



County of Fresno

COUNTY CLERK/REGISTRAR OF VOTERS
BRANDI L. ORTH

Fresno County VCAAC Meeting Minutes

Wednesday, 09/18/2019 5:30 PM

Location

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

Attendance and Introductions

Consultant Susan Anderson began the meeting at 5:30 PM with 32 in attendance. Welcome and introductions were made.

Amended Draft EAP Update

Susan reminded everyone that the Election Administration Plan (EAP) is on the website and the final day to add comments is September 20, 2019. We will continue to update the attachments until we submit the plan.

She explained that we are ahead of schedule as far as submitting the plan for approval by the Secretary of State. Locations for the 50 Vote Centers are close to being finalized and the updated maps showing the potential locations are on the website. Most voters in the cities of Fresno and Clovis will be within two miles of a Vote Center. We are still reviewing a few locations as new places are brought to our attention. If you know

of a place that would fit the criteria, please let us know so we can look into it. Once the 50 Vote Centers are decided upon we will then determine which 10 of them will be 11 day Vote Centers. All others will be four day Vote Centers. All incorporated cities will have a Vote Center.

We will be putting Drop Boxes in areas in between the Vote Centers.

Marketing/Outreach and Education Update

Marketing Consultant Cody Dixon, of SouthWest Strategies, advised that our logo was developed with the input of attendees at our meetings and showed the flyers that were produced. The Elections Office has begun attending parades and public events and has been distributing the flyers and giving demonstrations of the new voting equipment.

The public service video is almost complete and will be airing soon on media sites. The PSA video was shown to the group and it was well received. Cody discussed each of the social media areas and how the video and other messaging will be presented. SouthWest Strategies are finalizing the translated versions of the PSA in the required languages and hope to be ready to air in early October.

Communications Toolkit training will be on October 16, 2019 at 4:00 pm and 5:30 (next scheduled VCAAC meeting).

VCA Education Workshops

Susan advised we are working to provide bilingual workshops at meetings of various community groups. If your organization is holding a meeting that we could attend, please let us know. We

plan to have workshops in all of our required languages. These workshops will probably be in November.

Additional Items

We will be having Voter Registration at the County Fair in October.

We are still working on the details related to the proposed Mobile Unit.

Public transportation will be free to vote centers for the four-day voting period.

Questions and comments were received throughout the meeting.

The new voting equipment and maps are set up in the back for your review.