

New Mexicans for Money Out of Politics (NM MOP)

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Outreach Committee Meeting Minutes, September 21, 2017

Attendees: Bruce, Rebecca, Quinn, Debra, Gabe, Valerie, Robert, Gregg
Notes taken by Robert Cordingley

Valerie called the meeting to order at 6:02 pm

Agenda

1. Plan presentation on outreach strategy as related to laser talk scripts targeting specific audiences (more information coming in addition to attachment)
2. Strategy for moving forward with contacting organizations (Bruce)
3. Discuss establishing a separate committee for a Coalition Conference
4. Determine how we want to use Meetup (Quinn)
5. Discuss extending the organizations catalog (Robert)

Outreach Strategy

We agreed Robert should assemble a Members Handbook including an Outreach Section with the scripts developed so far.

We agreed the December General Meeting will host a communications presentation by Rebecca & Valerie. The time allowed is 45 mins. (30 + 15 Q&A). The presentation to members will describe scripts as a guide, how to use them and how to approach people/organization with an emphasis on fun.

Contacting Organizations/Expanding Demographics

We discussed how to approach target groups and assigned persons to focus as follows:

- Youth – Robert, Rebecca
- Business – Debra
- Conservatives – Debra
- Organized Labor – Bruce
- Indigenous/First Nation – Rebecca
- Progressives – Gabe
- Environment/Climate Change – Gregg
- Tea Party – Rebecca

We agreed our approach would focus on understanding what each is doing while building a bridge to Big Money and a 28th Amendment. This is a continuing and flexible effort.

We discussed participating in the Santa Fe Citizen's Climate Lobby conference at the Monte del Sol

Charter School. Gregg agreed to send info on how to participate.

Coalition Conference Committee

Robert, Gregg, Bruce volunteered to work on the committee with others.

We noted that the time required for Citizens Climate conference: 4-6 months 4-5 people half to full time

We should aim to hold the conference in March or April of next year.

Our Conference Mission is: How do we work together to overcome Big Money.

Meetup

Quinn reported that we are getting new signups at the rate of about 6/month. He responds with a welcome note and passes info to Ishwari to add to our membership list. Everyone is encouraged to RSVP on Meetup

Catalog Usage and Extensions

Debra agreed to help research contact information for organizations listed.

Robert will send an extract to Debra.

Any Other Business

- The room for Oct 16 Meeting is the Community Room.
- Holding General Meetings at different locations will help diversify our audience.
- We recommended migrating to MailChimp for communications and campaign management. Robert/Quinn/Ishwari should meet to discuss MailChimp migrations. [PS: Up to 2,000 subscribers and 12,000 emails per month are free forever.]

Next Outreach Committee Meeting.

October 23 6pm La Farge Branch Library.

Parking Lot

The following items were postponed for future discussion:

- Review what to put in the Members Handbook.
- Revisit Logo
- IT/Security Strategy and List management