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THE STATE OF ARIZONA
CITIZENS CLEAN ELECTIONS COMMISSION

REPORTER'S TRANSCRIPT OF PUBLIC MEETING

Phoenix, Arizona

January 31, 2019

9:34 a.m.

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<p style="text-align: right;">Page 2</p> <p>09:35:36-09:37:07</p> <p>1 PUBLIC MEETING BEFORE THE CITIZENS CLEAN 2 ELECTIONS COMMISSION convened at 9:34 a.m. on 3 January 31, 2019, at the State of Arizona, Clean 4 Elections Commission, 1616 West Adams, Conference Room, 5 Phoenix, Arizona, in the presence of the following Board 6 members: 7 8 Mr. Mark S. Kimble, Chairperson 9 Mr. Damien R. Meyer 10 Ms. Amy B. Chan 11 Mr. Galen D. Paton 12 13 OTHERS PRESENT: 14 15 Thomas M. Collins, Executive Director 16 Paula Thomas, Executive Officer 17 Gina Roberts, Voter Education Director 18 Mike Becker, Policy Director 19 Alec Shaffer, Web Content Manager 20 Fanessa Salazar, Administrative Assistant 21 Joseph LaRue, Assistant Attorney General 22 Kara Karlson, Assistant Attorney General 23 Christina Borrego, RIESTER 24 Ryan Wheelock, RIESTER 25 Mirja Riester, RIESTER Kirin Goff, Torres Law Group</p>	<p style="text-align: right;">Page 4</p> <p>09:35:36-09:37:07</p> <p>1 continuing to keep you informed on the Voter Education 2 front on the various local elections. 3 We have the Phoenix local election on 4 March 12th. It's the -- that includes the Phoenix 5 mayoral runoff. It also includes the primary for the 6 forthcoming city council race. So that will be a 7 little bit confusing for folks. We're trying to see 8 where we can help out there, but importantly, the voter 9 registration deadline cutoff is February 11th, which is 10 before our next meeting, and the early voting begins on 11 February 13th. So that will be something to be aware 12 of, you know. I mean, it's just Phoenix, but it's -- 13 it is the largest city in the state, somehow. 14 And it's -- and Alec and I did a Facebook 15 Live about our -- on My Elected Officials tool, and we 16 are working on trying to draw some more attention to 17 that. The best part about the find my elections tool 18 is that, unlike, for example, the legislature's 19 website, you can use your home address to directly 20 connect you to the contact information for your elected 21 officials, including your representatives and your 22 senators. 23 The legislature's website Find My Elected 24 Officials is, like, a -- literally, a three-step 25 process that involves you going to the IRC's website,</p>
<p>09:34:40-09:35:32</p> <p style="text-align: right;">Page 3</p> <p>1 PROCEEDING 2 3 CHAIRMAN KIMBLE: Good morning. I'm going 4 to call the January 31st, 2019, meeting of the Citizens 5 Clean Election Commission to order. 6 Item Number II: Discussion and possible 7 action on minutes for November 8, 2018 meeting. 8 Any comments on the minutes or corrections 9 or additions? 10 COMMISSIONER CHAN: Mr. Chairman, I would 11 move that we approve the minutes as written. 12 COMMISSIONER MEYER: Second. 13 CHAIRMAN KIMBLE: It's been moved and 14 seconded that we approve the minutes for the 15 November 8, 2018 meeting. 16 All those in favor, say aye. 17 (Chorus of ayes.) 18 CHAIRMAN KIMBLE: Any opposed? 19 (No response.) 20 CHAIRMAN KIMBLE: They're approved. 21 Number III: Discussion and possible action 22 on Executive Director's report and legislative report. 23 Tom? 24 MR. COLLINS: Chairman Kimble, 25 Commissioners, a few quick things, and we'll be</p>	<p>09:37:10-09:38:56</p> <p style="text-align: right;">Page 5</p> <p>1 then back to the legislature's website, and then 2 finding the right district on another page. So we've 3 always been quite proud of this tool, and we've been 4 trying to draw attention to it. 5 We are close to wrapping up -- well, I 6 wouldn't -- I guess I can't quite say it that far, but 7 in the enforcements you see we've got a couple on this 8 agenda and then -- and then a candidate issue that we 9 closed pursuant to the executive director's authority. 10 That candidate came into compliance on a minor error. 11 Then just miscellaneous. We still -- the 12 Legacy Foundation Action Fund case still exists, 13 exists, exists. The -- we've actually just updated 14 this from what their -- you know, LFAF wants to 15 expedite Superior Court resolution. We have filed a -- 16 or are filing a motion to dismiss because what they did 17 was they -- or we are filing a judgment, rather. So 18 that -- so that the -- and then we anticipate an appeal 19 after that. LFAF already appealed prematurely, and 20 that was dismissed because there wasn't a judgment yet. 21 And then the other thing that happened, I 22 think, post our last meeting was that the plaintiffs, 23 principally the Arizona Advocacy Network and the 24 members of the democratic caucus and some labor union 25 clients of the Torres Law Group won a motion for</p>

<p>09:39:07-09:40:44 Page 6</p> <p>1 summary judgment related to portions of Senate Bill 2 1516. And, in the course of so doing, clarified, yet 3 again, the Commission's authority to enforce the Clean 4 Elections Act. There's a quote there that I'm not 5 going to read from Judge Palmer's minute entry. That, 6 too, is in the process of getting to a final judgment. 7 We've -- we're litigating attorney's fees 8 right now. All three state defendants have filed 9 responses to the attorney fee motion saying that 10 there -- that the Court should decline to offer 11 attorney's fees. So that's -- so pending finalization 12 of the procedural aspects of that case, that will be -- 13 we anticipate that, at the very least, the State and 14 the Governor's Regulatory Review Council will file an 15 appeal, but the clock on their appeal has not yet 16 started, although -- well, so -- so there's -- there's 17 that. 18 We had the Bennett versus Reagan, et al., 19 case which we're involved with which had to do with -- 20 I'm not even sure I can describe it exactly, but 21 Secretary -- Former Secretary Bennett, having not 22 qualified for funding, filed a lawsuit against, 23 basically, the Commission, the Executive Director and 24 the Secretary of State. I can't remember his theory -- 25 Joe -- but, basically, saying no fair, I think is the</p>	<p>09:42:16-09:43:27 Page 8</p> <p>1 but at the very least, the fact that we've all 2 identified the same issues as the issues is better -- a 3 better place to start. 4 COMMISSIONER CHAN: Mr. Chairman? 5 CHAIRMAN KIMBLE: Commissioner Chan. 6 COMMISSIONER CHAN: I'm hoping that without 7 any interference or -- with the new Secretary of 8 State's office and, perhaps, not having that, kind of, 9 variable injected into these proceedings with you and 10 the staff over there, that things will go smoother. 11 MR. COLLINS: Well, that's -- yes. And 12 that's something we probably need to bring up with the 13 Secretary's office at some point, although we have -- 14 we've been waiting for the Secretary's office to get 15 staffed up to broach some of those subjects. 16 And then just -- so those who might think 17 we've forgotten, we have not. We will be -- we had a 18 lot on the agenda already. So we'll be scheduling some 19 time where we repeal the party spending rule, but, you 20 know, it's not the law, at any -- in any event. So, 21 you know, no one should be relying on it, but we'll get 22 it out of the rule book, you know, at some point down 23 the road, but -- there are no candidates who are funded 24 or participating at this point, but we haven't 25 forgotten it. It's just -- it's just -- it just is</p>
<p>09:40:51-09:42:11 Page 7</p> <p>1 best I can -- anyway, it was dismissed. And I think 2 Joe and Kara filed a formal judgment, and I think we 3 still have not had that filed -- or signed. 4 Right? 5 MR. LaRUE: That's correct. 6 MR. COLLINS: And Mr. Bennett has indicated 7 that he'll appeal, but I don't know if that will happen 8 or not. 9 And, then, the last thing -- I don't mean 10 to go on so long here, but I wanted to mention two 11 quick things on the -- on the -- on the Prop 206. Mike 12 and I have had a productive meeting with Chris 13 Klemmich from GRRC. He's the staff attorney there. I 14 think some of you -- Commissioner Kimble is familiar 15 with him. We worked through trying to identify the 16 conflicts, or potential conflicts, between what was 17 left in place by Prop 206 and what was displaced. 18 I think we generally agreed on what the 19 issues are. We'd like to get to a place where we can 20 agree on process stuff, but that's going to take some 21 time. And we're going to keep talking to -- talking to 22 Chris, and then our hope -- and it's, you know, a hope 23 because the membership of this body and the membership 24 of that body have not changed substantially -- that 25 we'll -- we can -- we can find a framework that works,</p>	<p>09:43:31-09:44:33 Page 9</p> <p>1 what it is. So, I mean -- so there we have it. 2 A couple of quick notes, and if you have 3 follow-up questions, they might be directed to Mike. 4 This HCR is kind of interesting. It would give the 5 authority to nominate candidates for the IRC to the 6 Commission. There's -- you know, there's some -- we 7 don't have a -- we have not taken a formal position on 8 it, other than to say that, you know, there's some 9 reasons why the Clean Elections Commission might be 10 a -- might be a good place to do that. 11 COMMISSIONER CHAN: Can I ask a question? 12 Mr. Chairman, may I ask a question? 13 Mike, I did not take a chance to read that 14 bill at all, but do you know off the top of your head, 15 is it injecting us into the process or is it, 16 basically, revising the whole process and having us, as 17 the board, potentially, do all of the appointments? 18 MR. BECKER: It's the second one. 19 COMMISSIONER CHAN: It's the -- all of the 20 appointments? 21 MR. BECKER: Yes. 22 COMMISSIONER CHAN: And, I mean, we're 23 coming up on a redistricting year here. I guess -- so 24 in 2020, that's when the census is done and then the 25 redirecting would be in 2021? So this would have an</p>

