

SAINT LUCIE COUNTY REPUBLICAN EXECUTIVE COMMITTEE

SUMMARY OF STRATEGIC PLANNING MEETING

January 23, 2022

Strategic planning is an organization's process of defining its strategy, or direction, and making decisions on allocating its resources to pursue this strategy. It may also extend to control mechanisms for guiding the implementation of the strategy. Strategic planning became prominent in corporations during the 1960s and remains an important aspect of strategic management. It is executed by strategic planners or strategists, who involve many parties and research sources in their analysis of the organization and its relationship to the environment in which it competes. The REC is a member driven organization, therefore, participating in this process is essential in the development of the 2022 campaign objectives.

- 1) The Strategic Planning committee meeting began with the pledge of allegiance followed by an invocation by June Lamson.
- 2) We are in the business of electing well screened Republican candidates. We may support organizations with conservative goals that are aligned with the RPOF and RNC platform, however, our primary focus should be on candidate election not the issues candidates will be voting on. To accomplish this the SLC REC has divided the county into six social/economic entities we call Alliances. Each Alliance has an Alliance chair and each chair should identify a vice chair. Below each Alliance are precincts and each precinct should have a precinct chair and vice chair.
- 3) The first area explored was a review of what the Party did well in 2021 and where we need to improve.
 - a. What we did well...
 1. Expanded and renovated the REC Headquarters. This facility is the daily face of the Party and well represents our organization. It has greatly improved appeal for visitors as well as expanded display of merchandise for or donation program. The appointment of Mike Allan as office manager resulted in greatly improved office communication and volunteer recruitment.
 2. The development of the Steering Committee and general committees allowed for greatly improved operational efficiency. In 2022 refinement of committee interaction using the newly developed organizational chart should help the mission of electing Republican candidates.
 3. The creation of the Alliance system allowing for Saint Lucie County regional subdivisions of voters by social, economic and geographic similarities has

proven to be a very efficient method of identifying voters at the neighborhood level. Alliance chairs are encouraged to develop Precinct Captains and Neighborhood Lieutenants.

4. The special election for SLC Mayor and City Council was a great success.

b. Areas for improvement...

The committee believes we need to get a better handle on candidate recruitment and as well as REC member recruitment. Many at the meeting were appalled at some of the rhetoric that occurred during monthly meetings which resulted in several resignations. REC members should not bring their petty issues to the monthly meeting unless they cannot be resolved in committee or other venues.

4) The Strategic planning meeting then turned its focus on:

COMMITTEES / PROJECT ROLES AND RESPONSIBILITIES....

A. Campaign Committee goals for 2022

Chairman – Joe James

Vice Chairman – Mike Decker

1. Recruiting Candidates: Identify candidates for all elected positions that will be open in for 2023. This process should continue screening these candidates to determine if they have the skills, knowledge and resolve to run a successful campaign. Candidates must also make the time and financial commitment.
2. Canvassing – Door to Door, Phone Banking, social media using Campaign Sidekick.
3. Primary Election – Hospitality Tents
4. Canvassing – Door to Door, Phone Banking, social media
5. General Election - Hospitality Tents
6. Closed Community Program/Precincts: These communities pose a special challenge to the Alliance chairs because canvassing is not allowed. To get the Republican message and candidate information to voters in these communities we must identify Precinct Captains who will identify neighborhood captains. These volunteers will then develop a relationship with their neighbors using the HOA proprietary phone directory that they as residents have. Activities at this level of involvement include phone banking,

delivery of “red folders” to new residents, starting neighborhood Republican Clubs, sponsoring candidate meet and greet and related activities.

7. Continue to develop the Alliance program.
8. The Budget for the campaign committee is tied closely to all other committees but it is anticipated that direct expense for 2022 is \$XXX.00.

