



October 27, 2019 – FINAL Meeting Minutes  
Delmar Reformed Church, Delmar, NY

ED	Last Name	First Name	Present	Proxy	Absent	ED	Last Name	First Name	Present	Proxy	Absent
1	Connolly	Kristan C	X			17	Novak	Jaya			X
	Ungerman	Susan E.			X		Dorsey, Jr.	Leo E	X		
2						18	Wagoner	Giles C			X
	Coffey	Thomas	X				Ciafardoni	Lori		X	
3						19	Michelle	Dorsey	X		
	Paty	Philip K			X		Sanders	Michelle U.	X		
4	Robbins	Pamela C		X		20	Beeler	Patricia A	X		
	Sherman	John			X		Bushart	Bruce O	X		
5	Brousseau	Cara J	X			21	Ortiz	Miguel G	X		
	Ference	Reed			X		Hackman	Peter W		X	
6	Hurewitz	Jay A			X	22	Dijstelbergen	Christa	X		
	Silverman	Lorraine R	X				Goodfellow	Thomas J	X		
7	Baker	Jeffrey J	X			23	Furman	Anne C	X		
	Becker	Mark S	X				Jonas	Neri			X
8	Birn	Jennifer A	X			24	Ginsburg	Gary K	X		
	Meyer	Matthew J	X				Hogan	Barbara S	X		
9	Skripak	Pamela	X			25	Coffey	Daniel W	X		
	Snyder	Jeremy D	X				Jordan	Wendy L	X		
10	Cunningham	Joanne E	X			26	Hallock	Gary J	X		
	Cunningham	Maureen O	X				Raleigh	Sean T			X
11	Schell	Carl			X	27	Bilik	James	X		
	Young	Alexis		X			Collens	John D	X		
12	Bannigan	Peter F			X	28	Picarazzi	Louis J	X		
	Roney	Alicia M			X		Miller	Matthew J	X		
13	Elliot	Mary S	X			29	Mack	Barrett D		X	
	Kuhn	Jeffrey D	X				Cocchiara	Gina F	X		
14	Saunders	Emily G			X	30	Roods	Samuel	X		
	Beebe	Timothy K	X				Oppenheimer	Joshua L	X		
15	Noether	Chanson D		X		31	Gold	Melissa			X
	Garry	Rose Ann	X				Rogers	Samuel	X		
16	Barron	Matt			X						
	Arias	Rudy A			X						
									TOTAL	38	6
											16

**Visitors:** Marc Dorsey, Nanci Moquin, Brian Cohen (3 visitors)

**Call of the Roll, Welcome, and Meeting Goals:** Chair Joanne Cunningham called the meeting to order at 5:00 PM. Sam Rogers (filling in for Secretary Chanson Noether) confirmed that a quorum was present. Joanne Cunningham welcomed visitors and reminded committee members of the BDC's mission as well as responsibilities associated with serving on the committee. She also reminded members that they should be working on distributing campaign literature and other "Get Out The Vote" (GOTV) efforts like phone-banking and waving signs.

**Review of Meeting Minutes:** July 18, 2019 minutes were circulated electronically to the full BDC prior to the meeting for review. No revisions to minutes from 7/18/19 were noted at the 10/27/19 meeting. Unanimous vote to approve as drafted.

**Treasurer's Report:** The Treasurer's report was submitted and reviewed. It was noted that as a result of Oktoberfest, there is now a \$10,925 balance. Oktoberfest was extremely successful and had both the highest net profit (\$4,846) and the highest attendance rate (75 people) of the past several years. Approval of the report was unanimous.

### **Committee Reports:**

**Personnel:** Pam Skripak noted that there are three new members: Carl Schell for ED 11, Michelle Dorsey for ED 19, and Jonas Neri for ED 23. Pam also mentioned that there are two open seats in North Bethlehem (EDs 2 and 3) if members know of anyone looking to get involved.

**Operations:** Jeff Baker thanked everyone who picked up their literature at Oktoberfest and noted that all materials should be distributed by next Sunday (11/3). Each packet has extra materials, but members should let Jeff know if more are needed.

Early voting has been in effect since Saturday. Based on anecdotes, it seems to be going well. The location for the Town is the Bethlehem Lutheran Church at 85 Elm Avenue, though a point was raised that those going door-to-door should be prepared with the days and times it will be open as many voters are still unaware of this new option. These dates and times are in several locations online, including the BDC website and Facebook page, and they will also be sent out to BDC members.

On the night of the election, there will be a party at Twisted Vine to watch results come in. Jeff has asked certain members to go to their polling locations 15 minutes before they close to pick up the results immediately. Members are encouraged to volunteer for this task if available.

**Ad Hoc Communications:** Pam Skripak began by saying that she and others are trying to do increasingly more email blasts to a larger audience. Members should let Pam know if they are not receiving these emails or if they have contact information for people who would like to receive them; this is crucial for growing the audience. Pam then thanked Jeremy Snyder for the work did on ads for The Spotlight and for the mailer that just got sent out.

Pam then introduced Sam Roods, who provided an update on where BDC communications currently stand and where he hopes they can go moving forward. Republicans continue to have high engagement online and through the letters to the editor that are being published in The Spotlight; the BDC has not had similar levels of engagement, and Sam encouraged BDC members to post out to their networks either on social media or by email. The two keys to messaging in the days leading up to the election are supporting the positive things about the Democratic candidates while continuing to tie Republicans to President Trump and the national Republican Party. Anyone with questions or ideas should reach out to Sam Roods.

**Discussion on Voter Turnout:** Joanne Cunningham presented a brief review of voter turnout in 2018 and 2017, noting that the BDC should realistically expect a total turnout of about 12,000 across Bethlehem, though ideally GOTV efforts by members over the next week will result in a significantly higher number.

**Chair's Report:** Joanne Cunningham reviewed several items, as follows:

- The need to work hard to get our networks out to vote and increase turnout.
- The need to dramatically increase engagement on social media; members should explicitly say why they are supporting specific candidates whenever possible.

- That there should be an extra focus on Marc Dorsey, as his race for Highway Superintendent is probably the toughest. Joyce Becker and Dan Coffey also need significant support in their contested race for the Town Board. For the County Legislature, the focus should be on Matt Miller.
- A reminder that candidates without competitive races should still try to engage their social media networks and email lists on behalf of the entire slate.
- The importance of getting the word out about the ballot proposition for the independent redistricting process and encouraging people to vote for it. A point was raised that people need to be told to turn over the ballot in order to vote for the proposition.
- An idea for holding a special strategic planning meeting sometime in February to best take advantage of the various skills of committee members and raise the BDC up to the next level. Ideally, the focus will be on fundraising, engagement of BDC members, and communications.

**General Announcements:**

Watch for emails with details about phone-banking and waving signs.

There will be an election night watch party at Twisted Vine at 8:30 PM.

The next BDC meeting will be on December 17<sup>th</sup> at the Bethlehem Public Library 7:00 – 9:00 PM.

Contact Joanne Cunningham with any issue, any concern, anytime.

See candidates about lawn signs, as they still have a lot to distribute across town.

Community Service Chair Matt Miller reminded members that the BDC usually collects donations for the Bethlehem Community Fund around the holidays, so be on the lookout for more information.

**District Leader Election (EDs 19, 20, 22, 23, and 24):** Michelle Sanders was unanimously elected.

There was a motion and unanimous agreement to adjourn the meeting at 6:11 PM.