

Summary/Highlights of the 1/18/2018 Commission Meeting  
by Rivko Knox

Present: Four of the five Commissioners; the term of the prior Chair has ended; however, so far no one has been nominated to fill the vacancy.

1. Executive Director's Report.

a) There was information about the upcoming CD 8 election; Commission staff will have a booth at the African American Conference on Disabilities on Feb. 16; there are currently 46 Clean candidates for the AZ Legislature (with two already having received their funding, to include League member Senator Dalessandro); 21 statewide candidates (with one, David Schapira having also received funding); & with 12 Clean Elections candidates workshops presented.

b) Jesus Rubalcava, who was both fined & asked to repay all the Clean fund he received because he could not provide appropriate documentation, has appealed his case, which will go before an Administrative Law Judge; if the Judge upholds the fines/repayment & Rubalcava does not pay, it will go to the AG for action.

c) The Commission has not as yet paid the second installment to the Secretary of State for the creation of "See the Money" although the CCEC forms are now in the system, both because so far the SOS has not submitted a bill for such & because the website does not meet the Intergovernmental State Agreement (ISA) specifications in terms of visibility & accessibility, nor does it clearly state on the home page why people should use it, i.e., what information is there that people should/might want to know; what functions does the web site have of importance to voters!! Several Commissioners said they had gone to the website & not been impressed. See the Money is still in the Beta stage; CCEC staff continue to meet with SOS staff on the on line system. Another 'minor issue' is that as the Commission is paying a very significant part of the cost, it had been agreed that both the SOS and Commission logos would appear in equal size but...

d) Tom Collins, Executive Director (hereinafter Tom) also mentioned the "Outlaw Dirty Money" initiative, which states that the CCEC will enforce the law, if passed.

e) There are also several outstanding complaints as well as one with a group called "Veterans for a Strong America" that is being settled via a conciliation memo with the \$2,000 fine going to the AG (vs. the Commission) as the two worked together on this.

2. Voter Education Activities and Plan for 2018 by Gina Roberts, the Voter Education Manager.

***This was the highlight!!!! CCEC is doing terrific work!!! I have invited Gina to come speak to the Phoenix daytime Team of the LWVMP & I recommend others do likewise!!***

A. 2017

- 1) Research into what the 2018 plan should be began in early 2017 with 10 focus groups, with some held in Flagstaff, Phoenix & Tucson & composed of both voters & eligible non voters. Various messaging strategies were tested on the groups, e.g., the value of a democracy, part of being a citizen, how they felt the last time they voted etc. plus questions were asked about where they got their information & did they know what various elected officials did!!! Regarding local elections, most said there was a lack of media coverage & insufficient information. Participants said that: they didn't want to have to really search for information; the Voter Guide was too long & complicated; no one knew about the CCEC sponsored debates; & voters still felt there were barriers to participation.
- 2) One 'barriers' for the Commission is that voting is different in each of the 15 different counties, so it's somewhat difficult to send a simple information piece to everyone!!
- 3) CCEC had a chatbot at the National Voter Registration Day at ASU; & also held a Voter Roundtable (that several members of League attended), with the message being: there is still a great need for voter education.
- 4) The Commission continues to partner with the counties & various disability groups and the disabilities centers.

#### B. 2018

- 1) CCEC will participate in a US Election Commission meeting on voting security.
- 2) Gina then showed two of the media spots that have been prepared, 30 and 15 seconds, that can be used both on TV, social media & radio with diverse figures/voices focusing on the emotional & tangible rewards of voting.
- 3) The theme this year is "18in2018" with the focus being to get 18 year olds to register AND then vote!!! There will be an augmented reality mural in downtown Phoenix (near ASU) that will also be shown on Instagram, plus there will be 'interesting facts' about young leaders.
- 4) The goal is to hold 4 debates, all for statewide candidates, all televised. Legislative debates will be held in person but recorded for later viewing AND with questions solicited from the public!!
- 5) Debates will be much more widely publicized, using all available tools, e.g., PBS, radio, print, videos, social media etc.
- 6) Each legislative debate will be preceded by a personalized letter to each voter!!!
7. Commissioner Patton has arranged for two high schools in Tucson, Saguaro and Empire, to host legislative debates & he is already working with the principals to get all kinds of student groups involved, e.g., government, debate, journalism classes plus various clubs & using the parents as a 'network' to get the word out!! He urged Commission staff to try to get all the Legislative debates at schools!!
- 8) Legislative debates in LDs 16, 18, 20, 23, 24, 26 and 27 will be live streamed!!
- 9) e-vites will be send before legislative debates!!
- 10) The Voter Education Guide will be redesigned with much more information about the different ways to vote (e.g., by mail, early, on election day) & about how to find a polling place etc. Also, just like in 2016, the Guide will be 'district specific' (as well as of course with information about statewide candidates).

- 11) The CCEC website will be redesigned within the next 30-60 days.
- 12) There will be special/increased out reach to Independents!!
- 13) There will be a new updated mobile ap & people will be able to sign up on email to receive information from the CCEC.
- 14) There will be a dashboard, that will be a one-stop shop, i.e., you enter your address & you get all the info re voting in that area!! The dashboard was displayed & it is truly fabulous!!
- 15) The Compass will remain (i.e., it asks you a few questions & then shows you how the candidates answered those same questions); it will also be linked to Equal documents & perhaps to the SOS See the Money.

### 3. Legislation with a Potential Impact on the Commission

There was an extensive memo that listed a lot of bills, most of which have not so far been assigned to a committee. The main ones that Tom focused on were the following but only in terms of how such would affect the Commission:

- \*\* HCR 2007, on which League will testify;
  - \*\* SB1023, on which so far League has not chosen to testify;
  - \*\* HB2182, on which League will testify;
  - \*\* HB2184, on which League testified;
  - \*\* HB2153, on which League will testify;
- and the following which has, as of now, not been assigned to a committee;
- \*\* SB1038, HB2049, HB2050, HB2051, HB2051, HB2078, HB2104 & HB2121.

(Note: I list such because part of League's legislative advocacy is to ensure that the Commission's mission is not impaired.)

#### Notes:

- a) I could not attend this meeting in person because of a conflict with a bill that League opposes being heard in the AZ Legislature; & with so many others coming up almost daily, it took me until 3 days ago to find the time to watch the link.
- b) I know that I created my own 'initial' system & thus was referring to it as the CCEC; however, as it confuses some people, I may alternately refer to it as the 'CCEC,' 'the Commission' or "Commission staff."