In Escondido it had taken the form of Occupy City Hall. Chris has been very active with the Escondido group which meets weekly now, but may meet less often. She encourage members to join.

**Move to Amend:** This movement to amend the Constitution to nullify the Supreme Court Citizen's United decision that corporations had the free-speech rights of individuals. Chris Nava, reporting for Joanna Welch, announced that there would be an all-day event on January 20, 2012, in front of the Federal Court House in San Diego. There would be a noon program.

**Martin Luther King Day Activities:** Chris Nava described the activities, including the Parade in downtown San Diego to celebrate M.L. King day.

#### **Vice President for Membership Report:**

Chris Nava reminded members to pay their dues. Margaret Liles explained that member's dues for 2012 would be due in the same month the member had paid their dues in 2011.

#### **Vice President for Communications Report:**

V.P. for Communications Rick Moore, demonstrated some of the new features of the EDC website. He reported that the website had passed the 30,000 page view mark. Rick informed the members that he and the Board had developed an editorial policy on what could be published on the website. That policy was posted on the website..

Rick showed the three logo's that had been developed. Members seemed to prefer the more tradition font (with serifs) over the ones the Board had chosen. Rick said he and the commercial artist with whom he was working would continue to develop the logo, and bring the resulting suggested logos back to the membership at a future meeting.

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**New Business:**

Roger Boyd announced that Dave Roberts would be running for County Supervisor in District Three.

Armando Telles announced that he would be helping with the major voter registration drive within Latino communities.

**Annual Plan/ Budget:**

Chris Nava and other Board members briefly went over the Annual Plan for 2012. The membership indicated they would like to be able to study the Plan before voting upon it, so the Plan will be voted upon at the February General Meeting. Chris noted that the Plan included goals of a V.P. for Fundraising, which would require membership approval of the proposed Bylaws change. A copy of the Annual Plan is included with these minutes.

Treasurer Butch Norwood presented his proposed budget for 2012, which will also be voted on at the February meeting. A copy of the 2012 Budget is also included with these minutes.

**Bylaws Changes:**

Rick Moore presented changes to the Bylaws recommended by the Board. Bob Furhman moved that these changes be accepted for consideration for one month, so they could be voted upon at the next General Meeting, in February. Charles Cleveland seconded the motion which passed. A copy of the proposed changes is included with these minutes.

**Changes to the Standing Rules of Endorsement**

Rick Moore read through the proposed changes. The changes would be posted to the website, and members will vote on them at the February meeting. A copy of the revised Standing Rules of Endorsement is included with these minutes.

**Resolutions:**

Two resolutions, one on Fair Elections in Escondido (district elections) and a second opposing the Charter City proposal were presented to the membership--to be voted on at the February General Meeting. Copies of these resolutions are included with these minutes.

**Items brought forth by the membership for the good of the Order:**

Nova Morgan thanked the Board for all their work on the Annual Plan, etc.

Noel Steiner asked the membership to think about how the club could deal with voter suppression by Republicans--explaining that in the 2010 elections, mailers purporting to be from the Democratic Party (but not) were sent to voters saying the candidates were endorsed by the Democratic Party--who most definitely were not so endorsed.

Dollie McQuiston, for Michelle Anne Mareck, asked members to take some pamphlets about South American issues and sign up if they wished to be kept informed on these issues.

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Charles Cleveland encouraged members to take two of the Obama and Democratic Congress bumper stickers for their cars. He also reported that computer hard drives were difficult to obtain, because of the production loss in Japan after the earthquake. He asked members to encourage their California legislators to act to encourage the development of this industry in California.

Mike Davis observed that the proposal by SDG&E to impose a fee on solar users was wrong.

**Next Meeting:**

Chris Nava announced that the February meeting will be on February 18, a change from the regular time due to the conflict with the State Democratic Convention. The meeting would begin at 10:30 am, and be held at the Chamber of Commerce. The topic will be education.

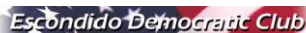
The meeting was **adjourned** by Chris Nava at 12:44 am.

## Addendum:

### I. Treasurer’s Report:

#### Current Month Cash Flow Statement and Account Balances

<b>Opening Account Balances</b>	<b>12/1/2011 :</b>	<b>\$4,454.99</b>	
<b>Receipts</b>			
Donations		\$0.00	
EDC Fund Raising		\$0.00	
Membership		<u>\$270.00</u>	
Total Receipts			\$270.00
<b>Expenses</b>			
EDC Operating Expenses		(\$540.51)	
Education and Outreach		(\$107.40)	
Political Action		\$0.00	
Membership		\$0.00	
EDC Fundraising		<u>\$0.00</u>	
Total Expenses			<u>(\$647.91)</u>
<b>Net Cash Flow</b>			<u><b>(\$377.91)</b></u>
<b>Closing Account Balances</b>	<b>12/31/2011 :</b>		<b>\$4,077.08</b>



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# Treasurer's Report:

## YTD Cash Flow vs Plan

	YTD	12/31/2011 YTD Actual	12/31/2011 YTD Plan	Variance
<b>Receipts</b>				
Donations		\$477.65	\$0.00	477.65
EDC Fund Raising		\$249.50	\$1,250.00	(1,000.50)
Membership		\$1,795.00	\$1,384.00	411.00
Total Receipts		<u>\$2,522.15</u>	<u>\$2,634.00</u>	<u>(111.85)</u>
<b>Expenses</b>				
EDC Operating Expenses		(\$1,383.01)	(\$1,394.00)	10.99
Education and Outreach		(\$426.40)	(\$763.00)	336.60
Political Action		(\$345.04)	(\$75.00)	(270.04)
Membership		\$0.00	(\$100.00)	100.00
EDC Fundraising		\$0.00	(\$250.00)	\$250.00
Total Expenses		<u>(\$2,154.45)</u>	<u>(\$2,582.00)</u>	<u>427.55</u>
<b>Net Cash Flow</b>		<u>\$367.70</u>	<u>\$52.00</u>	<u>315.70</u>



