

VAAC Meeting Minutes
Wednesday, September 24, 2015
Auditor's Office Conference Room

In attendance from the VAAC: Berl Colley; Denise Colley; Wesley Shockey; Patty McDonald (via telephone)

In attendance from the Auditor's Office: Mary Hall, Thurston County Auditor; Diana Benson, Chief Deputy Auditor; Tillie Naputi-Pullar, Elections Manager; Lynnette Thornton, Elections Supervisor; Valerie Walston, Voter Outreach Coordinator; and Carrie Wack, Business Applications Administrator

The meeting was called to order at 2:25 p.m.

Announcements:

The new chief deputy auditor was introduced to VAAC members.

Approval of Minutes:

Mary Hall made a motion, with Wesley Shockey seconding the motion, to approve the minutes from the March 4, 2015 VAAC meeting. The motion to approve the minutes passed unanimously.

Old Business:

AutoMARK™ Usage

The 2015 AutoMARK™ usage figures for the April Special and August Primary Elections were presented to the VAAC members. AutoMark usage totaled:

- April Special: 0
- August Primary: 2 (1 Auditor lobby; 1 Council of the Blind)

It was noted that the election was not countywide, and many voters with disabilities (notably those in attendance at the Council of the Blind meeting) were not eligible to vote in the Primary.

In addition to the Council of the Blind meeting, elections staff visited the Yelm Timberland Library and the Boardwalk Apartments during the AutoMARK Roadshow. Although no voters used the AutoMARK at these locations, staff engaged potential future AutoMARK voters and left AutoMARK brochures at the venues. There was no AutoMARK Roadshow in the April Special Election.

New Business:

Valerie announced that Gary Ernest has resigned from the VAAC, and the Auditor's Office is in search of new VAAC members. Valerie mentioned finding a representative from the special needs population. Wesley mentioned he has friends with special needs and offered to help solicit. Additionally, he will bring membership applications to the Thurston Democrats meeting. Carrie suggested reaching out to special needs teachers and older students from the Olympia School District's Transition Program.

Valerie noted that September 22, 2015 was National Voter Registration Day and wanted to get the VAAC considering 2016 NVRD activities. Patty asked whether a statewide elected official would be willing to get involved. It was noted that AutoMARK is in only eight Washington counties, and therefore

a local push may be more appropriate. Patty wants the state to showcase Thurston County's program because we "do such a great job." The VAAC agreed to discuss 2016 NVRD at the March meeting.

The discussion was moved to promoting the AutoMARK in advance of the November General Election. The following activities were discussed:

- **Paid advertising**
Yelm Cinemas is a cost-effective approach. Regal Cinemas (Lacey) and Century (Olympia) exceed the Elections' budget. Valerie will follow up. Berl asked whether Comcast was cost-effective; it was decided that it is not.
- **Broadcast media**
Denise asked about what radio we can do. Valerie mentioned that we routinely solicit radio interviews. Denise suggested soliciting a taped interview with Dick Pust, and added that she and Berl would be able to attend the interview as well; Valerie will follow up and added inquiring about PSAs with the local radio stations.
- **Print media**
Valerie mentioned we will issue a press release to promote the AutoMARK Roadshow, targeting the Senior News, Senior Services' newsletter and the Brookdale East newsletter. Additionally, she wondered whether the Senior News would accept an article as a special from Mary Hall. Mary suggested additionally penning an op ed to mainstream news regarding the ease of voting. Valerie will inquire with local print. Additionally, Berl added targeting the low vision group at Panorama and suggested contacting Jeff Springle to get in the newsletter and Jackie to get on the reader board.
- **Community Partnerships**
Valerie mentioned that in March, the VAAC discussed possibly leaving AutoMARK brochures with businesses such as the Clarus Eye Center, Olympia Eye Clinic and Group Health. Berl asked whether we should add the Social Security Administration building. The VAAC agreed these were all good ideas.
- **Other AutoMARK Roadshow Locations**
Wesley inquired about adding The Evergreen State College to the AutoMARK Roadshow. Lynnette said we visited the TESC library in a previous election, but no one used the AutoMARK. Wesley suggested looking into the CAB at TESC. Lynnette noted the Elections staff has limited resources to add TESC to the Roadshow. It was noted that although no voters have used the AutoMARK at the Yelm Library Roadshow event, it's a good location for outreach, and the Library is an eager partner. Therefore, we should keep the Yelm Library as a Roadshow location.
- **Public Presentations / Speaking Engagements**
Wesley wondered whether Mary could give a talk about accessible voting to Thurston Democrats. Mary and Tillie added that we would need to reach out to the local Republicans as well. Tillie asked about local clubs like Rotary and Kiwanis. Denise suggested presenting to the Lions Club. Mary mentioned she has an existing engagement with them in October.
- **AutoMARK Display**
Denise noted the benefit of the AutoMARK on display; seeing something in person makes it more real. Valerie wondered whether the AutoMARK could be on display in the lobby year-

round. Tillie noted that there's no barrier to doing that. Denise added that she would be willing to supervise the AutoMARK in the lobby for a couple of hours to show it to anyone who comes into the Auditor's Office.

- **Braille Library**
Denise mentioned she has been working with Diane Miller at the Braille Library. She noted if we provide materials to them (braille and large print), they will mail them out. Denise will follow up.
- **Audio**
Denise suggested making audio files of the website. Carrie added that we already do for the voters' pamphlet. Denise suggested putting some of the elections main pages with the most important information into MP3 format. Valerie will follow up.
Wesley inquired about creating video testimonials of VAAC members with the story of why they choose to serve on the Committee. Denise noted that kind of video will humanize the Committee. Valerie will follow up.
- **Other Disabled Communities**
Berl mentioned reaching out to the deaf community for VAAC member recruitment in advance of the General Election. Patty will see if Steven is available now that the leadership of the office has changed.
- **Public Service Announcements**
Valerie presented a new video PSA, promoting AutoMARK use, to the VAAC. The VAAC enjoyed the PSA, and Denise hopes to do more. Valerie added that Adobe Voice is easy to use and can make additional PSAs if anyone in the group has ideas. Berl advised continue to run PSAs on TCTV. Wesley asked about TVW, but it was explained that TVW doesn't do these types of PSAs.

Valerie inquired how VAAC members use social media. Denise noted that it's the same, except that graphics couldn't be read unless it was in a text-based pdf format. Valerie noted that the Auditor's Office social graphics are not, and the VAAC agreed to henceforth include text and/or links with any social graphics.

Valerie noted that she and Carrie were in early development of a mobile app. Denise lauded this. Valerie asked what features and functions of a mobile app they'd like to see, adding the purpose of the app will be designed to be user-driven (showing the user's voter registration information, what's on the user's ballot, the user's nearest drop box locations, etc.). Denise and Berl mentioned they know someone who can help with testing the app. Valerie will follow up with Denise and Berl. Denise suggested having TESC and SMU app developers incorporate ADA requirements into the app, adding this will be a good life skill to have.

The meeting adjourned at 3:30 p.m.