

KCDCC – PCO Coordinators Subcommittee

Kickoff Meeting Minutes – April 11, 2009

In attendance:

Reuben Powell

Bob Loeliger

Priscilla O'Leary

William ("Bud") Wertz

Al Garman

Brian Gunn

Martha Koester

Andy Bates

Michael Miele

Pam Keeley

Suzi Levine

Bryan Kesterson

Tessa Bray

Meeting was introduced by sub-committee chairperson, Pam Keeley, as a brainstorming session to try to address the question of: **“What works to recruit and retain PCOs and LD volunteers?”** A summary of points raised during the discussion follows.

- An inspiring candidate – e.g., Obama
- An antagonizing candidate on the opposing side – e.g., Bush
- Some LDs reported success recruiting PCOs from 2008 caucus attendees using aggressive follow-up
- Within the LD – encourage deep dialog into issues, accountability, and hands-on politics
- Re-define PCO to mean “Precinct Community Organizer”
- Issue a rallying cry that is relevant to the community and communicates Democratic **values**
- Community service events can be alternative to business meetings and help to build relationships
- Keep track of volunteer contacts – consider using “My Campaign” portion of VoteBuilder
- Educate: What is a PCO – What does being a PCO get you? What is in it for the volunteer?
- Question: How do we make policy issues and legislative action exciting and motivating?
- People energized by Obama are slipping away:
 - They are not energized by Washington State Democrats
 - They need a strong Call to Action – is this the role of Organizing for America?
 - They need to believe their time and effort is being put to good use
- Can WSD get access to OFA lists of people, including email?
 - Role of OFA in WA and relationship to WSD not yet fully defined
 - OFA leadership in WA will be in place soon
- Form groups of precincts into regions led by an experienced PCO captain/mentor
 - Hold meetings that are local, timely, & relevant
 - Issue meetings and house parties: e.g. on state budget cuts
- VoteBuilder scripts can be customized for local issues – contact regional experts
- Stay in touch with your volunteers and PCOs frequently!
- Engage those who don't want to be a PCO with meaningful LD committee work
- Inter-district co-operation: “SWAT” teams of experienced volunteers who can assist neighboring LDs with specific canvassing needs where PCO coverage is thin
- Contact/recruit/outreach to multi-cultural, special interest & Dem. caucus groups
- Communication management:
 - This sub-committee will meet in-person at least once a quarter
 - This sub-committee will have its own Google Group shortly to maintain contact between meetings
 - Need ideas for establishing a policy on managing email lists to avoid overload & respect privacy

Minutes respectfully submitted by Brian Gunn