<p>09:44:37-09:45:58 Page 10</p> <p>1 opportunity, if it moves, to go to a ballot and then 2 make that change prior to -- okay. I guess that makes 3 sense, but I was thinking, in my mind, when I was 4 looking at this, that it might not have enough time to 5 take effect, but -- okay. 6 Thank you for helping me clarify that in my 7 mind. Thank you. 8 CHAIRMAN KIMBLE: Any other questions for 9 Mr. Collins on the Executive Director's report? 10 (No response.) 11 CHAIRMAN KIMBLE: Thank you. 12 Item Number IV: Discussion and possible 13 action on the 2019 Voter Education Plan. 14 Gina? 15 MS. ROBERTS: Good morning, Mr. Chair, 16 Commissioners. 17 So today we would like to present our plans 18 for the 2019 Voter Education Plan, and to start off 19 things, I will give a brief recap on our efforts for 20 the 2018 General Election. Last year we did, briefly, 21 go over our efforts for the primary. So a lot of this 22 will look very familiar to you, so I will try to get 23 through it fairly quickly and then focus on the 2019 24 efforts. 25 So for the general election, just to give</p>	<p>09:47:13-09:48:17 Page 12</p> <p>1 vote and how to participate. 2 And this is just some examples of what this 3 looked like, some of the ads that we had out there. 4 This was -- these particular ads, they were more 5 focused on the civics aspect of the election. So if 6 I'm going to be voting for Secretary of State, it's 7 important that I understand what the roles and 8 responsibilities of that office are so I would be more 9 inclined to, okay, if I, you know, have an interest in 10 elections, then I want to make sure that I vote in this 11 particular race. 12 So we had information out for the voters on 13 what those offices do. And, again, it's just some 14 examples of what this creative looked like. So, you 15 know, last date to request an early ballot by mail, 16 August 17th, and we really covered all of those key 17 dates and deadlines for voters. 18 This is an example of a citizens countdown 19 series that we did. These were videos that we aired 20 leading up to the general election. And I'll talk 21 about these in a few more slides down the road, but I 22 just wanted to call these out for your recollection. 23 But these were very successful, and I'll explain why 24 shortly. 25 So for our Voter Education Guide, we mailed</p>
<p>09:46:00-09:47:11 Page 11</p> <p>1 you a quick idea of what the numbers look like, we had 2 a turnout of 64.85 percent, which was really fantastic 3 for a mid-term election. We were just shy of breaking 4 the record turnout in 1982. So it was very positive to 5 see those numbers increase over the years and have such 6 a high turnout for our general election. Five of our 7 15 counties were able to break voter turnout records. 8 So very positive for a mid-term election year, 9 specifically, you know, our statewide offices, all of 10 them are on the ballot during the mid-term. So really 11 positive to see that great turnout from our voters. 12 So very quickly, I'll go over the campaigns 13 that we had for our primary and general election. I'll 14 just -- again, the same creative was used. So this 15 will look very familiar, but we started off with our 16 Connections Campaign. And this was developed based off 17 of the research that we had done in previous years 18 where we identified that voters really need to feel 19 connected to the election in order to want to 20 participate. 21 So that was the theme behind all of the 22 creative. And our voter education really surrounded 23 around, you know, what you need to know, how to 24 participate, the key dates so voters are aware of the 25 important deadlines that they face and, really, how to</p>	<p>09:48:24-09:49:33 Page 13</p> <p>1 out over 2 million pieces this year for the general 2 election. So for the primary, we mailed out over 2 3 million. So, in total, we had over 4 million pieces of 4 mail going to every household in the state with a 5 registered voter. We, you know, made sure that we had 6 an education campaign to let the voters know what 7 exactly the Voter Education Guide is, what you can 8 expect from it and, you know, it's really the 9 opportunity for the voters to hear directly from the 10 candidates themselves. 11 So it had all the statewide and legislative 12 candidates in there, and I think -- and Alec has the 13 numbers for you when he does the annual report next, 14 but I think we only had, maybe, eight candidates that 15 actually did not submit a statement out of 242 that 16 were eligible. So we really see great participation 17 rates from the candidates with our voter guide. That's 18 pretty consistent every year. So I'm happy to see that 19 all of that information was available to voters. 20 We did, also, make efforts to inform voters 21 about the additional formats that we had available and, 22 also, our guides are also mailed to our military and 23 overseas voters. So they're going across the world 24 wherever these men and women may be at. So we did 25 additional efforts to reach out to their family</p>

<p>09:49:35-09:50:44 Page 14</p> <p>1 members. Hey, if you know somebody, if you have a 2 loved one who's serving, you know, help us reach them 3 and let them know this is on the way to them, but they 4 can also look at it now on our website. 5 And some of the formats that we've had, we 6 automatically mail English and Spanish, as you know. 7 Hopefully everybody received theirs at home. We do 8 have a large print available, and we also translate it 9 into Navajo. And we have a partnership with Sun Sounds 10 of Arizona. We've been able to do that every election 11 year, and it's been wonderful for our voters who, you 12 know, rely on that assistance to get an audio version 13 of the voter information to them. And, then, we also 14 provide plain text, which is available on our website 15 for screen readers to that effect. 16 Just some examples of what the guide looked 17 like and the ads that we've had running and then our 18 debates. So we made a lot of effort this year to 19 inform the public of when the debates were occurring. 20 We would do a Facebook event for every legislative 21 district debate and the statewide debates. And our 22 goal was to let voters know how they can engage with 23 the debates, whether it's attending it in person if 24 it's a legislative debate, or it's watching it online 25 or for the handful that we're able to provide live</p>	<p>09:51:54-09:52:57 Page 16</p> <p>1 would come into our office and sit with Tom, and 2 they'd, kind of, give a breakdown and analyze the 3 district. This is, you know, the party makeup of it 4 and, you know, this is what you can expect from the 5 candidates. So just trying to build that energy 6 around, hey, you know, come out and participate in the 7 debate. 8 Tom also did videos for the statewide ones, 9 as well, kind of, explaining what the roles of the 10 offices are and why it's important. And there we have 11 Tom in the studio in the control room at AZ PBS which 12 hosts our statewide debates. And, kind of, similar to 13 what we did with Luige, we also had Ted Simons, who was 14 the host, the moderator of Arizona Horizon, for our 15 statewide debates. He would give a little bit of a 16 preview, as well, to, kind of, you know, what to expect 17 if you tune in and what kind of questions we're going 18 to ask the candidates. 19 And we had a few behind-the-scenes moments, 20 as well, and then we -- after a few of the debates, we 21 had Tom and some guests come on and do a post analysis 22 of what occurred. So all of these events here, all of 23 this content was made available to voters to, really, 24 again, build that momentum and encourage them to 25 participate and really highlight why these debates are</p>
<p>09:50:45-09:51:50 Page 15</p> <p>1 streaming services, they could participate without 2 actually attending. 3 Voters were able to submit a question 4 through the Clean Elections website or through our 5 smartphone app if they weren't able to attend in person 6 or if they just wanted to get it in ahead of time. So 7 we made sure that we had a lot of information out there 8 for voters so they knew when the debate schedule would 9 be and how they can attend and participate. 10 This is an example of a print ad that we 11 did, again, you know, trying to establish that 12 connection, you know. Why is attending a debate 13 important? It's important to talk to the candidates 14 who wish to represent you. This is in your 15 neighborhood. This is in your district. Come out and 16 hear directly to them. You know, ask them a question, 17 shake their hand. And that was, kind of, the -- the 18 theme that we would push throughout our creative. 19 And one of the things that we did this year 20 for debates was we had the opportunity to partner with 21 the "Arizona Capitol Times," and they moderated a 22 handful of our legislative district debates. So we 23 filmed some, I guess, teaser videos, if you will, to 24 help build the excitement and the anticipation for the 25 debate where we had their editor, Luige del Puerto. He</p>	<p>09:53:00-09:54:08 Page 17</p> <p>1 meaningful. There's meaningful information here that 2 is important to voters. So different tactics that we 3 tried out this year to try and increase that 4 engagement, and we found them all to be very 5 successful. 6 COMMISSIONER CHAN: Mr. Chairman and Gina, 7 I just want to compliment you and all the staff because 8 I absolutely loved our Voter Education Campaign. And 9 I'm a total election nerd, and I know probably all of 10 us on this Commission are, of course, more likely to 11 pay attention to those things. So -- but you said it 12 yourself. It was more successful, you found, from the 13 data, but I just wanted to compliment you guys because 14 I was so impressed. I enjoyed the content, and I felt 15 like, you know, I was hopeful that if I was enjoying 16 it, other people would catch on and enjoy it, too. And 17 so I -- I just think that was super -- just a super 18 effort and very successful. 19 Thank you so much for all that wonderful 20 work. 21 MS. ROBERTS: Thank you, Mr. Chairman, 22 Commissioner Chan. Yes, we're very pleased with how 23 these ideas and, I guess, pilot projects, if you will, 24 turned out, you know. And it's helpful, too, that with 25 Tom's background as a journalist, he's really able to</p>

<p>09:54:12-09:55:26 Page 18</p> <p>1 get on to the camera and really help build that 2 excitement. So it worked out well. We're definitely 3 going to be exploring how we can continue this trend. 4 We also had other pilot projects with the 5 debates, too. I'm sorry. I skipped ahead with a slide 6 here, but we had Commissioner Paton, his ideas about 7 partnerships with the schools. And we did that in both 8 the primary and the general election, and we found 9 those to be successful, as well. And so we're going to 10 continue, in 2019, to look at how can we provide a 11 better experience for our voters and our candidates. 12 There were a lot of lessons learned this year, and so 13 we will be sitting down with our team and looking to 14 see how we can make those improvements for 2020. 15 Another one of our campaigns was our 18 in 16 2018 campaign. This was the -- the goal here was to 17 really encourage our next generation of voters to get 18 registered, to activate their political power by 19 registering to vote and then actually voting, voting 20 informed. And this was our campaign that we had the 21 mural, the wings with, and we had several creative that 22 really targeted these younger voters, really trying to 23 meet them where they are. 24 With this example, you can see -- well, you 25 may not be able to see. It's a little small here, but</p>	<p>09:56:38-09:57:43 Page 20</p> <p>1 website and get the information that they needed. 2 This is a snapshot of our website 3 performance for the entire year. So for the entire 4 year, we had almost a million sessions occur. We had 5 668,000 users, and the average time on the site was 6 over two minutes. And if you look over to the chart on 7 the right, the majority of people who are interacting 8 with our website are -- are doing so on their mobile -- 9 their mobile phones, their mobile applications. 10 And so we think that's really important to 11 see because if you imagine yourself on your phone, two 12 minutes is quite a bit of time to sift through the 13 information that we have on our website. And we think 14 that speaks to the redesign of our website, the content 15 that we are providing to voters. We see this as a sign 16 of success in that voters are able to come to our site 17 and really absorb the information that they need and 18 get it quickly and, you know, they're not leaving. 19 So we think this is -- we're really happy 20 to see these numbers because all of the advertising 21 that we do, for the most part, we are driving people 22 back to our website. That is where they are getting 23 the information about how to vote and find their 24 polling place. 25 COMMISSIONER MEYER: Mr. Chairman?</p>
<p>09:55:29-09:56:34 Page 19</p> <p>1 we had -- Clean Elections had ads running when we see 2 popular artists here, such as Ariana Grande or Kendrick 3 Lamar. And I think this showcases we are really trying 4 to meet these voters where they're at and to provide 5 the ability for them to click and learn more and to get 6 registered to vote right away. So we're really trying 7 to go to them here. 8 Just some more examples of the interaction 9 and the engagement that we had with voters, and then 10 I'll jump into our website performance. 11 So to give you the breakdown between the 12 primary and the general election, we see the increase 13 in the general election for the number of users who are 14 visiting our website. So we're really happy to see 15 these numbers, especially the average time on the site, 16 which is over two minutes. We think that's fantastic 17 for a number of reasons, but I really wanted to 18 showcase that we're jumping in the right direction 19 between the primary and the general. 20 As far as our page views go, we really 21 found our 18 in 2018 campaign to be very successful, 22 and I think that showcases here, when we look at the 23 breakdown of how people are interacting with our 24 website. So we really did connect with that younger 25 audience, and we were able to get them to come to our</p>	<p>09:57:44-09:58:42 Page 21</p> <p>1 CHAIRMAN KIMBLE: Commissioner Meyer. 2 COMMISSIONER MEYER: Does that two-minute 3 time, does this reflect the app usage, as well, or is 4 this independent of the app? 5 MS. ROBERTS: This is independent of the 6 app, Mr. Chairman and Commissioner Meyer. 7 COMMISSIONER MEYER: Oh, wow. 8 MS. ROBERTS: So this is just entirely 9 azcleanelections.gov. So we definitely do have other 10 communication channels that we are interacting with 11 voters, such as the app. We have the chat pod. We 12 have our newest tool, our CRM, our email newsletters. 13 So we have -- and, of course, we also have the 14 engagement, the comments that we have on Facebook and 15 our social channels. 16 So as far as Facebook goes, we are 17 receiving so many comments, and Alec is monitoring 18 those daily. And it gives us the opportunity to 19 respond to questions from voters immediately. We have 20 100 percent response rate from Facebook. So it's very 21 timely communication that we have there, but as far as 22 the website goes, which is really the hub of where we 23 host all of the information a voter needs -- you know, 24 it's the voter guide. It's where to vote. It's 25 looking at my registration, the candidates. It's all</p>