*Escondido Democratic Club*

# **|| Escondido Democratic Club 2012 Annual Plan**

**Submitted in fulfillment of EDC By-Laws approved June 23, 2007**

**and**

**Presented to the General Membership January 14, 2011**



***January 1, 2012***

Christine Nava, President

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## Guiding Principles

### Mission

***The Escondido Democratic Club provides opportunities for active political participation for members of the California Democratic Party in the Greater Escondido area. We unite in order to promote democratic principles, issues and candidates thereby contributing to the democratic process in America.***

### Values

***Each of us is equal and deserves protection under the law and the freedom to live life striving to obtain our full human potential. Diversity is strength and a cause for celebration – not a reason to be divided. We hold that through inclusion, tolerance and understanding the American promise can be realized.***

### Vision

***America will progress to become even better than its glorious past. The future belongs to those that can see it and are willing to work for it. The Democratic Party in Escondido will become a viable force for change. The EDC club will be part of the fulfillment of the promise of America through the execution of its foundation tenets.***

### Foundation Tenets

- **To educate our members**
- **To support Democratic candidates**
- **To advocate on behalf of important issues**

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- **To encourage participation in self government**
- **And to have fun doing it!**

#### President's Message

Happy New Year, friends and fellow EDC Members! This New Year is significantly new for me as it marks the beginning of my role as EDC President. I am both grateful and honored by the confidence you have bestowed on me, and I thank you. The responsibility for leading EDC towards meeting the challenges of an election year, and importantly, of furthering the accomplishments the Club has achieved in the last few years is indeed a challenging one, but I know that all of us working together will bring about an increased level of commitment towards achieving the goals the Executive Board has laid out for all of us.

We are often reminded at this time of year that January draws its name from the Roman god Janus who is the god of gates and doors, and beginnings and endings. As we stand at the gates and enter 2012, it is important to understand where we have been as a Club, build on those accomplishments, and set goals to meet the challenges of the New Year. EDC's accomplishments for the past year fell in the category of 'outstanding'. We set out to raise the level of activism and in many respects we achieved that. We have seen more member participation in local affairs, taken the club to a new level by reaching out to community groups to address common interests and concerns. We became facilitators, "led from behind", in putting together the Escondido Charter Coalition to deal with the City Council's proposal to move Escondido to a Charter status. The Coalition continues its work to date. Similarly, EDC members took a leading role in Escondido's Future, a non-partisan group whose primary goal focuses on the issues surrounding the quality of life in Escondido (the closure of the East Valley library and the recreation programs). Currently, our members are organizing to collaborate with other groups in support of district elections. Our leadership in community affairs has positioned us well to accomplish an on-going EDC goal of becoming "significant players" on local issues.

Beyond the local issues, Club participation in the National "jobs not cuts" events, protests against attacks on women's reproductive rights, protests against check points, rallies in support of the Occupy Movement, and demonstrations in support of the Move to Amend, points to a heightened level of activism. As a Club, we are well represented and speak to the interests of North County in the Democratic Party Central Committee. Our web site is recognized as the best and is the go-to source for information on issues that affect us as Democrats and members of the community. These are achievements we can boast about, but as a thriving and active club we cannot afford to stop there. We must expand on these accomplishments and take them to an even greater level.

As we look ahead to 2012, our biggest challenge will be to re-elect President Obama and regain plurality in Congress. State and local candidates will look to us to provide resources to their campaigns. Fundraising becomes a critical factor in meeting this need. For that reason I have proposed that our bylaws incorporate a VP for Fundraising. We need someone to step up to fill this important position. Our updated Political Action goals are in place to provide us with a plan to meet the challenges. To

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realize the goals we need each EDC member to commit to a greater level of involvement and to dig deep into pockets to make sure that we can claim victory in November. Together we can!

Christine Nava, President

***The following goals are proposed for the 2012 Annual Plan:***

### **Political Action Goals**

1. Address national, state, and local issues that have been identified as priorities.
2. Improve the level of activism of Club members.
3. Increase the number of registered Democrats in Escondido and increase voter turnout.
4. Develop and implement a strategy for identifying, recruiting, cultivating, vetting and supporting candidates suited to serve on boards, commissions and in elected offices.
5. Identify, cultivate and support members who will represent EDC and the interests of North County in the California Democratic Party and San Diego County Central Committee.
6. Increase EDC collaboration with Democratic Party organizations and other groups sharing like goals in North County.
7. Position EDC as a significant player in non-partisan community issues.

### **Fundraising Goals**

General –

The Vice President for Fundraising develops an annual plan to financially support the activities of the Club. The plan should include a variety of fundraising opportunities for individuals to donate in differing amounts. The VP for Fundraising works closely with the President to implement the plan, and to involve and manage volunteers to assist with components of the plan.

### **Membership Goals**

To be the largest, most diverse, and most effective Democratic Club in North County.

### **Communication Goals**

1. To position EDC as THE option for effective progressive activism in the Escondido area.
2. To increase the effectiveness of our communications media in support of branding, increasing membership and encouraging member involvement.

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3. To enhance the effectiveness of EDC identity elements.
4. Use communications to support the goals established by other administrative areas in order to advance political action, membership and other activities.

### **Secretary Goals**

Conduct a review of, and establish where necessary, the Secretary processes, and supporting documents to ensure good processes are in place, records are accurately kept and supporting/governing documents e.g. By-Laws support the actions of the club.