B, Events (Regular) and Voter Registration

Charwoman: Victoria Wolf

Vice Chair

Committee Function: The committee works to schedule events where the greatest balance for collecting donations to support the REC, obtain new voter registrations, promote the REC and Republican candidates. We collaborate with the office/purchasing committee to ensure that we have promotional items to display and gift in exchange for donations for the event booths. We collaborate with the campaign committee to obtain candidate petition, flyers, etc. for the booths. Collecting VR is a major part of our booth focus since we need registered Republican voters to vote for the Republican candidates. We appreciate suggestions for events. All training for volunteers to work the booths can occur upon arrival to event. No prior training is necessary with the exception of voter registration.

1. Goals for 2022:

- a. Average 10-15 voter registrations per week
- b. Hold 2-4 events per month
- c. Raise enough donations at every event to cover the cost of the event and beyond
- d. Connect potential REC members with Alliance Chairs
- e. Currently we have 17 events scheduled and will need many volunteers to be successful in meeting our goals.

Tradition Chow Down and Shop Around Food Truck Event.:

Jan. 21st, Feb. 4th, Feb. 18th, Mar. 4th, Mar 18th

Treasure Coast Seafood Festival

Jan. 29th-Jan. 30th

St. Lucie County Fair

Feb 25th-Mar. 6th

Fort Pierce Farmer’s Market Clip-boarding for Voter Registrations

Jan 15th, 22nd, Feb 12th, 19th, 26th, Mar 5th, 12th, 19th, 26th

8. Budget Committee Several Committees have opted not to submit budget request.
See Attachment Draft.

9. Hospitality

Hospitality committee wears many "hats": We help other committees if they need us.

They are responsible for the "Welcoming" at our meetings, doing sign-in of our members and our guest. Giving "Welcome folders" with Republican information, contact info, and a pocket copy of our U S Constitution to first time guest.

Sunshine Committee is Jan Morelli, 772 475-7036. She is sending out cards as well as trying to keep abreast of any illness etc... of all our volunteers, which includes our committee men and women

10. Government Watch

A. School Board subcommittee is very active with school board oversight and recruitment of screened candidates for office. The REC having a focus on electing Republicans is very interested in this activity as is the RPOF.

B. County Commission: Berry and Debby Mucklow are watching closely the activities for the SLC Board of County Commissioners. They are also looking to recruit new commissioner candidates.

C. City Council: Russel Ansley attends the PSL City Council meetings and will report back to the REC items that may require our activism.

11. Fundraising: Event, Major... Sporting Clay, Lincoln Day...

Amy Decker has agreed to chair this important committee. Currently we have only one major fundraising event scheduled, Sporting Clay event on March 12. Amy is hoping to hear from Ashley Moody and Senator Rubio in the near future. One for a LDD in April- May and one in Sept-Oct. If Gov. DeSantis changes his mind concerning LDD events we will jump at the chance.

13. Event, Regular....Gun Show, Farmers Market, local events...SEE # 7 above

14. Finance

FINANCE COMMITTEE

Purpose The Finance Committee provides financial analysis, advice, and oversight of the organization's fiscal affairs. This responsibility is to ensure the organization is operating with the financial resources it needs to provide the programs and services to the party mission.

Members of the Finance Committee:

Chair : Kim Dabe

Treasurer: Donna Gunna

REC Vice Chair: Chad Miller

Office Manager: Michael Allen

The Scope of work for the Finance Committee:

- 1) Ensure that accurate and complete financial records are maintained.
- 2) Monitor income and expenditures against projections.
- 3) Review and recommend financial policies to the board.
- 4) Ensuring adequate internal controls.
- 5) Maintaining financial records in accordance with standard accounting practices.
- 6) Ensure that accurate, timely, and meaningful financial statements are prepared and presented to the board.
- 7) Present monthly financial statements to the board.
- 8) Oversee budget preparation and financial planning.
- 9) Propose for board approval a budget that reflects the organization's goals and board policies.
- 10) Ensure that the budget accurately reflects the needs, expenses, and revenue of the organization.
- 11) Safeguard the organization's assets.
- 12) Review proposed new funding for ongoing financial implications, recommending approval or disapproval to the board.
- 13) Ensure that the organization has the proper risk-management provisions in place help the board understand the organization's financial affairs.
- 14) Ensure that the board as a whole is well informed about the organization's finances
- 15) Educate the board about financial matters Ensure compliance with federal, state, and other requirements related to the organization's finances.
- 16) Ensure that organization maintains adequate insurance coverage.