<p>09:58:43-09:59:43 Page 22</p> <p>1 there on the site, and the numbers are showing that 2 it's working. 3 CHAIRMAN KIMBLE: And -- I'm sorry. Were 4 you done, Commissioner? 5 COMMISSIONER MEYER: I was. Thank you, 6 Chairman. 7 CHAIRMAN KIMBLE: If I could follow up on 8 Commissioner Meyer's question, is there a way to 9 capture how many people use the app and how long they 10 use it for? 11 MS. ROBERTS: Yes. Mr. Chairman, 12 Commissioners, we do have that data. I don't have it 13 in here, but I can tell you that the numbers are low. 14 So as of right now, with our app, it wasn't one of our 15 primary tools that we were pushing with paid media this 16 year. One of the things that we are working on right 17 now -- as you know, we did the redesign of the website 18 this year. We are applying that redesign to the app 19 including additional functionality. 20 So we do have voters on there. They are 21 engaging with it and they're -- and they're utilizing 22 the app, but as far as having that be one of our top 23 communication channels, we haven't put it there yet. 24 So we're still working on bringing it up to speed, and 25 once we get that redesign done and the new</p>	<p>10:01:07-10:02:14 Page 24</p> <p>1 Arizona, for this year, we saw an enormous amount of 2 advertising dollars come in for political ads and, you 3 know, most of that is done on TV. And so when our 4 spots get pushed, you know, we have to, then, make a 5 decision, okay, you know, how do we react to that? 6 And so what our team is doing is we've got 7 a plan in place for 2020 because we only expect this to 8 get worse where we're going to be in a presidential 9 election year. The US senate seat is going to be up 10 for reelection and Arizona -- and, from the entire 11 country, we were the Number 1 location with the most 12 political ads running. So we have to have a plan in 13 place for 2020. 14 And the reason why I want to share that 15 with the Commission is because we have advertising out 16 there. We have messaging out there and we're 17 competing. We're just one message compared to all of 18 the other political messaging that is occurring. And 19 so it's really important that we continue to showcase 20 to voters who Clean Elections is and that we are a 21 reliable, nonpartisan, unbiased source for election 22 information because we need to make sure that our 23 messaging is standing up from the other partisan 24 messaging that is occurring. 25 So I just wanted to share that key takeaway</p>
<p>09:59:46-10:01:04 Page 23</p> <p>1 functionality put in there, we will see more usage from 2 it and we will be able to direct voters to downloading 3 the app and utilizing it more. So as of right now, for 4 this year, our focus was primarily pushing people to 5 the website. 6 CHAIRMAN KIMBLE: Okay. Thank you. 7 MS. ROBERTS: And, again, just a brief 8 snapshot of the growth of our website. So if you look 9 at the numbers from 2014 and 2016 compared to 2018, 10 there's a huge jump. In 2014, we were looking at 11 38,000 users on our website, compared to 2016, which 12 was a presidential election year, we had 166,000. And 13 so to see that huge increase from 2018, it really shows 14 that, you know, we made the right decision in investing 15 in the redesign for the website and that the growth and 16 the content we are providing for voters, there is a 17 need. The voters want that information and they're 18 going to azcleelections.gov to get it. 19 So a few key takeaways that I wanted to 20 highlight from 2018, some -- some lessons learned and a 21 few things that popped out to us. For this year, we -- 22 part of our media included being on TV. And so one of 23 the things I wanted to share with the Commission, we 24 found out that a few of our reserved spots that we had, 25 they were bumped. And so what that means is that</p>	<p>10:02:17-10:03:30 Page 25</p> <p>1 that we were able to identify and create a plan for 2 2020 going forward. 3 As far as our citizens countdown video goes 4 that I mentioned earlier, we found that to be very 5 successful in that it had an 87 percent view-through 6 rate where, if you look at what the average is of 15 7 percent for political and government ads, these 8 performed very well. And I wanted to share that with 9 you because these ads, they took a little bit more 10 lighthearted tone. They were a little funny and, you 11 know, just the tone itself, we found that really 12 resonated with voters. So that was another lesson 13 learned. 14 And, then, as far as social goes, again, as 15 I mentioned before with the amount of engagement that 16 we receive on Facebook, it's a great tool and 17 opportunity for us, as staff, to connect or respond 18 directly to voters when they post a question on any of 19 our ads. 20 And I really highlighted already the social 21 tactics that we took for debates in terms of, you know, 22 creating the district-based events and then, also, you 23 know, those analyses -- the post-debate analysis that 24 Tom was able to do. We saw those perform really well. 25 One thing I do want to call attention to</p>

<p>10:03:32-10:04:42 Page 26</p> <p>1 is, again, the success of our 18 in 2018 campaign. It 2 was really great to see because we found out that -- or 3 we were able to see that this campaign created 566-plus 4 pieces of content, which accumulated about 68,000 5 likes. And that's a really large number when you're 6 looking at a post, but really, what I wanted to share, 7 too, and give a big congratulations and shutout to our 8 partner RIESTER, our 18 in 2018 campaign, it was 9 nominated by PR -- the PRWeek U.S. Awards, and so it's 10 receiving national recognition. 11 So it's made -- it's made it as a finalist 12 and best in public sector. So the winners, I think, 13 are going to be announced in March, but I think that 14 really showcases that we are fortunate to work with a 15 partner who can really see, you know, what it is that 16 Clean Elections is trying to do and give us really 17 great creative ideas to execute them. So we're very 18 excited and hopefully it wins. 19 COMMISSIONER CHAN: Mr. Chairman and Gina 20 and RIESTER, how can we get some PR about this PR award 21 that we might be getting? I think that's so 22 incredible, and I didn't -- I mean, obviously, you're 23 telling us now, but I think everybody should know what 24 a great job that this team has done. So, anyway, I 25 just -- I'm very impressed again.</p>	<p>10:05:59-10:07:11 Page 28</p> <p>1 people that dropped mine off that day, but have we 2 given any thought to that? Have we given any thought 3 to incorporating that somehow into the education plan? 4 MS. ROBERTS: Sure. And, Mr. Chairman and 5 Commissioner Meyer, I'll start with what we currently 6 do. So as of right now -- and the United States Post 7 Office, we look at what they tell us will be the number 8 of days it will take for a ballot to travel through the 9 mail system to get to its -- its intended delivery 10 location. And we take that number and we say, okay, 11 voters, today is the last day. So right now it's six 12 days before the election. So the Wednesday before the 13 election is the deadline that we tell voters to mail 14 back your early ballot by. 15 And that's currently what we have in our 16 education campaign, and then once that deadline passes, 17 then we tell voters, okay, you know, if you didn't mail 18 back your early ballot, don't do it because if it 19 arrives past 7:00 p.m. on election day, it's not going 20 to count. You can still drop it off at the polling 21 locations or at your County Recorder's office. So then 22 we instruct them on what to do now if they still have 23 their ballot. You know, and a big part of that is if 24 you're dropping it off at the polling place, you don't 25 have to wait in line, because sometimes we hear the</p>
<p>10:04:45-10:05:56 Page 27</p> <p>1 MS. ROBERTS: Mr. Chairman, Commissioner 2 Chan, we can definitely work on that. You know, we -- 3 some of the other finalists -- we're in great company. 4 It's -- the Center for Disease Control is a finalist. 5 Procter & Gamble is a finalist. Clean Elections is a 6 finalist. So it's great to see that. Yes. It's very 7 exciting. 8 All right. 9 COMMISSIONER MEYER: Mr. Chairman, I had a 10 question. 11 CHAIRMAN KIMBLE: Commissioner Meyer. 12 COMMISSIONER MEYER: So this was great, a 13 lot of successes. So great job on all that, and I'm 14 not sure this is something that we really control, but 15 one of the issues that we had with the 2018 election 16 was the number of mail-in ballots that were dropped off 17 on the day of the election that really set back the 18 ability to announce the winners. 19 And I -- that's not really in our sphere to 20 control that, but have we looked at, maybe, educating 21 as part of our program of explaining to people the 22 importance of, hey, if you sign up for a mail-in 23 ballot, it's really the best for the system if you 24 actually mail it in. I will say this is -- this is a 25 do as I say, not as I do thing because I was one of the</p>	<p>10:07:12-10:08:18 Page 29</p> <p>1 voters still do that. 2 As far as encouraging voters, you know, 3 about the process and what it means and what it can 4 mean to an election official who is administering -- 5 administering the election and the timeliness of being 6 able to count those, we have not done anything in 7 our -- in our education plans, specifically, as a -- 8 you know, as outreach efforts. 9 We do have conversations with voters often 10 that call our office and want to learn about, well, 11 what happened to my ballot. And then we talk about, 12 okay, well, you know, the counties can start tabulating 13 early ballots X number of days before the election 14 starts so, you know, if you want to mail back your 15 ballot ahead of time -- that type of thing. So it's 16 really one-on-one conversations. We haven't done much 17 for it. 18 There is some legislation right now that is 19 out there that could have a change, and whatever 20 that -- if there are law changes, then we can adjust 21 accordingly what our communication plan will be, but we 22 have not really done anything in the past to explain 23 why you should mail back your early ballot, as far as 24 impacting election administration and timeliness of 25 results.</p>