### **Treasurer Goals**

1. Close the “books” (G/L) for 2011.
2. Develop a Budget for 2012.
3. Maintain the General Ledger for 2012.

### **Political Action Plan**

#### General

The Political Action Goals for 2012 are intended to build upon the achievements of the past and to advance similar goals with a focus on community issues and concerns. At the heart of this mission is the election of candidates who will promote the principles and values of its members, and the advocacy of those issues that are important to us as Democrats.

### **Goal #1 – Address priority issues**

For 2012 the following issues were determined to be priorities for the EDC:

1. Health Care –
  - a. National - Medicare/Medicaid
  - b. State - Single Payer
  - c. Local issues – PPH
2. Environment and Energy –
  - a. National – Protecting the EPA, Energy bills
  - b. State - emissions
  - c. Local – landfills, wastewater, traffic flow, local control of community development
3. Immigration –
  - a. National – comprehensive reform

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- b. State – DREAM Act
- c. Local – checkpoints and ICE involvement
- 4. Political Reform
  - a. Money in politics
    - i. Move to Amend proposal
    - ii. Public Financing of political campaigns
  - b. Voter suppression
- 5. City of Escondido issues
  - a. Monitoring activities of the City Council
  - b. Homeless Issues – identify liaison
  - c. General Plan Update
  - d. Electoral Reform – District elections, primary system, Charter proposal, etc.
  - e. Education Issues – Redistricting, unification
  - f. Celebrating Diversity

**Goal #2: Improve the level of activism of Club members.**

Objective: To have the membership of the club participate more fully in the achievement of the club’s political action goals.

Strategy: EDC will have a multi-pronged approach to this objective – Awareness through Education, Political Action Training, Increased Participation through Community Involvement, and Candidate support activities

Tactics:

Awareness: Inform and educate the membership on important issues that affect the community through:

Relevant speaker series

Informative website

Current and robust email update strategy

Participation: establishing task forces to include members of like-minded organizations to strategize and execute plans.

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**Goal #3: increase the number of registered Democrats in Escondido and increase voter turnout.**

Objective: to have Club members participate in the registration of new Democrats in the Escondido area and support increased voter turnout at election.

Strategy: The Club under the leadership of the Voter Registration Director will coordinate with the San Diego County Party's Voter Registration organization to facilitate the objectives of this goal.

Tactics:

Voter Registration Chair will recruit and organize volunteers to conduct voter registration events throughout the year.

Club members will be encouraged to participate in voter registration at swearing in ceremonies for new citizens in the San Diego County.

**Goal #4: Develop and implement a strategy for identifying, recruiting, cultivating, vetting and supporting candidates suited to serve on boards, commissions and in elected offices.**

*Objective:* To have a strong Democratic slate capable of winning in 2012 and beyond.

Strategy: Develop and execute a plan and serve as a resource for candidates seeking office.

Tactics: Develop a plan

**Goal #5: Cultivate and support members who will represent EDC and the interests of North County in the Central Committee.**

Objective: To increase EDC representation in Central Committee. Although elections take place in 2012, there are open positions at this time.

Strategy: Gather information with regard to open positions and procedures for running for Central Committee.

Tactics: Identify and recruit likely members who will run for CC.

**Goal #6: Increase EDC collaboration with Democratic Party organizations and other organizations sharing like goals in North County.**

Objective: Through multiple organization collaboration enhance the Democratic Party influence and voice in North County politics.

Strategy: Coordinate the participation and actions of like-minded organizations on specific issues that affect North County

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Tactics:

1. Identify noteworthy Political Action Items consonant with the general goals of the club.
2. Develop a collaboration strategy.
3. Include relevant organizations.
4. Develop a media strategy
5. Develop a plan of action for each issue.
6. Execute the plan.

**Goal #7: Position EDC as a significant player in community issues, partisan and non-partisan.**

Objective #1: to increase EDC effectiveness as a Community Leader in North County.

Strategy: Expand the level of community participation in organizations that create opportunities for networking with leaders in the community.

Tactics:

1. Identify organizations to recommend to club members.
2. Participate in public events.

Objective #2: to play a role in affecting public discussion of significant issues.

Strategy: Identify local issues in which EDC is likely to be able to successfully intervene and develop plans for those interventions:

Tactics:

1. Collaborate with like-minded local groups and organizations.
2. Identify significant issues.
3. Create teams to consider options for affecting those issues.
4. Develop and implement plans, working with other groups.

## **Fundraising Plan**

Fundraising plan here

## **Membership Plan**

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General: The membership of the EDC should reflect the diverse regional population in diversity. It should reflect the proportion of registered Democrats in the EDC sphere of influence, approximately 15,000 voters.

**Goal: To be the largest, most diverse, and most impactful Democratic Club in North County.**

Objective:

- a. To display a strong Democratic presence in North County
- b. To better represent the ethnic and generational diversity of the City of Escondido
- c. To make a positive impact on the agenda of the Democratic Party
- d. To execute the goals of the Annual Plan.

Strategy:

**Acquisition**

- a. Conduct outreach to friendly organizations.
- b. Engage existing and potential Democratic voters.
- c. Contact small businesses in Escondido to recruit owners by showing them that Democratic leadership will benefit their business.
- d. Reestablish the high school Democratic clubs.
- e. Reestablish the local college Democratic clubs at Cal State San Marcos and Palomar College.
- f. Represent the club in any community gatherings in the North San Diego County area for the purpose of recruitment.
- g. Continue Latino outreach and voter registration in Escondido.
- h. Coordinate EDC booths at civic events.

**Retention**

- a. Encourage a positive social atmosphere for EDC members.
- b. Incorporate morale boosting activities into normal club business.

**Renewal**

- a. Efficiently manage the intake of new members.
- b. Clean up existing member information.

Tactics:

- a. Create new membership forms for meetings and an electronic/online registration system.