The Finance current projects include prepreation of the budget and provide support for the annual audit required by Florida Statute. Russel Ansley will chair the Audit Committee.

15. Legal Committee:

Ana Gomez-Mallada functions a chair of the special committee. The role of the committee is to advise the SLC Executive Board and the REC on matters relating to

legislation, regulatory affairs, risk assessment and policy. The committee becomes active when asked by the SLC Chairman or the Executive Board to offer an opinion on matters impacting the REC, candidates and legislation.

Bylaws

16. Community Outreach

A. Veterans. Inactive at this time

B. Clubs, Inactive at this time

C. Related organizations: Minority Outreach, Tea Party, Republican Club, et.

17. Membership

Chair, Jan Copeland

Vice Chair, Judy Glass

The Membership Committee has multiple functions. Visitors or volunteers who desire membership in the REC are interviewed to see if they understand what the role and responsibilities of the REC are and see if they are will in to make the commitment expected. The committee must review the candidate with the SLC Supervisor of Elections to ensure they are legislatively eligible.

A. Member retention. The committee works to insure current REC members meet the attendance standards established by the RPOF as well as working with the Alliance Chairs to get members engaged in REC programs and campaigns.

B. New member recruitment. New members are recruited via several external entities. Volunteer list, website, personal referral, office volunteers and meeting guest. The Membership Committee working with the Hospitality Committee make contact with interested registered Republican by reaching out and making the volunteer or guest welcome.

C. Associate Membership. There is currently one type of membership in the REC.

We have volunteers who make up a large block of Republican voters but they cannot vote on REC motions. During the last year we have identified volunteers and some REC members who may not fit well as an REC member. These people may have a special or close relationship with our REC but cannot meet the attendance standard established by the RPOF or have reason not to become members. That said, we will explore an avenue that may give these special Republican Voters a “special” membership status. They would not be able to vote on REC matters by would be recognized as having a special

relationship with the REC by appointment to this position by the Executive Board. More on this subject will be presented in the near term.

18. Office

The purpose of the Office Committee shall be to oversee all aspects of the REC Headquarters and all coordinate all REC functions held at the office. The Office Committee shall also oversee all merchandise activities including, procurement, distribution and inventory. The Office Committee shall have a chairman, vice chairman and a marketing director. The Committee will coordinate its activities with the Secretary of the REC who will functions as the Committee liaison to the Executive Board. The Chairman of the Office Committee will serve on the Finance Committee and Budget Committee.

Members of the Office Committee:

Chairman: Mike Allen

Vice Chairman: Larry Leet

Marketing Director: Judy Glass

Scope of work for the Office Committee:

- 1) Oversee all functions of the REC Headquarters.
- 2) Establish hours of operation.
- 3) Recruit and train volunteers to staff the office during business hours.
- 4) Negotiate the lease.
- 5) Maintain office in accordance with the lease or landlord standards.
- 6) Maintain the primary list for all personal having keys to the office.
- 7) Maintain all physical assets of the REC.
- 8) Coordinate cleaning and waste management.
- 9) Maintain electronic equipment including:
 - A. Office volunteer computer
 - B. Voter registration computers
 - C. Office printer
 - D. Office phone system
 - E. Office Television
 - F. Office Security System

10) Maintain inventory of all merchandise for distribution, including:

A. Office inventory

B. External inventory for events.

11) Keep accurate distribution records including contributions.

12) Keep accurate records relating to revenue sources in accordance with Florida Statute.

13) Hold regular meetings for training of office volunteers.

19. Newsletters. The REC has multiple methods of communicating news, events, candidates and other activities to the membership and the public. Two of these methods include the newsletters.

1. Internal. This communication document was recently introduced. It will be published with content of interest to the REC membership. Articles to be included in this publication should reach out to Butch Post.

2. External. This document is published periodically and sent out to the REC membership, volunteers or the public in general. Articles to be included in this publication should reach out to Vicky Wolf.