<p>10:08:19-10:09:34 Page 30</p> <p>1 COMMISSIONER MEYER: Mr. Chairman? 2 CHAIRMAN KIMBLE: Commissioner Meyer. 3 COMMISSIONER MEYER: And I don't know that 4 we should do anything. I just think it's something we 5 should look at and see if there's something we could be 6 doing or if it makes sense for us to do something. 7 MR. COLLINS: And the main -- 8 Mr. Chairman -- 9 CHAIRMAN KIMBLE: Mr. Collins. 10 MR. COLLINS: -- and Gina, I mean, I think 11 Gina is right that there are some bills. We haven't 12 included them in the legislative update yet because 13 we're not clear on how far they're going to go in terms 14 of changing the way the ballots are returned but, you 15 know, some of those bills would have more significant 16 changes and would -- would almost necessitate a 17 reevaluation of what we're doing. 18 What's difficult is that, at least from 19 listening to the testimony on those bills, is there 20 are -- a large number of people who represent that, 21 they want to have the option of early vote, but they 22 also want to hold on to the early ballots in order to 23 see what develops in the election. The sponsor of the 24 bill to change the mail process, basically, says, well, 25 then you should just vote on election day. I mean, why</p>	<p>10:11:02-10:12:09 Page 32</p> <p>1 have trust in the system, confidence in the system, 2 okay, maybe I am an early voter and I got my ballot, 3 but what happens when I turn it back in? 4 And we receive a lot of communication from 5 voters after election day about, well, what is this 6 where 300,000 ballots were just found, you know -- air 7 quotes for this -- but, you know, people were 8 wondering, you know. And there was a buildup of 9 mistrust because they didn't quite understand. There 10 were news reports about how, well, 100 percent of 11 precincts are reporting on election day. How can all 12 of these ballots be available? 13 And I would have hour-long conversations 14 with voters explaining, okay, a small percentage of the 15 state is voting on election day, and that's what that 16 precinct reporting means. The majority of our state is 17 an early vote state. We vote by mail, and so that's 18 where you see those hundreds of thousands of ballots. 19 Those are the ones that are being dropped off at the 20 polls and those take time to process. 21 And so it's having to communicate to voters 22 of what the actual administration process is so they 23 have trust in the system, as opposed to, maybe, some of 24 the, you know, one-liners that they're getting from -- 25 from the news about, oh, there's still 300,000, you</p>
<p>10:09:37-10:11:00 Page 31</p> <p>1 are you -- why are you clogging up the mail process? 2 If you've chosen to vote by mail, why -- why do you get 3 to hold on to your -- why should you hold on to your 4 ballot until the end if you made this decision? 5 So it's a -- it's a -- I guess I agree with 6 you that the counties have been trying very hard over 7 the last few years now -- I mean, really, this goes 8 back, in my view, to a gentleman named Randy Perez back 9 in 2012, I want to say, who is the person on the left, 10 not on the right -- claiming that then Recorder Helen 11 Purcell was somehow sitting on ballots, and that's when 12 this first came up and now it's split. 13 And, you know, it's sort of a -- it's sort 14 of a -- I mean, we're just, sort of, seeing what 15 happened. We haven't -- but we haven't added it to the 16 legislative report because we're not clear that we want 17 to weigh in on the policy grounds, but I agree with 18 Gina. We would have to do something. 19 MS. ROBERTS: Mr. -- Mr. Chairman, 20 Commissioner Meyer, we -- I think there absolutely is 21 an opportunity, from an education standpoint of the 22 process, to address this. There is a slide going 23 forward for our 2019 education plan that talks a little 24 bit about the path of a ballot, the life of the ballot. 25 And I think it's important for voters to know so they</p>	<p>10:12:11-10:13:16 Page 33</p> <p>1 know, votes left, but wait a second. We saw that, you 2 know, all polling places reported on election day. 3 There's a little bit of a disconnect there. 4 So we definitely can educate voters about 5 the path of their ballot, whether they're voting, you 6 know, at the polls and whether it's a provisional 7 ballot or regular ballot or they're an early voter and 8 what happens to their ballot, and then, you know, the 9 if's. If you get it by this time and then this is 10 what -- when the counties can start processing and then 11 tabulating it. So I think we do have some 12 opportunities there. 13 COMMISSIONER PATON: Mr. Commissioner -- I 14 mean, Mr. Chairman? 15 CHAIRMAN KIMBLE: Commissioner Paton. 16 COMMISSIONER PATON: I would just reiterate 17 the fact that -- that I think this is a paramount thing 18 that we should -- not investigate, but do something 19 about since we're doing all this educating. Most -- 20 most of the electorate isn't as knowledgeable about the 21 system as we are. And I even found myself, you know, 22 questioning what's going on. Are we in a Banana 23 Republic or what's going on? You know, where are these 24 votes all coming? And it's not just our state. 25 It's -- California is probably even worse.</p>

<p>10:13:16-10:14:41 Page 34</p> <p>1 MR. COLLINS: Sure.</p> <p>2 COMMISSIONER PATON: And the thing is the</p> <p>3 average person loses a lot of trust in the whole</p> <p>4 system, and that's going to depress anybody because we</p> <p>5 all hear people that say, well, why should I vote; it's</p> <p>6 not going to count. We always hear that kind of thing,</p> <p>7 and so we should do what we can do. I'm sure something</p> <p>8 may come out of the legislature to address this, but</p> <p>9 whatever comes out of it, then, I think we need to help</p> <p>10 trumpet the fact that we're going to have fair</p> <p>11 elections.</p> <p>12 I mean, that's part of our name, Clean</p> <p>13 Elections, and it's -- you know, I just turned 60 years</p> <p>14 old, and I had never heard all these complaints about</p> <p>15 bad elections and votes being found and all that kind</p> <p>16 of stuff. And it's -- a lot of it is due to this</p> <p>17 mail-in stuff. And I mail mine in, but I mail it in</p> <p>18 fairly quickly. And I read where a lot of people just</p> <p>19 like going to the poll and, even though they have a</p> <p>20 mail-in thing, they like to do that.</p> <p>21 Well, we need to make those people</p> <p>22 understand that they're frustrating the system and</p> <p>23 they're making people work overtime and it's costing a</p> <p>24 lot of money just because they feel like it's good to</p> <p>25 show themselves at the polling place. There's got to</p>	<p>10:15:49-10:16:54 Page 36</p> <p>1 voting. And I think you see states now going to that</p> <p>2 across the United States. I mean, I think New York</p> <p>3 just passed a law to do that, which it's hard for me to</p> <p>4 believe that other states haven't done that. It's very</p> <p>5 convenient. I think it allows more people to</p> <p>6 participate.</p> <p>7 I sometimes mail in my ballot well in</p> <p>8 advance. Sometimes I'm one of those people that drops</p> <p>9 it off at the polls, but the issue is not, to me, that</p> <p>10 anything is different this year or in 2018. The issue</p> <p>11 is that Arizona's demographics are changing. We have</p> <p>12 much more competitive elections now. It's going to get</p> <p>13 worse in the future. I think Gina mentioned it's going</p> <p>14 to be much more competitive, as far as the ads, and I</p> <p>15 think the reason for that is that we have more</p> <p>16 competitive elections.</p> <p>17 And I think -- so this issue definitely</p> <p>18 will not go away; however, to me, the solution is not</p> <p>19 to cut off early voting or to tell people you're going</p> <p>20 to cost the state more money. That's what election</p> <p>21 professionals do. That's their job is to make it</p> <p>22 easier. So, to me, they're going to be working</p> <p>23 overtime, anyway, during election time.</p> <p>24 To make early voting a policy choice of</p> <p>25 this state requires that everybody needs to know and be</p>
<p>10:14:45-10:15:45 Page 35</p> <p>1 be a tradeoff, and I think we should educate -- help</p> <p>2 educate the electorate then.</p> <p>3 COMMISSIONER CHAN: Mr. Chairman?</p> <p>4 CHAIRMAN KIMBLE: Commissioner Chan.</p> <p>5 COMMISSIONER CHAN: I just have a lot of</p> <p>6 thoughts on this subject. I'm very unhappy with the</p> <p>7 bill that's going through right now that would try to</p> <p>8 prevent people from casting an early ballot, you know,</p> <p>9 after a certain date in the election. To me, the</p> <p>10 deadline should be 7:00 p.m. on election day for</p> <p>11 everyone. That's the only thing that makes sense for</p> <p>12 voters. If you're going to have different deadlines,</p> <p>13 people are going to get confused.</p> <p>14 The other issue is if somebody has been</p> <p>15 issued an early ballot and you have an arbitrary</p> <p>16 deadline, they're still going to have to vote a</p> <p>17 provisional ballot at the polls. I don't see a way</p> <p>18 around that, which is, basically, another way to vote</p> <p>19 early. It has -- it requires a signature that needs to</p> <p>20 be examined by the Recorder's office and approved</p> <p>21 before you tabulate that ballot.</p> <p>22 So having said that about this proposal</p> <p>23 that's going through that I am very opposed to</p> <p>24 personally, I think that a long time ago, Arizona made</p> <p>25 a very good policy decision to allow no-fault early</p>	<p>10:16:58-10:18:07 Page 37</p> <p>1 educated on the fact that the volume of early ballots</p> <p>2 that people are dropping off within that -- even the</p> <p>3 last week before the election may not get examined and</p> <p>4 approved to be tabulated until well after the election,</p> <p>5 but I think all of the recorders still maintain their</p> <p>6 statutory time frame for getting that done.</p> <p>7 And that's, maybe, what needs to be</p> <p>8 educated on, which, I think, was what Commissioner</p> <p>9 Meyer was bringing up is, like, how can we educate</p> <p>10 voters that this is going to take some time and they</p> <p>11 can expect that we won't have a final answer until, you</p> <p>12 know, the seventh day after the election or whatever</p> <p>13 the statutory time frame is.</p> <p>14 I just -- I find it very disheartening that</p> <p>15 the solution by some of the policymakers at the</p> <p>16 legislature is to, potentially, cut off -- artificially</p> <p>17 cut off early voting. I don't think it's going to</p> <p>18 fix -- I don't think there's a problem to be fixed,</p> <p>19 other than, you know, educating voters about what the</p> <p>20 reality is in order for this convenience of early voting</p> <p>21 and enabling more people to vote.</p> <p>22 CHAIRMAN KIMBLE: And I would echo that,</p> <p>23 and I would -- I guess, what I think all of my</p> <p>24 colleagues are saying is whatever the bill or bills</p> <p>25 that go through the legislature this session, I think</p>

