

Fresno County VCAAC Meeting Minutes

Wednesday, July 17, 2019, 5:30 PM

Location: Fresno County Elections Training Facility 4525 E Hamilton Ave Fresno, CA 93702

County Clerk Brandi Orth began the meeting at 5:30 PM with 55 in attendance. Welcome and introductions were made. Brandi briefly outlined the agenda of the meeting and reminded everyone of the upcoming public meetings and dates.

Consultant Susan Anderson stated the Election Administration Plan (EAP) consultation meetings are underway and that the feedback from the public has been good. As we continue with the public consultation meetings we will continue to update the plan. There are some potential Vote Centers close to each other. They have been identified as A or B. The group will be providing input on which site might be the better choice. She also advised that we are working with the public transit agencies to provide free busing to the Vote Centers for the 11 days. Southwest Strategies is here today to discuss the first drafts of the messaging and branding ideas they have come up with and we will ask for your comments, ideas and suggestions.

Southwest Strategies Media Consultant Cody Dixon presented the concepts they are proposing to put on flyers, social media and television ads. There was much discussion over the colors, backgrounds and messaging on each proposed slide. Cody will take ideas and suggestions back to his team and incorporate some of the suggestions that were made. Once the logo has been selected, all Vote Centers and Drop Boxes have the same logo. Training kits will be put together and we will train people to present the new voting process to different groups. We will cover all the languages required for Fresno County.

Program Technician Doug Loera presented slides of the various A and B locations. There were many questions, concerns and comments on each site. Doug advised that all sites have been physically inspected to make sure all criteria is being met. The maps that are being reviewed here are also on our website and we continue to update those as we find possible location sites.

Susan reminded everyone of the upcoming meetings and announced that this next meeting would be on Wednesday, August 21st, at 4:00 PM.