20. Communication Committee

2022 Communication Committee Mission, Tasks, and Goals Mission Statement: To effectively operate and improve our multiple levels of communications for the purpose of growing the REC and getting Republicans elected. To make communication and relationship building easier between our members, volunteers, followers, and the community.

Tasks: Manage and upgrade the REC website, hosting account, and domain names.

- Manage membership section of website including member accounts
- Upload relevant documents for REC meetings and members
- Update calendar with events and information
- Manage website forms for proper operation
- Upload candidate and election official info
- Manage REC Board email accounts and passwords Manage Mailchimp email database
- Send out notifications of meetings, events, and news
- Reconcile email list monthly for membership changes

- Add REC guests, office guests, and donators to email database monthly
- Create templates for email fundraising
- Setup email campaigns for election campaigning and fundraising
- Manage email recruiting efforts to grow the Party Social Media management and operation
- Manage Facebook, YouTube, and others
- Actively support and protect candidates through Facebook activist group • Utilize Facebook advertising to grow Event and Fundraiser Marketing and Advertising
- Create flyers and marketing graphics
- Update calendar and add events
- Send out email blasts
- Create video content to advertise
- Setup digital payment and donation forms
- Update Website with event info Monthly REC Meeting Prep and Operation
- Upload all meetings for year to website and Facebook calendars
- Upload member roster, finance report, minutes, agenda, and other relevant docs to website
- Send out notification to members 10 days before meeting
- Send out mass guest invite to entire email list and Facebook
- Send out text and phone call reminders days before meeting (like the Tea Party)
- Confirm PowerPoint is ready and verified • Upload all guests from meeting to Mailchimp database (automate if possible)
- Email recap of meeting and special call to action for guests who came • Upload photos of meeting to Facebook Internal/External Newsletters
- Collect updates from committee heads and chairman each month (online form)
- Send out committee updates to members in the form of a monthly newsletter
- Create Quarterly Public Newsletter for website posting and email blast

21. Monthly meetings, REC, Executive Board, Steering Committee

Regularly scheduled monthly meetings will be posted on the REC website.
stluciegop.org

A. REC monthly meeting will be on the third Tuesday of each month at the Trails Golf Club, 951 SW Country Club Drive, Port Saint Lucie, Florida 34986.

B. Executive Board meetings will be held four times each year and when necessary, as outlined in the Bylaws. Meetings in 2020 will be held on the Thursday before regularly scheduled REC meetings during the following months. February, May, August and November.

C. The Steering Committee is made up of all committees in the REC. It will be held on the Thursday preceding the monthly meeting except on months when the Executive Board meets.

D. Agendas due dates should be submitted to the appropriate committee board or REC seven days before the scheduled meeting. Additions or changes to the agenda should be made at the beginning of the meeting. This schedule does not override the requirement for a ten-day notice for certain actions as prescribed by the bylaws.

E. Consent Agenda. This document will remain a part of the monthly meeting. It contains routine business items that can be voted on in bulk.

22. REC Regional Alliances

A. Alliance Chair/vice chair recruitment/ retention

B. Recruitment of Precinct Chairs

Alliance Chairs	Phone #'s	Alliance	Precinct #'s
Vicki Wolf	772-201-6484	1-FP Other	1, 6, 8, 12, 13, 25, 28, 29, 31, 33, 39, 40, 52, 60, 63, 91, 92, 93, 94 (20 total)
OPEN	772-971-8175	2-FP	7, 9, 10, 14, 15, 16, 17, 18, 19, 24 (10 Total)
Kim Dabe	513-310-1462	3-CW	43, 67, 82, 85, 86, 89 (6 total)
"Butch" Post	772-380-2300	4-CE	11, 20, 21, 23, 35, 38, 41, 53, 56, 68, 73, 74, 75 (13T)
Joe James	513-582-0709	5-SE	22, 26, 36, 42, 45, 46, 65, 66 (8 Total)

Mike Decker	772-260-3593	5-SW	37, 47, 49, 50, 51, 71, 83, 84 (8 Total)
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