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- b. Develop new postcards for members who do not have computer access.
- c. Coordinate with County party to mine lists of Democratic voters for a mailing.
- d. Finalize annual awards and certificates program and name first award.
- e. Register new members at club movie nights.
- f. Set membership goals with union and Latino outreach coordinators.
- g. Incorporate poll data into meetings and events.
- h. Coordinate with Communications VP to incorporate snapshots of club members lives into club website, Facebook group, and email communications.

## **Communications Plan**

### General

The communications function is designed to advance the overall goals of the club and to support its fundamental tenets. Communications will work to increase activism through education and by providing current information. Communications will support efforts to increase membership by promoting a reputation for EDC as THE organization for Escondido activists and by creating materials that enable recruiting efforts. Communications will assist fundraising programs by disseminating information through the news media, as well as colleague organizations, and by preparing materials such as invitations and event programs. In all cases, communications will strive to make use of the latest technology to achieve a satisfying activist experience for those involved.

### **Goal: To position EDC as THE option for effective progressive activism in the Escondido area.**

Objective: Ensure that EDC is credited for its contributions to effective political action for positive change.

Strategy 1: Communicate effectively to members and friends using the website and emails and other methods to be devised.

#### Tactics:

1. Continue to enhance website and weekly emails.
2. Develop a robust social networking system.
3. Consider options that allow website posts to be categorized so as to separate internal EDC items from broader, community-wide topics.

Strategy 2: Gain more awareness from the general public through free media.

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Tactics:

- a. Place stories in local newspapers about EDC's involvement in local issues.
- b. Write and gain publication for articles about collaboration with other local groups and organizations in the newsletters or on the websites of those groups.
- c. Write and place op-eds representing EDC's position on local issues with authors identified as EDC members/officers.

**Goal: To increase the effectiveness of our communications media in support of branding, increasing membership and encouraging member involvement.**

Objective: Encourage two-way communication and enhance communications vehicles that appeal to younger audiences.

Strategy: To strengthen EDC's Facebook and Twitter presence and to provide unique, targeted communications to their members.

Tactics:

- a. Develop content appropriate to each group and provide appropriate information to members.
- b. Encourage the development of a community.
- c. Seek to engage Facebook and Twitter members in EDC activities and, eventually, membership.

**Goal: To enhance the effectiveness of EDC identity elements.**

Objective: To support branding, member recruitment and member involvement through more effective communication of the organizational mission.

Strategy: To conduct a review and revision of the communications mark (logo).

Tactics:

- a. Guided by the revised "tag line," develop concepts for visual representation of EDC's mission.
- b. Identify and involve experienced graphic arts professionals to benefit from their expertise.
- c. Using a small committee, develop several proposed approaches and test with board and members.
- d. Gain comment from external groups.
- e. Submit final recommendations for member approval.
- f. Gradually introduce the new mark (logo) into communications vehicles.

**Goal: Use communications to support the goals established by other administrative areas in order to advance political action, membership and other activities.**

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Objectives: Create relationships that allow rapid and effective response to communications needs by other EDC units.

Strategy: Work closely with VPs, other officers and committee chairs to understand how communications can support their programs.

Tactics:

- a. Communicate or meet regularly with Club leaders to discuss ways they can use existing communications vehicles and to consider new vehicles or methods.
- b. Create regular, scheduled opportunities for Club leaders to submit posts for the web site and for email messages, such as "Legislative Corner" posts for Political Action and items about new/renewing members for Membership.
- c. Monitor the effectiveness of communications to maximize results.

## **Secretary Plan**

General

The Secretary is the primary record keeper of the Escondido Democratic Club. The primary goal of the Secretary for 2011 will be to continue to keep accurate, concise minutes of Executive Board and General Meetings, and to continue to post those E-Board minutes to the Board members, and General Meeting minutes to the EDC website within ten days after each meeting.

Review supporting documents to ensure good processes are in place, records are accurately kept and supporting/governing documents e.g. by-Laws support the actions of the Club.

## **Treasurer Plan**

General

The Treasurer goals include assuring the Club that all valid financial obligations are fulfilled in a timely manner and that the Club's financial position is accurately and fairly reported to the Board and the general membership. The development of an annual financial budget (or plan), and the tracking of actual cash-flows versus this plan, will help ensure that the EDC continues as a vibrant entity and adheres to the Club's guiding principles.

## **Goal: Close the "books" (General Ledger) for 2012**

Objective: Ensure availability of accurate representations of the Club's finances at the time of transition to the new board, and at the end of the 2012 calendar year

Strategy: Develop Statements of Financial Condition accurately reflecting the Club's operations and adherence to the budget.

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Tactics:

- a. Ensure final 2012 receipts are deposited, expenses are paid, and all transactions are accurately recorded in the club's financial ledger
- b. Reconcile accounts and prepare Year-end 12/31/11 Account Balance statement, Cash Flow Statement, and Revenue and Expense versus Plan statement

**Goal: Develop a Budget for 2012**

Objective: Prepare a financial plan which realistically reflects the goal's of the Club

Strategy: Using historical performance as a guide and incorporating upcoming goals for this year, allot financial resources for each major income and expense category.

Tactics:

- a. Update the 3-year running average analysis of the club's income and expenses with 2011 data
- b. Based on the financial implications of the club's 2012 operating objectives, prepare the 2012 financial plan
- c. Analyze the plan for financial shortcomings and potential exposures or other issues and develop alternative recommendations as appropriate
- d. Present the 2012 Financial Plan to the board and secure their approval
- e. Ensure that the Club's 2011 Annual Plan includes the approved budget as an appendix item

**Goal: Maintain the General Ledger for 2012**

Objective: Monitor the Club's operating income and expenses and report to the Board any realized or potential variances to plan; secure direction and approval from the Board for resolving any significant variances from the approved annual financial plan

Strategy: Develop Statements of Financial Condition accurately reflecting the Club's operations and adherence to the budget.