<p>10:18:10-10:19:25 Page 38</p> <p>1 we need to make sure that we're very involved in 2 standing up for more access to voting and opposing any 3 attempts to -- to do any of the things that 4 Commissioner Chan was talking about that would impose 5 an earlier deadline on -- on mail-in ballots. And I 6 understand it's still very early in the session. 7 MR. COLLINS: Yeah. 8 CHAIRMAN KIMBLE: But I think we must be a 9 voter advocate on this issue. 10 MR. COLLINS: Well, I -- in this context, I 11 mean, we can sort of go back up to the legislative 12 notice part of the meeting and talk about that maybe 13 after we wrap up the education point. There's a 14 couple -- but, you know, I think that -- because I 15 think that's probably the more appropriate place to go 16 if we wanted to return to that conversation more 17 generally. 18 CHAIRMAN KIMBLE: Okay. 19 MR. COLLINS: I think -- just one note 20 before Gina moves on. I think part of the issue is 21 Arizona is Arizona and, in fact, even if you look at 22 the national press, they have accepted that Arizona is 23 Arizona for this purpose. The real problem and what 24 made this a national contagium, if you will, was 25 Broward County and President Trump's tweaks about</p>	<p>10:20:44-10:21:49 Page 40</p> <p>1 highlight the portion about that the voters in our 2 preamble identified that the Clean Elections Act, you 3 know -- and the people of Arizona -- it will encourage 4 citizen participation in the political process. And 5 the reason why I like to bring that up at the beginning 6 of, you know, our education plan for the year, is this 7 is really what drives everything that we're doing and 8 the thoughts and the ideas that we have and that we 9 hope to execute this year. It's really -- the goal is 10 to, you know, encourage that participation. 11 So for 2019, we have local elections 12 occurring, and we also have August 1st, which is the 13 start of the qualifying period for Clean Elections 14 candidates who want to start collecting their fives. 15 So those are some key dates that I wanted to throw out 16 there. We will have education and support for voters 17 in those local elections as they are occurring, and our 18 messaging will be, again, you know, very typical here: 19 Increase awareness about the local elections that are 20 occurring, the key dates and deadlines that voters need 21 to be aware about, and then how they can actually vote 22 and get their ballot, and then the tools and resources 23 that the Commission offers so that voters can vote 24 informed. 25 We will be looking at our newest generation</p>
<p>10:19:30-10:20:40 Page 39</p> <p>1 Broward County where he said we should go with the 2 results on election night, period. 3 That -- that has -- I mean, once the 4 president says the thing that, you know, 5 recontextualizes it in that way and gets down to that 6 level in terms of the granularity, it's going to 7 necessarily result in policy changes because -- or 8 policy proposals because we're talking about the 9 president of the United States. I mean, and he has the 10 biggest bully pulpit in the world. 11 So, you know, that -- I'll leave it there 12 and then let Gina continue, and then maybe we can 13 return up to the legislative report and discuss it in 14 that context. 15 CHAIRMAN KIMBLE: Okay. Sorry, Gina. 16 MS. ROBERTS: Mr. Chairman, Commissioners, 17 just from an education standpoint, we do have it on our 18 list to take a look -- there's a lot of data about 19 early ballot returns, and so we do have it on our list 20 to take a look and see what we can learn from that data 21 and how it impacts the timeliness of our messaging, as 22 well. So we can definitely look at it from an 23 education standpoint. 24 Jumping into our goals for this year, I 25 wanted to just throw out our preamble there and</p>	<p>10:21:52-10:23:02 Page 41</p> <p>1 of voters, again, the 18- through 24-year-olds and 2 continuing to encourage that voter registration and 3 participation. And we will also educate citizens about 4 the Clean Elections Act and how, if somebody wants to 5 run for office, they can do that or how voters can 6 support those that are running. 7 Typically, in odd years we invest in 8 research, and this is very helpful for us to identify 9 what are the needs of voters and, you know, is our 10 messaging on point and how we need to adjust and, 11 really, how do we meet the needs of voters as they 12 exist today. And so we will be doing research, but 13 it's kicking off in a few weeks here where we're going 14 to be holding focus groups in Phoenix, Tucson and 15 Flagstaff. 16 We'll be looking at a general group of 17 voters. We'll have our younger demographic, the 18- to 18 24-year-olds, and then a subset of that will be 19 independent voters. We will host those focus groups, 20 and we will also do quantitative research, as well. 21 And, really, again, what we're looking at is what is 22 the mindset of voters. You know, what is their 23 understanding of the process of how to vote, how to get 24 their ballots, you know, what is their, you know, 25 understanding of Clean Elections and, you know, do they</p>

<p>10:23:06-10:24:16 Page 42</p> <p>1 know about azcleanelections.gov and where to go to get 2 the information they're looking for and to vote 3 informed and their overall awareness about elections. 4 So this research, again, will really help us and drive 5 our education plan for the next two years. 6 One thing I wanted to point out here was 7 independent voters. So when I gave the recap of the 8 primary, we didn't yet have the numbers of the turnout 9 for independent voters. We were able to get that 10 information, and so look at the number of the 11 eligible -- OTH stands for other -- the eligible other 12 block of voters. So anybody who's not recognized 13 with -- or not registered to vote with a recognized 14 political party, they're considered an independent. 15 The turnout for the 2018 August primary was 16 at 12.8 percent, and so I included the numbers for the 17 2014 and 2016 primary. And, you know, while it's 18 higher, it's still in the same ballpark there. And it 19 really -- you know, it's prompting us to take a step 20 back and think why. Why are independents not turning 21 out? You know, we have -- for the past few years, 22 we've really been focusing on this particular group 23 and, you know, previously we worked with ASU Morrison 24 Institute to look into who is the independent voter, 25 you know, what is the motivator for an independent to</p>	<p>10:25:27-10:26:24 Page 44</p> <p>1 know, again, just some conversations or thoughts that 2 we're having about what could possibly be the reason 3 for this lower turnout. 4 And we do hear a lot of voters who have 5 expressed displeasure with having to make that choice 6 in the primary, but that is the way our system works. 7 And so usually when I have those one-on-one 8 conversations with voters, I go back to, well, this is 9 why the system is in place. This is the citizens 10 initiative that, you know, started this open primary 11 and calls for that. And so usually when I give that 12 background, the voters tend to accept it a little bit 13 more. 14 So we're going to be taking a look at what 15 more we can learn about independent voters, but there 16 also are some education opportunities about why this 17 system is in place, how -- you know the background of 18 it and how it works. 19 COMMISSIONER CHAN: Mr. Chairman, I have a 20 question for Gina. 21 And you probably won't know this off the 22 top of your head, but I would be interested in knowing, 23 out of those 1.2 million OTH voters, how many are 24 register for the PEVL? 25 MS. ROBERTS: Oh, Mr. Chairman,</p>
<p>10:24:19-10:25:22 Page 43</p> <p>1 actually get on vote barriers, just get a good 2 understanding. 3 And, you know, it really centered on, well, 4 do independents realize that Arizona has an open 5 primary, that they can participate, and then how. And 6 our education campaign this year was, again, focused on 7 Arizona has an open primary and then this is the how; 8 this is what you need to do to get your ballot. But, 9 again, we're still seeing these low numbers. 10 We want to take a step back and learn -- 11 you know, see if there's anything more we can learn 12 but, you know, Tom and I were having a conversation 13 about this and, you know, just some of the thoughts 14 that we have that I want to share with you are there's 15 an education standpoint on the process, but there's, 16 also -- in the conversations in the previous focus 17 groups and the research that we've had with independent 18 voters, you know, it seems that there is an issue with, 19 okay, maybe I do realize that there is an open primary, 20 but I still have to select that partisan ballot. 21 And it's that process right there that can 22 have an impact or make that independent voter's 23 identity feel threatened somehow because I'm an 24 independent. Even by making this choice of a partisan 25 ballot, it's taking away from my independence. You</p>	<p>10:26:25-10:27:09 Page 45</p> <p>1 Commissioner Chan, yes. That is a good question. 2 COMMISSIONER CHAN: Or the permanent early 3 voting list. Excuse me. 4 MS. ROBERTS: Yes. That is a great 5 question because -- yes. 6 COMMISSIONER CHAN: Because I know they do 7 have to select -- and you did address that, but if we 8 could find that out, I'd be very interested in knowing. 9 The other comment I have is when you were 10 talking about this, I remember when I was working in 11 elections and there was always an OTH ballot that was a 12 nonpartisan OTH ballot. 13 Why is there no OTH ballot that just has 14 all of the partisan races on it? Is that -- is there a 15 reason for that? 16 MS. ROBERTS: Mr. Chairman, Commissioner 17 Chan, so just, kind of, going in order of the comments 18 that you've made, I can -- 19 COMMISSIONER CHAN: I'm sorry. 20 MS. ROBERTS: That's a -- no, that's a 21 great question. I would love to know that information, 22 as well, of those registered, how many are on the 23 permanent early voting list. 24 And just to clarify for the Commission, if 25 that is an independent voter who is on the permanent</p>

<p>10:27:12-10:28:13 Page 46</p> <p>1 early voting list, they will not get their ballot 2 automatically, which is the point of PEVL. They have 3 to still -- it's them making the effort to contact 4 their county recorder and tell them which ballot they 5 want. 6 The ballots that are available for 7 selection, as Commissioner Chan stated, you have your 8 partisan ballots -- so the Republican, Democrat, Green, 9 Libertarian, which Libertarian sometimes has a closed 10 primary. So it's not always an option. And then you 11 have your other ballot, which is the local nonpartisan 12 ballot. So a lot of our local jurisdictions, cities 13 and towns, they are hosting their elections during -- 14 they coincide with the statewide primary, and those 15 elections are nonpartisan. 16 So an independent voter, you know, if 17 they're in, you know, the city of Phoenix, they could 18 say, I just want the city of Phoenix only ballot 19 instead of getting the Republican ballot in the primary 20 or the Democratic ballot in the primary. And, then, as 21 far as why, that is -- that's the law. So the law says 22 that our ballots are going to be designated by the 23 parties that have obtained statewide recognition. So 24 you're just going to have a separate ballot for the 25 Republicans, the Democrats, the Greens, the</p>	<p>10:29:21-10:30:01 Page 48</p> <p>1 You know, with that particular example, you know, off 2 the top of my head, I can't see any -- 3 COMMISSIONER CHAN: It might be a really 4 long ballot, I guess. 5 MS. ROBERTS: It would be a really long 6 ballot, and off the top of my head, I can't think of 7 any -- any reasons, off the top of my head, of why that 8 could not occur. 9 COMMISSIONER CHAN: It would just require a 10 law change. 11 MS. ROBERTS: And it would be a very long 12 ballot, too. And with the real estate there, it would 13 be expensive. 14 COMMISSIONER CHAN: Okay. Thank you. 15 MS. ROBERTS: Sure. 16 CHAIRMAN KIMBLE: Gina, do you know what 17 the figures are on the general election and 18 independents? 19 COMMISSIONER CHAN: Maybe that's the next 20 slide. 21 MS. ROBERTS: Oh, yes. Mr. -- 22 Mr. Chairman, I am going to -- I believe RIESTER might 23 have that. 24 Ryan? I know we talked about what those 25 numbers were. Maybe you could -- see if you could pull</p>
<p>10:28:14-10:29:16 Page 47</p> <p>1 Libertarians, and then, if there is a local 2 jurisdiction that's contracting with the county, then 3 that nonpartisan ballot would be available, as well. 4 And so the law says that the independent voter gets to 5 make one choice. 6 COMMISSIONER CHAN: So, Mr. Chairman, Gina, 7 the legislature could make a policy decision to try to 8 encourage independent voters, perhaps, when they -- 9 because they do have an additional barrier having to 10 choose instead of, like me, who's a registered 11 Republican and I'm on the PEVL, and I just 12 automatically get a Republican ballot. 13 If I were a registered independent, which I 14 know Commissioner Kimble is -- so he must go through 15 this if he's on the PEVL -- I would get something that 16 said there's an election coming up and you need to 17 choose R, D, you know, whatever the different primary 18 ballots are, but the legislature could create an OTH 19 ballot that would, basically, have every single 20 partisan, you know, to -- for these OTH people and then 21 they wouldn't have that barrier, I mean, potentially, 22 maybe. 23 MS. ROBERTS: Mr. Chairman, Commissioner 24 Chan, I think that, you know, the legislature always 25 has the possibility to make those types of law changes.</p>	<p>10:30:03-10:30:54 Page 49</p> <p>1 that as I go through the rest of the slides? Okay. 2 Yes. 3 CHAIRMAN KIMBLE: I guess, the reason for 4 asking is are independents confused, or something, 5 about the primary so they don't vote there, or are they 6 just setting themselves aside from the political 7 process and don't vote at all? 8 MS. ROBERTS: Mr. Chairman, Commissioners, 9 if I am remembering correctly from what those numbers 10 are, I think we do see a bigger participation rate in 11 the general election, but we'll see if we can get those 12 numbers to confirm that statement for you. But I want 13 to say, yes, they do participate more in the general 14 election. 15 CHAIRMAN KIMBLE: But probably not as much 16 as Republicans or Democrats? 17 MS. ROBERTS: Actually, I can pull up the 18 canvas and get that for you pretty quickly. 19 CHAIRMAN KIMBLE: That's okay. 20 MS. ROBERTS: The -- I think we do have 21 that. Actually, I may have that. 22 COMMISSIONER CHAN: And, Mr. Chairman, 23 Gina, there might a corresponding -- I mean, it would 24 be interesting to see if there was a corresponding 25 increase because, I would imagine, you also have an</p>

