

***These Meeting Minutes approved by unanimous vote of leadership on July 23, 2017.***

Leadership Board - Sunday, June 25, 2017 (7:00-9:00pm)  
Beijing - East Hotel, 24th Floor Meeting Room

Aaron Kruse, Chair – Meeting Facilitator  
Samantha Wong, Vice-Chair (WebEx)  
Elizabeth Jenkins, Secretary – Note Taker  
Jim Spear, Treasurer  
Randi Miller, Legal  
Christopher Zombik, Comms/IT (WebEx)

James Flanagan, At-Large (WebEx)  
Kira Leinonen, At-Large (WebEx)  
Phong Quan, At-Large  
Ada Shen, Ex Officio (WebEx)  
Rich Welch, Ex Officio  
Faith Gary, At-Large (absent)  
Joshua Lally, At-Large (absent)

## Summary of Action Items

	Owner	Action Items
Events	Aaron, Sam	Unassigned - Need new location for Shanghai events. Unassigned - Calendar of upcoming elections. Aaron, James - Movie night, team for quiz night.
Strategy	Aaron	▶ <b>ALL (Due: 7/2/2017) - Send Aaron two objectives for your contributions to DA.</b>
Membership	Elizabeth	Ada - Coordinate with Elizabeth to verify lapsing members. Elizabeth - Establish Recruitment Committee.
Comms/IT	Chris	▶ <b>ALL (Due: 7/2/2017) - Send Chris ideas for WeChat management.</b> Chris (Due: 7/2/2017) - Send leadership best proposal for WeChat management. ▶ <b>ALL - Send Chris ideas if you have experience with any of the channels we are using or considering (e.g. Slack).</b> Chris - Research Slack.
Treasury	Jim	Jim - Compare notes with other country committees on financial procedures, especially Vietnam. Jim, Randi, Aaron - Pending further review, share proposed financial procedures.
Legal	Randi	Elizabeth - Share bylaws with Randi and Chris. Need to be posted to website, wiki. Rich, Randi, Phong - Consider how to support GOTV with better understanding of voter reg rules.

## Notes

1. **Welcome and Roll Call - Aaron, Elizabeth**
2. **Report from Chairs**

### **Sam: Phone Banking for Ossoff in Shanghai and Beijing**

Noted some technical issues working with campaign. Also call lists were mostly answering machines. We were calling voters in-state, but **next time we can coordinate with the Global GOTV Committee to prioritize DA members** living in China and other nearby regions -- this will allow for more convenient timing and turnout voters not otherwise touched by the campaigns. Ada notes: the planning for calls to DA members needs to happen earlier and lists won't take as long to call. Also, GOTV calls in-state generate more interest from volunteers.

Location for future events in Beijing can still be hosted at Caravan (Badr). However, Shanghai's venue is closing, so we **need to find a new location**.

Participants were mainly experienced volunteers. **Can we attract new people to phone bank?**

### **Aaron: Ideas for Future Events**

In Beijing, **testing some audio/visual equipment with James testing for movie night**. Sell beer tshirts. This kind of event could attract a wide audience. Also, **we could start a team for the weekly quiz night** at the Local in Beijing. Increases visibility and gives us a chance to meet regularly. Next quiz night is July 4th. Other July 4th events (parties including the US embassy will take place the weekend before, June 30) - also opportunities for recruitment.

ACTION ITEM: **We need a calendar of upcoming elections** so we can operationalize our outreach to DA voters and coordination with campaigns. Additionally, we need a team (Rapid Response Team?) who can keep up with legislative happenings as well.

### **3. Strategic Plan - Aaron**

Already shared the document with all members of the leadership team and asked for your feedback. The purpose of the plan is to make sure we are all working toward the same goals and with the same priorities. It is a long-term document with a vision for the next 3 years.

Components: Stakeholders (who), Values (grassroots, accessible), Strategic Priorities (recruitment, engagement - caucuses).

▶ACTION ITEM: **By next Sunday, July 2, every member of the leadership board should send Aaron two objectives for your contributions to DA.** Consider including the S.M.A.R.T. components: Specific, Measurable, Attainable, Relevant and Timely. Example - Aaron's objective for creating the Strategic Plan: "I will incorporate feedback, compile objectives, and circulate a draft version of the DACN 2017-2020 Strategic Plan by July 16."

These will be incorporated into the Strategic Plan document.

#### 4. Membership - Elizabeth

Sign ups are important for our numbers at DA Global. That's not WeChat, but the website signup. Email is required and phone are required, lots of ways to learn about our membership. In database we get lots of information, like location in China and voting address in US.

Membership lapses! If we haven't verified in 4 years we lose them. 2406 members in China, but 44% going to expire in January - GONE! Verified some of them on LinkedIn / Facebook just to get them added. We can do that sneaky work and get through these numbers. We can locate and verify that they're still in the country. In some cases, we can call or email them. ACTION ITEM Ada to help with verification on social media.

Jim proposed we use promoted posts on Facebook to recruit. They don't break China into different geographies within China. Website HAS TO BE THE GOAL. Ada notes that conversion rates haven't been great in the past, but we should explore. Aaron has experience testing messages with segmenting audiences for Facebook ads.

Ada proposed we also consider cross posting recruitment and events to other WeChat groups and Facebook groups with relevant audiences.

Phong asked if our wechat members are signed up. Elizabeth has verified some existing members and invited new people, but will need help.

OFFICIAL VOTE: Aaron proposed for Elizabeth to chair a new ad-hoc Recruitment Committee to spearhead creating membership materials, timely reports on goals, and will dissolve at deadline January 31, 2018. Motion seconded by Rich and voice vote and webex vote passed without objection. Will report back next meeting. Rich: please clarify that the committee is not responsible for meeting the recruitment goals.