Tactics:

- a. Deposit all receipts within 2 weeks of receipt
- b. With Board approval, issue payment for all valid and properly documented club expenses in a timely manner
- c. Ensure all financial transactions are properly categorized and entered in the Club's financial records
- d. Prepare financial statements (including actual vs. planned cash flows) for dissemination to the board and the general membership for their review on a monthly basis, or at such times as the Board deems necessary

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- e. Identify significant variances in actual vs. planned cash flows, and recommend to the Board prudent alternatives to address them

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## II: 2012 Budget

<b><i><u>Gross Receipts (Cash Inflows)</u></i></b>		
Donations	\$380	11%
EDC Fund Raising	\$954	29%
Membership	\$2,000	60%
<b><i>Total Cash Inflows</i></b>	<b>\$3,334</b>	<b>100%</b>
<b><i><u>Expenses (Cash Outflows)</u></i></b>		
EDC Operating Expenses	(\$1,505 )	44%
Education and Outreach	(\$785)	23%
Political Action	(\$850)	25%
Membership	(\$150)	4%
EDC Fundraising Expenses	(\$100)	3%
<b><i>Total Cash Outflows</i></b>	<b>(\$3,390 )</b>	<b>100%</b>
<b><i>Net Cash Flow</i></b>	<b>-\$56</b>	

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## **IV Proposed Bylaws (changes highlighted in yellow.)**

### **Article I – Name**

**Section 1.** The name of this organization shall be the Escondido Democratic Club.

### **Article II – Purpose**

**Section 1. Mission:** The Escondido Democratic Club provides opportunities for active political participation for members of the California Democratic Party in the Escondido/Valley Center area. We unite in order to promote democratic principles, issues, and candidates, thereby contributing to the democratic process in America.

**Section 2. Values:** Each of us is equal and deserves protection under the law and the freedom to live life striving to obtain our full human potential. Diversity is a strength and a cause for celebration — not a reason to be divided.

**Section 3. Vision:** America will progress to become even better than its glorious past. The future belongs to those who can see it and are willing to work for it. The Democratic Party in Escondido/Valley Center serves as a viable force for change. Every registered Democrat will be contacted for each election. We will recruit, endorse and support candidates for city, county, state and federal offices.

#### **Section 4. Goals:**

- To educate our members.
- To support Democratic candidates.
- To advocate on behalf of important issues.
- To encourage participation in self-government.
- And to have fun doing it!

### **Article III – Membership**

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**Section 1.** Any person who is a registered Democrat, or, if unable to register, has expressed the intent to register as a Democrat, and who subscribes to the stated purpose of the Escondido Democratic Club, shall be eligible for membership in the club.

**Section 2.** Every person who is eligible to be a member of the Escondido Democratic Club and who has paid annual dues shall be a member in good standing. Questions of eligibility shall be determined by the Executive Board upon the recommendation of the **Vice President for Membership.**

**Section 3.** Any member whose actions are judged by a majority of the Executive Board to be prejudicial or detrimental to the Escondido Democratic Club may be expelled from the club, upon recommendation of the Executive Board, by a two-thirds vote of those members present and voting at a called meeting of the club.

**Section 4.** Individuals who are not registered as Democrats may become associates of the Escondido Democratic Club. Associates are not considered members and are therefore not eligible to vote, hold a position on the Executive Board or represent the Club at Democratic Party activities.

**Section 5.** The annual dues shall be set by the Executive Board. Dues are payable once each year on the anniversary of membership.

## **Article IV – Officers**

**Section 1.** The elected officers of the Escondido Democratic Club shall be the President, Vice President for Political Action, **Vice President for Fund Raising**, Vice President for Membership, Vice President for Communications, Secretary, and Treasurer. Elected officers shall take office at the first general membership meeting following their election and shall hold office for one year or until their successors are elected.

**Section 2.** The duties of the elected officers shall be as follows:

**A. President.** The President shall set the agenda for and preside over all meetings of the Executive Board and of the membership; serve as the official representative of the club in public forums; make decisions for the club on policy when specifically empowered to do so by the Executive Board; and advise the membership of pertinent matters affecting the welfare of the Democratic Party and the club. In addition the President will ensure that an annual plan is created that outlines the yearly goals and objectives of the club and that a supporting budget is developed. The President will also ensure that an annual review of the club treasury is conducted.

**B. Vice President for Political Action.** The Vice President for Political Action shall be the second-ranking officer of the Club, and shall preside at meetings of the Executive Board and of the membership in the absence or inability of the President. The VP for Political Action is responsible for coordinating the club's candidate evaluation, its political advocacy campaign, as well as legislative activities. The VP for Political Action shall ~~oversee the activities of the Response Team and EDC participation in the GO Team,~~ and perform such other duties as the President may direct. The VP for Political Action under the direction of the President shall create an annual prioritization of issues the club will engage in at the National, Regional and Local level.

**C. Vice President for Fund Raising.** The Vice President for Fund Raising shall be responsible for developing and implementing a program to meet the fund raising goals established each year in the Club's Annual Plan.

**D. Vice President for Membership.** The Vice President for Membership recruits new members, maintains membership records and encourages renewals. The VP for Membership shall oversee the Volunteer Coordinator, the Youth Outreach Coordinator, and perform such other duties as the President may direct. The VP of membership shall work to attract members whose diversity reflects the values of the Democratic Party and the region served by the Club. The VP for Membership coordinates EDC booths at civic events.