<p>10:30:56-10:31:56 Page 50</p> <p>1 increase of the partisan voters, as well, from primary 2 to general. 3 MR. COLLINS: Right. Right. 4 CHAIRMAN KIMBLE: But with independents, 5 we're starting with a much lower base. 6 COMMISSIONER CHAN: Very low, yes. True, 7 because I think -- I can't remember it it's 30 percent 8 in the primary -- anyway. I'm sorry. 9 MS. ROBERTS: Well, Mr. Chairman, 10 Commissioners, we can -- we definitely have data that 11 we can dive into more, and it looks like Ryan has some 12 information for us. 13 Okay. So, Mr. Chairman, Commissioners, 14 when we look at -- and this is for the general 15 election. In the 2018 general election, of the percent 16 that were able to participate, it looks like 17 Republicans came in at a 40 percent participation rate 18 and Democrats at 33.4 percent and other was at 26.6 19 percent. 20 COMMISSIONER CHAN: Wow. 21 MS. ROBERTS: So the total voters by party, 22 the registered unaffiliated is at 639,000, 23 approximately. So when we look at the slide right now, 24 we are seeing a number of 156,000. So, yes, definitely 25 more voters are participating.</p>	<p>10:33:16-10:34:21 Page 52</p> <p>1 that we can provide to voters. 2 We will be making updates to our dashboard. 3 We really -- you know, we heard a lot about make a plan 4 to vote. That was a very common theme this year. And 5 our dashboard is a great source for customized voting 6 information, and we want to give someone -- we want to 7 give a voter something tangible. We want to actually 8 develop that plan for them. 9 As they visit the dashboard and they get 10 all their information, we want to, then, add a few 11 steps of functionality in there where they can actually 12 generate, okay, this is my voting plan and it can be 13 emailed to them. They can print it off. It's 14 something tangible. So we're actually going to help 15 them make the plan through the dashboard. 16 And one thing we will be exploring is, you 17 know, like we did with the chat pod, and we're still -- 18 that's still evolving, and we're still working to see 19 how we can improve and leverage that technology. We 20 are also seeing the trend of voice assistance. So if 21 you have, you know, Amazon or Google in your household, 22 how great would it be to say, okay, Alexa, find my 23 polling place or, Alexa, tell me the candidates running 24 in Legislative District 12 or what is my legislative 25 district.</p>
<p>10:32:01-10:33:13 Page 51</p> <p>1 CHAIRMAN KIMBLE: Thank you. 2 MS. ROBERTS: Okay. So moving along to -- 3 again, we're still in the research topic, but another 4 subset that we will be looking at is Gen Z, Generation 5 Z. Going back to these are our newest generation of 6 voters, and so we want to make sure that we are meeting 7 the needs of our future customers. And so we'd like to 8 learn more about them. And the research, the findings 9 will drive how we evolve our 20 -- 18 in 2018 campaign. 10 Okay. We will be looking at making 11 improvements to our website. Our website should be 12 fluid and ever evolving and continually meeting the 13 needs of our customers, and so we will be making some 14 improvements. We've had a few lessons learned with our 15 new redesign. We will be looking at additional 16 external data sources. 17 We had the ability to partner with Maricopa 18 County this year where they created an API for us, 19 basically. We were able to ping to their website to 20 pull voter registration information for voters so we 21 didn't have to link them to Maricopa. They could look 22 up on our website their voter registration status, 23 which is really great because it means less clicks for 24 the voters and less chance that we'll lose them. So 25 we're hoping to expand on the amount of information</p>	<p>10:34:21-10:35:27 Page 53</p> <p>1 So we are going to be exploring whether -- 2 you know, if we have the ability to create those skill 3 sets based off of the information that we have on our 4 website. So that is one thing that we will be looking 5 at for 2019. 6 And as far as early voting goes, we've 7 heard a lot of feedback from voters about, oh, well, 8 you know, when I get my early ballot, I -- you know, 9 Sunday dinner with my family, after we eat, we pull out 10 our ballots and then we all talk about who we're going 11 to be voting together. It's still sort of a familial 12 event and, you know, they look to their friends for 13 advice. And so we're going to be creating toolkits to 14 help facilitate that process. Okay, hey, you're going 15 to host an early voting party at your house. You know, 16 get all your friends together, these are some -- you 17 know, resources to help you. 18 We will also be looking at how can we help 19 voters interact with -- with ballot measures. So we 20 created an I.D. at the polls tool this year, which 21 really took -- it was static information. It was, 22 okay, this is what the law says of acceptable I.D. at 23 the polls, and we didn't rewrite that in any way. All 24 we did was we turned it into a digital application to 25 make it easier for the voter to interact with.</p>

<p>10:35:29-10:36:36 Page 54</p> <p>1 And we're looking to see if we can apply 2 that same principle to ballot measures in a way to help 3 break them down so they're easier to digest, in a way, 4 and help voters, you know, access that information 5 instead of maybe being overwhelmed by all of the 6 legalese that they can, you know, be presented with. 7 We would like to continue on with the 8 civics component of our education plan. Again, going 9 back to the Connections Campaign, voters need to 10 understand how they're connected to the election so 11 they're, you know, willing to participate in it. And 12 we think that really requires the foundation in civics 13 to understand the offices and, you know, what they are 14 responsible for. 15 We have how government works content on our 16 website where we break down all of the offices, from 17 federal all the way down to city, local. So we're 18 looking to see how we can continue to push that content 19 out to voters and help them understand those basic 20 principles. 21 And we do have some ideas for hosting an 22 event for voters this year. For the past two odd 23 years, the Commission has hosted a roundtable election 24 for our election officials and stakeholders in the 25 community, and this year we'd like to evolve that into</p>	<p>10:37:42-10:38:51 Page 56</p> <p>1 could be -- you know, we could have a keynote speaker 2 there to talk about civility, going back to those, you 3 know, early voting toolkits and about how people vote 4 together. There's that community aspect of it. So we 5 have a lot of ideas for how we can make this event 6 really useful and meaningful for voters, and that's 7 something that we're going to be looking forward to 8 towards the end of 2019. 9 There is a summit coming up in June. It is 10 a Navajo Nation Voter Coalition Summit, and the former 11 Apache County recorder has reached out to the 12 Commission and invited us to participate, to come down 13 and talk to voters in the Native American communities 14 up in that region and, you know, again, talk about some 15 of the barriers, perhaps, that exist for them and how 16 they can navigate through those to vote. 17 There is an impact of having non-standard 18 addresses, so rural addressing in the community. That 19 can impact how they get their ballot through early 20 voting or their precinct and polling place designation 21 and how those could overlap or be impacted by the 22 polling places for the Navajo Nation elections. So 23 election day can be very busy for a voter who, perhaps, 24 has to go to two different polling places to be able to 25 participate in both elections. So that will be coming</p>
<p>10:36:41-10:37:40 Page 55</p> <p>1 an event for voters to come down. And we would host it 2 in Phoenix, Flagstaff and Tucson. And this is an 3 opportunity for voters, maybe in October of this year, 4 where they can come down and really start to get ready 5 for 2020. 6 2020 will be a big year. We've got a 7 presidential election year, the primary and the 8 presidential election, and, you know, that right then 9 and there will impact our independent voters greatly 10 because the rules change among those elections. And we 11 want to get voters down and just help them, again, make 12 that plan to vote. Let's start talking about the 13 elections now. It's timely. Be prepared. 14 And this is an opportunity where we can, 15 kind of, talk about that life of the ballot. This is 16 what happens, you know, when you vote. We can address 17 some of the -- maybe the myths that have occurred, such 18 as, you know, do provisional ballots count? How is my 19 signature verified? How is my early ballot verified? 20 And we would make sure that we have all of our 15 21 county recorders and election officials there, our 22 partners to come down. We can get folks registered to 23 vote and, you know, they can even walk away with a 24 certificate. 25 And, you know, the overall theme of it</p>	<p>10:38:55-10:40:03 Page 57</p> <p>1 up in June, and we're grateful to participate in that. 2 And looking ahead, so -- I want to say next 3 year -- yes, next year, 2020, it will be very busy. So 4 we have a presidential preference election which 5 requires a lot of education for voters to understand 6 what is this and who can participate, particularly 7 independent voters. We'll have our local elections 8 occurring, and then we'll have a primary election where 9 the rules have just changed. We're no longer in the 10 PPE. It's now an open primary, and then we jump into 11 our presidential election year. 12 So, in 2019, we will be laying the 13 groundwork for everything that we are going to be doing 14 in 2020. So, in addition to supporting the local 15 elections and looking at those events and new tools and 16 technology that we'll be working on this year, we're 17 going to be laying the groundwork for our education 18 campaign for next year, as well, because it will be 19 such a busy year. 20 So my apologies if that took too much time, 21 but I'm happy to answer any questions. 22 CHAIRMAN KIMBLE: Well, very impressive 23 presentation, and I'm just constantly amazed that you 24 find new ways to energize voters and to engage them and 25 different platforms to engage them on. And I think</p>