#### 5. Communications/IT - Chris

Currently getting a handle on all the existing channels we use to communicate with our members and the public. Jim proposed we also consider channels that are popular with Americans (not just DA).

To clarify the scope and structure of Comms/IT, consider three stages of processing our communications: (1) Message, (2) Composition, and (3) Delivery. Leadership agrees on a Message with priorities set by the Chair/Vice-Chair. Then we consider the Composition of that message and how it is Delivered with the consideration of Comms/Secretary. Our existing channels include the member emails, the website, Facebook, and WeChat. Rich affirmed this outline especially of Chris's role as well-thought out and well-expressed.

Example: Aaron offered our current conversation on recruitment. At this meeting we are discussing ideas. And we are asking "what do we want to say?" = "please join us" And now we are in the 'Composition' stage as we are formulating how. This is what Chris is doing, identifying and developing channels.

Most pressing is moderation and possibly restructuring WeChat groups. ACTION ITEM: Send ideas for WeChat management to Chris. By July 2, Chris will send a recommendation to the leadership wechat

group.

Alternatively, Jim proposed slack as a tool for communication with members. This would allow several conversations to happen in tandem, so back-and-forth discussions don't drown out events or other announcements. Also, committees and caucuses could have dedicated channels on slack. Might be good to start with leadership. Free up to 8,000 users (?). **ACTION ITEM: Chris to install and research Slack.**

Kira pointed out that in consideration of engaging new people on new channels, like Twitter, we need to consider the different audiences that are attracted to different platforms. Therefore, we need to better understand these audiences and have a clear priority of which audiences we want to engage. **ACTION ITEM: Anyone with experience using some of these tools, please send that information to Chris. Also that information should be considered in the Stakeholder Analysis of Strategic Plan.**

## 6. Treasury - Jim

Draft documents were circulated to ExComm. Randi notes that it requires a vote by ExComm (not the entire board) to approve. Given we are not a legally chartered organization in China, we cannot open a bank account and instead we can **use Jim's company's bank account and create a trust account.** Jim is personally responsible to guarantee the funds.

Document also lays out the rules on funds and procedures. Donations including in-kind, should be American owned. Google doc created to track. Matched by another sheet that watches the trust account. Elizabeth can come up with a report based on these records. Apparel was made, signs, purchases recently. **Need to create a stock, to track things of value. How many t-shirts, etc and where they are located.** Have proposed procedures around all this. Also for advanced funds. Already set this in motion, but only to illustrate and to get going. So we can still go through this process of review to make sure this seems right. These are just the nuts and bolts of the treasury. We need to protect the sustainability of the system.

One forward-thinking situation, is allowing an outside auditor to audit the account. If we have significant funds, then we might need more procedures. Aaron: What if you are not the treasurer? Will this live on?

Jim: **As long as I am a DA member and I have my company, this can be sustainable with another person as treasurer.**

Another thing to consider: developing a budget. Our organization is kind of on a fiscal year doesn't fit the election cycle. Maybe develop a budget that gets us through the end of next year. What do we need funds for? Recruitment, voting, etc. Can be developed independently from program development and other activities. Perhaps we can come up with an average amount per activities. Cannot gauge in-out without input from the Leadership Board. Probably take several months to sort this out.

As the first board, this is important to set up sustainable procedures. Rich: **Lots of experience from other country committees.** Also has some experience doing this for other organizations. (Ada loves Jim's documents!) Phong: **Vietnam had the same kind of status, so maybe they can share their setup.** Aaron: These challenges we are identifying - these are problems that only matter if we grow and succeed with this organization. Rich: need to be codified and the board would all have input. Jim: Currently all this documentation is in Google docs, can help with access and sharing and documenting it. Aaron: An earlier version has already been reviewed by Aaron and Sam, but not enormous changes. Randi has just had a little bit more to comment on. And we will share a draft shortly. **ACTION ITEM: share draft treasury document.**

## 7. Open Floor

Randi: Cannot find the final bylaws. ACTION ITEM: Elizabeth can share bylaws with Randi and Chris. Should be on the website and on the wiki.

Randi: Board meetings and ExCom meetings need to be open to all members. Notice provision if they are modifying bylaws. How do we provide notice? WeChat, email?

Randi: Can we have a second WeChat group for just announcements? Also suggested by Josh and Sam had discussed moderation ideas. Chris needs to recommend. And doesn't have to happen so quickly. Ada: Multiple groups may be problematic, because more active gets attention. One moderator can post in group notice that tags everyone! Still gets drowned out. Chris: Any new WeChat structure. ACTION ITEM: One week, Chris needs opinions from people and proposal from Chris.

Rich: How to improve Get Out the Vote (GOTV) communication to our own members? Would like to team up with Randi and Phong (as all the lawyers on the board) to coordinate on voter reg rules and then work with communications to help build program. Sam: Aaron and I have briefly touched on this might be part of member-at-large roles. Perhaps a committee GOTV to be established. Aaron: not just a problem for DA China. How do we not have this information centralized? Can we create all this and share with other committees. Sam says Ada has 1000-page document. Jim: Not sure we need to duplicate everything that gets online. Ada: Getting people primed for voting. The actual rules are in flux (change from year to year) for all 50 states. GOTV global committee works with the Federal Voting Assistance Program and there can be discrepancies possible between Sec of State and FVAP. FVAP does a training. DA does a training. Voter registration for vote from abroad need to be re-registering for each year 2018. January is going to be so important. Aaron proposed by November we need to establish a GOTV committee

ACTION ITEM: Elizabeth to set the next meeting. Can expect it to be on Sunday night in about 4 weeks.

[end of meeting]



