

Laramie County Democratic Party Minutes
April 26, 2010

20 People attending

Laramie County Democratic Party Chair Linda Stowers introduced a panel discussion on running for office. First up was Mike Bell, Vice Chair of the Wyoming Democratic Party. He talked about campaign management. Mike said the campaign manager is a sounding board for the candidate, and someone for the candidate to vent to. The campaign manager should be creative and also help get the candidate motivated. He advised against using a spouse as campaign manager if possible. The campaign manager should stay in the background.

Bobby Marcum discussed campaign finances. He said the candidate does not have to have a committee, but he does not advise that. The committee should have at least two people, you and your campaign treasurer. He said it was very important that candidates watch every penny and report it. You have to submit two reports to the Secretary of State on income and expenditures. One is before the election and covers income and expenditures to that date, the other is after the election and covers everything. Bobby suggested visiting the Wyoming Secretary of State's website for more information.

Dave Lerner spoke next about communications. He said that advertising in local media meant that you would be advertising to people outside of your district who could not vote for you, so choose wisely. Yard signs and a good website can focus attention in the right areas. An endorsement by the Wyoming Tribune Eagle can be a mixed blessing, but if the newspaper does not endorse you, they will allow you to respond. That means your response is closer to the election than their endorsement, and that can be a good thing.

Katherine Van Dell talked from the perspective of being a candidate. She recommended several good books- How to Win a Local Election and Politics the Wellstone Way. She said make sure you have a union bug on your printed campaign material. Also, watch the timing of your mailings. You don't want them to arrive after absentee voting has begun. Katherine suggested using magnetic door signs, and plenty of yard signs. Be prepared to do a ton of walking. She said you will be surprised by the amount of poverty and drugs you will encounter when you go door to door. She also recommended using Facebook. Katherine said be prepared with your key issues, and most importantly, have fun.

Other items

There were no minutes because the previous meeting was the County Convention.

The Treasurer reported a running balance of \$3291.11. Income from the County Convention was \$353. Monthly expenditures were \$771.89.

Katherine Van Dell reported on the Laramie County Grassroots Coalition. She said the Coalition is a fundraising group, and urged members to attend the Spring Hat Tea May 1. Cost is \$10 per person. The speaker will be Sarah Gorin of the Equality State Policy Center. It will take place at the Kiwanis House in Lions Park from 2 – 4 Saturday, May 1.

Next meeting of the Laramie County Democratic Party is May 24.