<p>10:40:06-10:50:48 Page 58</p> <p>1 this is very, very impressive. 2 MS. ROBERTS: Thank you. 3 CHAIRMAN KIMBLE: Any comments from my 4 colleagues? 5 COMMISSIONER PATON: Very, very fine. 6 Thank you. 7 MS. ROBERTS: Thank you. 8 CHAIRMAN KIMBLE: Thank you very much, 9 Gina. 10 MS. ROBERTS: Thank you. 11 CHAIRMAN KIMBLE: Can we take about a 12 five-minute break, please? 13 (Whereupon, a recess was taken in the 14 proceedings.) 15 CHAIRMAN KIMBLE: Okay. We'll be back in 16 session. 17 It's come to my attention that we neglected 18 to vote to approve the 2019 Voter Education Plan. 19 Is there a motion to approve the plan? 20 COMMISSIONER PATON: I make a motion. 21 CHAIRMAN KIMBLE: Is there a second? 22 COMMISSIONER CHAN: Second. 23 CHAIRMAN KIMBLE: Okay. 24 All those in favor? 25 (Chorus of ayes.)</p>	<p>10:52:09-10:53:32 Page 60</p> <p>1 Committee from Leslie Hoffman, who's the Republican 2 county recorder, basically, explaining that in her 3 county, which is the highest voter turnout in the 4 state, but also is almost exclusively by mail, that it 5 would -- it would undermine their ability to -- to get 6 their vote in. And so there's a partisan component to 7 that that Recorder Hoffman's, who's Republican, cuts 8 against for the -- if this is strictly a partisan 9 issue. 10 Similarly, the AZ Mirror website, which is 11 a news -- new news website, reported that the sponsor's 12 district would be affected. So it's not -- the 13 partisan -- there was a -- if there was a partisan 14 tinge to this at the committee itself, it's not as 15 clear what -- how that will play out and where the 16 bills will be. 17 So because it does have a partisan tinge to 18 it, in the first instance, but it also has some 19 practical issues, what our preference would be -- would 20 be to simply, you know, update the legislative report 21 for next time or provide you, via email, some sort of 22 interim report if things move and then -- and then we 23 can either -- if we need to act on that, we can get 24 together to act on it; if we don't, we don't. But that 25 would be -- that would be my preference.</p>
<p>10:50:49-10:52:03 Page 59</p> <p>1 CHAIRMAN KIMBLE: Anyone opposed? 2 (No response.) 3 CHAIRMAN KIMBLE: Okay. The Voter 4 Education Plan is approved. 5 Tom, why don't we take a brief detour from 6 the agenda to discuss legislative. 7 MR. COLLINS: Right. Well, I wouldn't 8 characterize it as a detour from the agenda, but a 9 returning to Item III of the agenda, which we can do. 10 CHAIRMAN KIMBLE: I stand corrected. 11 MR. COLLINS: And there are two -- there 12 are two updates. There are two updates, actually, to 13 that. First, we did just get the judgment in the 14 Bennett case. So Mr. Bennett has -- the ball is in 15 Mr. Bennett's court. 16 Secondly, I think, you know, with respect 17 to legislative action on some of the bills that you and 18 Commissioner Chan and Commissioner Paton discussed, my 19 recommendation would be that we come back, either in an 20 interim report or in -- at the next commission meeting, 21 because those bills have -- especially the one about 22 the early voting, are a little fraught. In other 23 words, we're not clear here what -- what will happen 24 with them. 25 There was testimony in the Senate Judiciary</p>	<p>10:53:33-10:54:46 Page 61</p> <p>1 And I'd also like to, sort of, vet where we 2 go with this with -- with some of the folks that we 3 work with because, you know, it's not -- for example, 4 if the counties are working on a deal with the sponsor 5 or anything like that, I don't want to -- I don't want 6 to interfere. So there's a lot of information we don't 7 have about what's going on underneath the surface, but 8 enough information came out at the hearing and 9 subsequent reporting that the partisan nature of this 10 perception may be -- may be changing. 11 So we can keep you apprised of that as we 12 go forward and then -- and then, maybe, either in the 13 February meeting discuss it again or however action we 14 would take. That would be our recommendation at this 15 point, rather than -- rather than take any specific 16 action with respect to the -- to those measures. 17 CHAIRMAN KIMBLE: Okay. Do any of the 18 commissioners have any comments or questions on this? 19 COMMISSIONER MEYER: Mr. Chairman? 20 CHAIRMAN KIMBLE: Commissioner Meyer. 21 COMMISSIONER MEYER: I think Tom has got a 22 good approach in that we have them put together an 23 interim report, email, whatever works for them, and we 24 can discuss it. 25 CHAIRMAN KIMBLE: And you don't need a vote</p>

<p>10:54:46-10:55:43 Page 62</p> <p>1 on this, do you? 2 MR. COLLINS: No. 3 CHAIRMAN KIMBLE: Okay. Okay. Thank you. 4 MR. COLLINS: It's just direction to me. 5 CHAIRMAN KIMBLE: Okay. Thank you. 6 Item VII: Discussion and possible 7 action -- oh, wait a minute. Did I -- yes. I'm sorry. 8 Item V: Discussion and possible action on 9 the 2018 Annual Report. 10 Alec. 11 MR. SHAFFER: Good morning, Commissioners, 12 Chairman -- excuse me -- Chairman, Commissioners. Give 13 me one second to pull up -- that's better. Give me one 14 second to pull it up. 15 All right. So you guys haven't seen me in 16 a while, but I do still work here. My name is Alec. 17 I'm always in the back doing the computer stuff, but 18 Gina is piloting for me right now. So I'm going to, 19 pretty much, just go over the annual report, and I'm 20 lucky because I'm going after Gina. So you guys are 21 going to be familiar with a lot of the campaigns and 22 stuff we'll be talking about. 23 But I love the cover -- or the wings that 24 we did for the 18 in '18 campaign, so that's kind of 25 our cover here. And the main messaging behind it, too,</p>	<p>10:56:42-10:57:34 Page 64</p> <p>1 The websites, we'll go over what was 2 changed with the website this last year and our 3 redesign; CRM, which stands for Customer Relationship 4 Management. So that's, like, our email program. So 5 that's another channel that -- like Gina was talking 6 about, that we talk to people through. 7 Oh, and I'm going to try to remember, too, 8 to speak a little slowly. I tend to talk fast, and I 9 know the reporter is trying to capture everything. And 10 then -- so I'm just going to tell my myself a note, 11 too. 12 And then we have the Candidate Statement 13 Pamphlet, so the guide that we made this last year, the 14 training, so all the people that we trained to 15 participate with Clean Elections; our debates, which is 16 another feature through the voter ed program. The 17 report, we had a report that we commissioned in the -- 18 it was made by the ASU Morrison Institute for Public 19 Policy. So I can go over that, and then just some -- 20 some extra stuff on our website and social media 21 channels. 22 So here is the slide for our Connections 23 Campaign. This, kind of, shows you some of the art 24 that we used for that. The main symbol used throughout 25 the Connections Campaign was the arrow. So we, kind</p>
<p>10:55:45-10:56:42 Page 63</p> <p>1 was spreading your wings, and it symbolizes, like, 2 taking flight into adulthood and activating your 3 political power and participating. 4 Table of contents, so we'll just go through 5 the report and, kind of, take it organically. 6 Oh, I, actually, have this in my office, 7 Chairman. I'm going to need you to sign the letter, if 8 you approve the report, after the meeting real quick. 9 So I wanted to say that so I remember it, but this is, 10 pretty much, just the letter of intent from you 11 saying -- sending it to the governor and saying this is 12 our annual report that we're required to make every 13 year. It's going to go over our activity in this last 14 calendar year. 15 So voter and public education is what we 16 start with, and so this, kind of, outlines the 17 different efforts that we had in 2018 and what was 18 going on. So just to give you a high-level overview, 19 we had our Connections Campaign, which Gina talked 20 about, which was really successful; our 18 in 2018 21 campaign, which was our youth-oriented campaign to get 22 people involved; the independent voter campaign, 23 because we want -- we pay -- we pay particular 24 attention to independent voters and how we can get them 25 involved.</p>	<p>10:57:37-10:58:33 Page 65</p> <p>1 of, used the arrow to link different people, different 2 environments throughout the state to show why voting 3 matters and to bring it all back to the ballot. So 4 there's some really great videos and creative that 5 RIESTER developed for this campaign that was really 6 successful, but yeah, the arrow is definitely the 7 biggest unifier with all that. 8 I also wanted to mention that these efforts 9 included a lot of different medium. So we had 10 television media, radio print, digital, online, kind 11 of, all that stuff, but yeah, you're familiar with all 12 that with Gina's presentation. 13 Here's the 18 in 2018 campaign. I, kind 14 of, grabbed two pictures that I loved, and Gina shared 15 that one stat that we thought was really impressive of 16 how this -- having this illustration and having 17 wheatpastings of it. So it was in multiple locations, 18 as well. It wasn't just at the -- in downtown Phoenix. 19 There was one in Tucson on Toole, and I think there 20 were some at some colleges. So we had one at the Mesa 21 Community College and the Scottsdale Community College, 22 as well. 23 But, yeah, that was a really successful 24 campaign, like Gina was talking about. We were 25 thrilled with how well it was received, and it really</p>