**E. Vice President for Communications.** The Vice President for Communications coordinates the communications activities of the Club, which include publicizing Club activities to local news media, production and distribution of a newsletter, maintenance of the web site, emailing messages to the list of members and friends, creation of such additional communications

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vehicles, print or electronic, as may be required by Club programs. The VP for Communications also seeks opportunities to increase awareness of the Club in the region and perform such other duties as the President may direct.

**F. Secretary.** The Secretary shall maintain a record of all meetings of the Executive Board and of the membership; be prepared to read the minutes of the previous meeting at the current meeting of the Executive Board or of the membership; receive and maintain in official club records the reports of elected officers, directors of standing committees and chairs of recognized caucuses; maintain a compendium of standing rules, resolutions and policies adopted by the Executive Board or the membership; handle correspondence as directed by the President or Executive Board; and perform such other duties as the President may direct.

**G. Treasurer.** The Treasurer shall maintain the financial records of the club; receive and disburse funds of the club; prepare an annual budget of anticipated revenues and expenses; provide addenda to the budget as required; report the financial status of the club to the Executive Board on a regular basis; make periodic reports to the membership; prepare and submit all required ~~Political Action Committee~~ reports on a timely basis; work with the President on the annual audit of Club finances and perform such other duties as the President may direct.

**Section 3.** An officer may be removed from office upon recommendation of a two-thirds majority of the Executive Board on a roll call vote or upon submission of a petition signed by at least 25 percent of the members. Such recommendation or petition must be submitted to the membership at a called meeting and shall require a two-thirds majority of the members present and voting to remove the officer.

**Section 4.** Succession. In case of vacancy in the office of president, the vice president for political action shall assume the duties of president pending election of a replacement. For any elected position, the vacancy shall be announced to the membership in the first newsletter and at the first meeting following its occurrence. The executive board shall identify and nominate a successor, and that nomination shall be presented to members at the next meeting. There shall be a call for nominations from the floor. Should there be none, a motion may be considered to elect the board nominee. Should there be nominees from the floor, the election will be held at the following meeting to allow one month for campaigning.

## Article V –Goal Directors

**Section 1.** The Executive Board may seek individuals to serve as Directors in charge of selected goals within the major areas of Club activity.

**Section 2.** Each Goal Director will report to an elected member of the Executive Board. Goal Directors will serve a one-year term concurrent with that of the elected officers. Goal Directors will be nominated by the member of the Executive Board to whom they report, and will be approved by a vote of the Executive Board. Goal Directors may be removed by a two-thirds vote of the Executive Board.

**Section 3.** Functions of the Goal Directors reporting to the Vice President for Political Action:

- A. Improve level of activism among EDC members
- B. Support County Party efforts to increase voter registration
- C. Identify and develop potential Democratic candidates for elected office
- D. Encourage members to participate in County Party Central Committee
- E. Collaborate with like-minded organizations
- F. Position EDC as a leader in non-partisan community issues

**Section 4.** The Executive Board may create additional Goal Director positions for other areas of Club activity or for special purposes. Composition and reporting lines for special directors shall be determined by the President.

## Article VI – The Executive Board

**Section 1.** The Executive Board shall consist of the elected officers. The members of the Executive Board must be members in good standing of the Escondido Democratic Club.

**Section 2.** The Executive Board shall meet at the call of the President or upon call of a majority of the Executive Board. Meetings require five days notice, which may be waived in the case of an emergency by a two-thirds majority of the Executive Board. Emergency actions or funding to a maximum of \$250 may be authorized upon agreement of any four of the six elected officers. A "good faith" effort shall be made to poll all six. If necessary, the elected officers may be polled  
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by telephone or email. Any action taken by this method shall be communicated to the other Executive Board members in a timely manner.

**Section 3.** The quorum for meetings of the Executive Board shall be four of the six elected members. Proxies shall not be valid at meetings of the Executive Board. No one member of the Executive Board shall have more than one vote, even if qualified by more than one criterion. Voting members include elected officers who have been approved by Club members.

**Section 4.** Meetings of the Executive Board shall be open to members in good standing unless the board by a two-thirds vote calls for a closed session. Discussion at any Executive Board meeting may be limited by a majority vote of the board to members of the board. Members may submit items for the Executive Board agenda to the President at least five days in advance of the meeting. Submissions must be in written form.

**Section 5.** The duties of the Executive Board shall be to approve the budget; approve the President's annual plan; authorize the receipt of revenue and payment of expenses; approve the annual audit of Club finances; set the membership dues; formulate policy and approve projects to carry out the purposes of the club; review all projects and activities of the committees of the club; and make decisions regarding the employment of any paid staff. The board may establish ad-hoc committees as needed and review their activities.

## Article VII – Elections

**Section 1.** Officers of the club shall be elected at a membership meeting to be scheduled during October of each year and assume office at the general membership meeting the following January.

**Section 2.** Officers may be nominated in one of two ways: by the a Nominating Committee or from the floor immediately prior to the voting for each office. The Nominating Committee shall be appointed by the Executive Board and shall report to the meeting that precedes the election meeting. The Nominating Committee shall have at least three members, none of whom is seeking election during the period of service of nominees.

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**Section 3.** In developing its slate of nominees, the Nominating Committee shall make its best effort toward diversity and gender equity in elected offices.

**Section 4.** The officers may be elected as a group. If there are contested races, the officers shall be elected individually in the order of President, Vice President for Political Action, Vice President for Fund Raising, Vice President for Membership, Vice President for Communications, Treasurer, and Secretary. The election of officers shall be by voice vote or show of hands; however, if there is only one nominee for an office, and provided there is no objection, the candidate can be elected by acclamation. To be elected, a nominee must receive a majority of the votes cast for that office. If no nominee receives a majority on the first ballot, a runoff shall be held between the two nominees receiving the greatest number of votes. If there is only one nominee for an office, the ballot shall include a choice of no election for that office, which shall be included in tabulating the votes cast.

**Section 5.** In the event a position is not filled in the annual election of officers or there is a vacancy because of resignation or removal, a special election shall be held to fill the position according to the procedures for nominating and electing officers in the annual election. An officer elected in a special election shall take office immediately.

**Section 6.** To be eligible to vote in any election, members must have been in good standing for at least 90 days prior to the election. For the election of Club officers only, absentee ballots shall be accepted from members who are eligible to vote but unable to attend the meeting at which the election is held. Polices and procedures for absentee balloting shall be prescribed by the Executive Board. For the election of Club officers, absentee ballots shall count toward a quorum.

**Section 7.** Delegates and alternates from the club to caucuses, councils, conventions and other meetings shall be elected at a called meeting by plurality. Members may cast as many votes as there are delegates to be elected. Candidates for delegates must have been members in good standing for at least 90 days prior to their election as delegates. When delegates and alternates cannot be elected at a regular or specially called meeting, or there are not enough delegates or alternates to fill the positions allotted to the club, the President, or the President's designee, shall have the power to fill any vacancy with any member in good standing. Such appointments shall be temporary with the appointee subject to replacement upon the arrival of any regularly-elected delegate or alternate. When selecting delegates an effort shall be made to reflect the

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diversity of the membership

## **Article VIII – Meetings**

**Section 1.** Meetings of the membership normally shall be held monthly.

**Section 2.** A quorum for meetings shall be 20 members in good standing at the time of the meeting. Proxies shall not be valid at membership meetings. For the election of Club officers only, absentee ballots shall be accepted from members who are eligible to vote but are unable to attend the meeting at which the election is held. Policies and procedures for absentee balloting shall be prescribed by the Executive Board. For the election of Club officers, absentee ballots count toward a quorum. To be eligible to vote, members must have been in good standing for at least 90 days prior to the meeting.

**Section 3.** Notice shall be given to members of all meetings in a timely fashion.

**Section 4.** Meeting attendees should refrain from obnoxious behavior and treat others with mutual respect and courtesy at all times. Unruly members or guests may be removed from Club activities by approval of the Executive Board members present.

## **Article IX - Endorsements**

**Section 1.** Endorsement of candidates and of ballot propositions shall be governed by the current "Standing Rules for Endorsements." adopted by members at the September 21, 2006 meeting.

**Section 2.** The Standing Rules for Endorsements may be amended by a two-thirds vote of members present and voting at any meeting where a quorum is present and provided that notice of the amendment was included with notice of the meeting.

## **Article X - Rules of Procedure**

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**Section 1.** The current edition of *Robert's Rules of Order, Newly Revised* shall be the parliamentary authority for the club on all questions not covered by these bylaws.

**Section 2.** Questions of interpretation of these bylaws may be appealed to the Executive Board, whose decision shall be final.

**Section 3.** The Executive Board may designate an employee to be an ex-officio member of the board, but no employee shall be a voting member of the board.

**Section 4.** Membership records shall be confidential, and the use of the club mailing lists shall require a two-thirds vote of the Executive Board.

## **Article XI - Amendments**

**Section 1.** These bylaws may be amended by a two-thirds vote at a membership meeting after the proposed amendment has been approved by majority vote at the preceding meeting. One week's notice must be provided of each meeting.

## **V. Proposed Standing Rules for Endorsements**

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## **Escondido Democratic Club (changes highlighted in yellow.)**

1. Club endorsements of candidates for public office and club positions on ballot propositions may be determined at any properly noticed club meeting, provided that a quorum is present and that the notice of the meeting (normally contained in the Club newsletter) included notification of the races or ballot measures which are to be considered for endorsement or rating. (A quorum is 20 members in good standing at the time of the meeting.) To be eligible to vote for endorsement of a candidate or ballot proposition, a member must have been a member in good standing at least 25 days prior to the meeting. Proxy voting and absentee voting is not permitted; however, a club member who attends a meeting where an endorsement vote is held may exercise the option to cast an endorsement ballot prior to the vote, pursuant to the procedures indicated in Section 17 below. (Note: Candidates and their staff members, who are otherwise eligible to vote, are also eligible to vote on all endorsements.)
2. Voting on any endorsement shall be by secret ballot when requested by any member eligible to vote.
3. The Executive Board shall recommend the selection of races and propositions to be included on the slate. **The Executive Board will consult with potential candidates and help them prepare for races, as long as the Executive Board has confidence the potential candidates are consistent with Democratic principles and philosophy. The Executive Board will prepare campaign advice and benchmarks for prospective candidates so that candidates will be better prepared to seek Club endorsement. Club members are responsible for suggesting potential candidates. Coordination rests with the Vice President for Political Action. Endorsements can be made as soon as practical by the Club or as required by County Democratic Party rules and practices for endorsement.** ~~The selection may be modified by a majority vote of those eligible members present and voting. Endorsements normally will be made as soon as is practical after candidates are certified.~~
4. In partisan and non-partisan elections, only Democratic candidates may be endorsed. This rule is not subject to suspension.
5. An affirmative vote of at least 60 percent of the club members present and eligible to vote shall be required to endorse a candidate, rate a candidate, or take a position on a ballot proposition. (Note: The vote required is measured by all those eligible members “present,” not just those “present and voting”.) The option of “No Endorsement” shall be included on the endorsement ballot for each race or ballot measure.
6. Only one candidate may be endorsed per seat. An endorsement implies that the club recommends that people vote for that candidate rather than any other candidates for that seat. It does not necessarily imply that the club supports all of the candidate’s positions.
7. Candidate surveys shall be prepared and approved by the Executive Board and shall be reviewed periodically (at least every two years) to ensure that current issues are adequately reflected. Candidates for judicial office will be evaluated on a specifically tailored and limited survey and/or attendance at the appropriate meeting. The completed survey shall be assessed by the Political Action Committee chaired by the Vice President for Political Action.
8. All candidates for non-partisan office and all Democrats for partisan office will be invited to appear at the endorsement meeting to answer questions.

9. Prior to voting on a candidate race, a Club member shall either make a motion that the Club consider an endorsement in the specified race or a motion that the Club forgo an endorsement and immediately consider rating candidates in the race. A single such motion may include more than one race; however, at the request of any member, a separate vote to consider an endorsement or to consider rating candidates shall be taken on a particular race. A simple majority vote is required for either motion to pass. If neither a motion to consider an endorsement or a motion to consider rating candidates in a race receives a majority vote, then the outcome shall be listed as “No Position” in that race.
10. If no candidate receives the required 60 percent vote for endorsement, sub-sequent ballots shall be taken deleting the candidate receiving the least number of votes and those receiving no votes on the previous ballot.
11. If after the completion of balloting, no candidate has received the 60 percent of the vote required for an endorsement, the chair may entertain motions to rate one or more of the candidates. If a candidate is endorsed and the Club wishes to warn voters away from one or more opponents, the Chair may respond to a motion that the “unacceptable” rating be applied to those opponents. Otherwise, once a candidate is endorsed, no other ratings shall be made in that race.
12. The club may choose any of the following options for rating candidates:
  - a. **“Recommended”** ~~“Acceptable”~~—Circumstances justifying this rating include, but are not limited to: (i) the candidate does not qualify for an endorsement, however the club feels the person is supportable, (ii) the candidate has a good record and/or good position statements, however the club disagrees with the candidate on one or more significant issues, (iii) there are more than one good candidates, and the club prefers to rate them each as acceptable rather than endorse a single candidate.
  - b. **“Not Recommended”** ~~“Unacceptable”~~—Circumstances justifying this rating include, but are not limited to: (i) the candidate has a poor position or record on one or more critical issues, (ii) the candidate has demonstrated a lack of responsiveness.
  - c. **“No Position”**—Circumstances justifying this rating include, but are not limited to the following: (i) not enough information is known about the candidate, (ii) the candidate appears to be between the ratings of **“Recommended”** ~~“Acceptable”~~ and **“Not recommended”** ~~“Unacceptable,”~~ (iii) it would not be politically expedient to take a position.
13. The club may rate any ballot proposition as “Support,” “Oppose,” or “No Position.”
14. In the event that the club entertains a motion to rate a candidate or ballot proposition, and 60% of those voting cannot agree on the assignment of any of the rating options listed above, then that candidate or proposition shall be assigned the rating of “No Consensus.”
15. No candidates, including candidates who are also club members, may be present for debate on the office for which that candidate is contending.
16. A club member who attends a meeting where an endorsement vote is held may exercise the option to cast an endorsement ballot prior to the vote. The Teller shall hold such ballots until the vote is called for that particular race or ballot measure. In the event that the motion to consider an endorsement in a candidate race fails, the ballots submitted in advance shall be discarded. Ballots submitted in advance are considered only in the first round of balloting; they are not included in runoffs.
17. Club funds may only be contributed to the campaigns of those candidates endorsed by the club and those ballot propositions earning a rating of “Support.” The club by a 60% vote may designate certain races/issues as “priority campaigns” to indicate that those

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campaigns should be given priority in terms of funding or club-coordinated volunteer efforts.

18. These rules may be suspended by a 2/3 vote of those present and voting, provided that a quorum is present. These rules may be amended by a 2/3 vote of those present and voting at any properly called club meeting, provided that a quorum is present, and provided that notice of the proposed amendment was included with the notice of the meeting.

### **Friendly Incumbent Endorsement Guidelines**

- A. Friendly incumbent endorsements may be considered for all incumbents who have a supportive voting record on appropriate issues, as determined by the Executive Board. The friendly incumbent endorsement is intended to reward incumbents for their support and should be completed early so the candidate has a greater opportunity to use the Club's endorsement to discourage challengers.
- B. A friendly incumbent endorsement does not require the completion of a questionnaire or attendance at an endorsement meeting.
- C. The Executive Board may determine eligibility for a friendly incumbent endorsement for an incumbent who has no voting record by virtue of holding an administrative, executive or other non-legislative office.
- D. Friendly incumbent endorsements may be approved on a consent calendar. Any member may remove a candidate from the consent calendar for separate consideration.
- E. Where an incumbent does not receive a friendly incumbent endorsement, the office will be treated as open. All candidates that office (including the incumbent) will then be required to follow the standard endorsement procedure.

## **VI Resolution Regarding Charter City Status for Escondido**

(Submitted to members January 14, 2012)

**Whereas** it has been proposed that the City of Escondido (the City) change from 'general law' status to 'Charter City' status, and

**Whereas** the motivation for this change appears not to be the pursuit of good government, but rather an effort to reinforce a state-wide effort to attack worker rights and wages and to increase profits for the construction industry, and

**Whereas** the chief argument in favor of the proposed change -- to save the City money on some construction -- is based on flawed logic and hypothetical projects, and actually works against a parallel City goal of providing well-paying jobs to residents, and

**Whereas** Charter City status provides substantial additional powers to a City Council that has not demonstrated its ability to manage those powers responsibly, and

**Whereas** no process has been provided for citizen input into the proposed new Charter despite repeated appeals from the public, and

**Whereas** the City has functioned effectively and efficiently under its existing general law status,

**Therefore be it resolved** that the Escondido Democratic Club opposes a change in governing status for the City at this time and for the stated reasons, and

**Be it finally resolved** that the members of the Escondido Democratic Club direct the Club's officers to take any and all actions on behalf of the organization to oppose the change in city status.

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