<p>10:58:37-10:59:36 Page 66</p> <p>1 did get people -- and you know, it's a -- random, but 2 you know it's successful, too, when you see the wings 3 popping up in people's profile pictures, like on dating 4 things. So people -- people were using it, and so they 5 were popular, but -- yeah, I like this dog, when 6 someone got the dog to line up perfectly. 7 Going forward, we have the Independent 8 Voter Campaign. So we did develop some assets, and we 9 had some social media postings and stuff specifically 10 for independent voters because, like you guys were 11 talking about, it does take that extra step for them to 12 participate in the primary. They have to make that 13 request. So we did have a special campaign for them. 14 And we can show you more about it, but there's still 15 pieces of it on the website, too. But we always have 16 special callouts to let independents know what they 17 need to do. 18 Website redesign, this was one of the 19 bigger projects of my career here, I would say, working 20 at Clean Elections, but we're really happy that we got 21 through it. And I think it was a really big success, 22 too. So it took -- and thank you to RIESTER because 23 RIESTER helped us. I mean, we couldn't have done it 24 without them, but basically, we took -- we took, like, 25 a survey of everything on our website so we knew what</p>	<p>11:00:35-11:01:32 Page 68</p> <p>1 Jason did a lot of the -- our I.T. guy did a lot of the 2 coding for it, but it is insane, like, just what it's 3 able to do. You punch in your address. It tells you 4 everything you need to know about the election coming 5 up and where you go, what the deadlines are. 6 And, like Gina was talking about, we had 7 that AP out with Maricopa so you can even check your 8 registration or do it through our website, and it's 9 kind of, like, innate. But, yeah, it's -- I couldn't 10 believe once it was -- I remember walking in her office 11 one day, and I was, like, wow, this thing really turned 12 out pretty nice, didn't it? And, yeah, she was 13 definitely at the forefront of that. It was her -- it 14 was her idea, and it's one of the coolest things, I 15 think, I've worked on here. 16 Going forward, though, so the CRM program, 17 which stands for Customer Relationship Management. So 18 that's a cool tool that we have now for emails. And, 19 like, if Tom ever has like a direct message that we 20 want to communicate to everyone, that's another avenue, 21 another method that we can do -- do that with, but 22 yeah, that list is growing. I don't think I have the 23 stat here, but I know that there's, I think, like, 24 thousands of people that are enrolled in our program. 25 So they get updates.</p>
<p>10:59:39-11:00:33 Page 67</p> <p>1 was there, and then we went through and discussed what, 2 going forward, we wanted to include and what the -- 3 like, our research was showing us that voters wanted to 4 know more about. 5 And we, kind of, made a hierarchy for that 6 to expand on that to make our website more dynamic and 7 that it could house all that stuff so we could expand 8 and keep going forward. Because we had a great website 9 before, too, but you'll notice one of the newer things 10 about our website is those categories at the top. So 11 we, kind of, made a category for every piece of content 12 that we felt we could have. So everything, kind of, 13 has a home now. 14 And, like, the newest, too, is the civics 15 information that we have, so how the government works. 16 So we found, in our research, a lot of people don't 17 know what the mayor does or what a legislator does or 18 what the Attorney General does. So we have that 19 information on our website now, and it's all linked so 20 you can, kind of, figure out who you're voting for, 21 what they do, the roles and responsibilities and, kind 22 of, like, the big picture. 23 And the dashboard, too. I really need to 24 give credit to Gina for that because the dashboard 25 is -- I've never seen something like it before. And</p>	<p>11:01:32-11:02:07 Page 69</p> <p>1 COMMISSIONER CHAN: Mr. Chairman, I am 2 enrolled in that. 3 MR. SHAFFER: You are? 4 COMMISSIONER CHAN: Now, yes. 5 MR. SHAFFER: So Commissioner Chan is 6 included in that. 7 COMMISSIONER CHAN: Yes. I get email 8 updates when -- reminding me of when elections are 9 coming up. 10 MR. SCHAFFER: Yeah. 11 COMMISSIONER CHAN: And I've also used the 12 dashboard. And I think I've mentioned this to you guys 13 before in meetings, but it really is an incredible 14 tool. 15 MR. SHAFFER: Right? 16 COMMISSIONER CHAN: And I -- and I also 17 love our website. I love the website redesign. So 18 kudos to you and the RIESTER team, and it was very 19 helpful. I actually did a little -- my own little 20 voter education thing at my kids' elementary school for 21 any teachers that were interested. 22 MR. SCHAFFER: Oh, yeah. 23 COMMISSIONER CHAN: And I took screenshots 24 of the website, of the voter dashboard, all the 25 information they could use so that they could -- you</p>

<p>11:02:09-11:02:54 Page 70</p> <p>1 know, would know where to go to get that amazing, kind 2 of, easy access, of everything you would need to know. 3 MR. SHAFFER: Yeah. The language we used 4 behind that a lot behind was the -- I always forget, 5 too Chairman, Commissioners -- I'm sorry -- one stop 6 shop, but yeah, that was the idea behind it. 7 COMMISSIONER CHAN: Absolutely. 8 MR. SHAFFER: It was -- 9 COMMISSIONER CHAN: Yeah. 10 MR. SCHAFFER: It was so cool. 11 Thank you. 12 And then the next one is the Candidate 13 Statement Pamphlet. So Gina talked a lot about that, 14 but our participation -- the only other thing, I think, 15 I want to highlight is our participation rates. Almost 16 everyone uses this. We make sure -- we contact 17 everyone multiple times to make sure that they know the 18 deadline is coming up; that they need to submit their 19 photo and statement and everything, but you can see in 20 here, like, for the primary, I think the participation 21 rate was 96.7 percent. So we only had a handful of 22 people that didn't actually get their stuff to us on 23 time, and the general was even higher. So it was 97 24 percent. 25 So we're really happy with that. We did</p>	<p>11:04:02-11:05:00 Page 72</p> <p>1 but, yeah, we had debates for the primary and the 2 general. And we had a different structure this time on 3 the website for them. 4 We had a schedule that showed all the 5 debates happening and the legislative district order, 6 and it would pop up through the dashboard, too. So if 7 you popped -- if you plugged in your information, you 8 can see what district you were in and that district's 9 debate and when it's happening or if it was happening 10 and, kind of, more information on it. But we had -- I 11 think I put a total at the bottom. Yeah. So there 12 were 30 debates held in the primary election, and we 13 had 34 for the general. So a little bit more on the 14 general. 15 And then, I think, the only other thing I 16 wanted to reiterate is we have a debate for every 17 district that has a Clean Elections candidate 18 automatically and, if not, if a participating -- or if 19 a nonparticipating candidate wants one and they request 20 one, we'll have a debate for that district, as well. 21 Next is the Voter Crisis Report. So this 22 is really cool. This was a report, pretty much, about, 23 like, the -- it was called the Crisis Report because 24 it, kind of, went over how Arizona's participation 25 rates aren't what they could be and reasons why that is</p>
<p>11:02:57-11:04:00 Page 71</p> <p>1 the district-specific version again, so everyone that 2 received it through the mail got only what was 3 applicable to you on your pamphlet. So that's nice. 4 And this time we did reorganize the general layout a 5 little bit, too. So we did some research to find out 6 how it could become even more user friendly. So we did 7 organize things a little bit differently, and we found 8 that was better overall. 9 But next is our training and guide. So as 10 always, for every election cycle, people that run with 11 Clean Elections need to take a training class to 12 understand the -- like, Clean Elections candidates have 13 certain limits to how much they can receive and stuff 14 like that, and there's different rules a little bit. 15 So this training class goes over what they can and 16 cannot do and the process, pretty much. 17 We also have an online training class, too. 18 So that was new, I think, this last year, but you can 19 take a digital version of it, too. So if you can't 20 make it down here to Phoenix and actually attend one in 21 person, you can -- you can do it online, as well. 22 Debates. So as always, we host our 23 debates, and I want to have a thank you to our debate 24 coordinator, Dave Rider, too. He's amazing in helping 25 us set all these up. We couldn't do it without him,</p>	<p>11:05:03-11:06:06 Page 73</p> <p>1 and, going forward, how to improve that. So it's, kind 2 of, just dissecting the problem and discussing, going 3 forward, what could be done to improve it, but it's on 4 our website now. So you guys have probably read it, 5 but if you haven't, it's still up there. 6 And I think -- I think it's going to be a 7 three-part series, and we have the first two done so 8 far. So the first two reports are on the website. You 9 can read them, but they're pretty interesting. And 10 we're lucky that we get to work with ASU because it's 11 cool to actually have another institute so interested 12 in election and trying to do the research and we, kind 13 of, partnered with them to understand more. 14 Website and social media. So Gina had that 15 slide in her PowerPoint going over our website numbers. 16 Here's some more numbers for you. I'll point out we 17 have positive growths, I think, in everything. For 18 YouTube, that was one of our biggest spikes. So you 19 can see in 2017, we have 596,000 views, and that was 20 within the calendar year. And then this last year, we 21 had 990,000. So almost over that million mark. I 22 can't believe how much it's grown. 23 Here's the website sessions and user 24 numbers that Gina was talking about. Those have grown, 25 like, at a crazy rate. So while I'm -- nervous but</p>

<p>11:06:10-11:07:09 Page 74</p> <p>1 proud at the same time because it means more people are 2 looking at what -- at what we do all the time on the 3 website, but we're making more and more content. So 4 it's good that more and more people are using it. 5 People are using the stuff that we're creating. So 6 that's nice. 7 Financial information. So this is, kind 8 of, just an update on our 2018 revenues. It goes over 9 our controls on spending, our caps and stuff like that. 10 So I won't drill into the details here, but if you want 11 to look at those caps and see our amounts here, they're 12 all laid out for you. 13 We have a candidate summary. So this shows 14 all -- it's not just the people running as a Clean 15 Elections candidate. It talks about how much funding 16 was given to participating candidates and the people 17 that -- it includes the people that were not running 18 with Clean Elections, as well. 19 So on these next couple of pages here I'll 20 show you -- oh, yeah. And this first page before that, 21 kind of, just talks about re -- reallocation notices. 22 So sometimes if a candidate lives in a district that is 23 heavily skewed with registration numbers for one party, 24 they have to meet the requirement for that district for 25 it being a one-party dominant district, but if they</p>	<p>11:08:11-11:09:19 Page 76</p> <p>1 All right. And then after that we have the 2 enforcement audits and litigation section. I think 3 during 2018, we had resolved -- yeah. On the left, I'm 4 saying we had resolved 13 complaints arising from the 5 2016 election cycle. And, also, a new change that I 6 want to call out is, in 2018, the Commission approved 7 audits for all participating candidates. So it was 8 everyone. So it's encompassing of everyone that was 9 running, and they were all audited after the election 10 took place. And I think we'll talk about audits a 11 little later, too. 12 Rulemaking and legislation, so this kind of 13 goes over the Commission's rulemaking authority. In 14 2018, we did not make any amendments to any rule. So 15 normally I'd have, like, a listing at the bottom if we 16 have any rules that were affected or amended or 17 anything like that, but in 2018, we didn't have any of 18 those. 19 And legislation. So this, kind of, goes 20 over our legislative goals, what the Commission is 21 looking to do. We updated this a little bit. So you 22 can read through it, but it, pretty much -- most of the 23 legislation has revolved around improving what we 24 deemed something that would be beneficial to -- for 25 voters and elections or upholding the integrity of the</p>
<p>11:07:12-11:08:09 Page 75</p> <p>1 live in there and they want to, they're able to switch 2 their funding amounts. 3 So the idea behind that is that their 4 primary is their more contested election for them. So 5 they want the bigger amount of funding up front and 6 then funding less for the general, but here's our list. 7 So this, kind of, goes over -- we have a list for the 8 primary and the general. So this shows everyone 9 running at the state and legislative level. If they 10 were running clean, you'll see in this column here, it 11 says participating, and then you'll see how much 12 funding they received. So you can see that amount on 13 the right. 14 So it, kind of, gives you an idea of how 15 many people there were. You can see at the top that we 16 had 245 total, like, candidates and candidate 17 committees. And out of those, I think, it says -- I 18 think it says 69 -- it's, kind of, tiny, but that's how 19 many people were participating, so how many Clean 20 Elections candidates we had. 21 I'll kind of just go through these slides. 22 There's a lot of them. 23 All right. And this is the general 24 listing. So, pretty much, the same information I just 25 went over but for the general.</p>	<p>11:09:22-11:10:11 Page 77</p> <p>1 Act and, kind of, stuff like that, but I'll let you 2 read over that. And if you have any questions, I'm 3 more than happy to try to answer them for you. 4 And the looking forward page, so this, kind 5 of, gives you a preview of the next year, what we're 6 planning for. So, like Gina was talking about, 2019, 7 our education plan, we still plan on offering our 8 Candidate Compass. 9 We're going to try to evolve the 18 in 2018 10 campaign, so our youth campaign, and to keep it around 11 but maybe evolve it into a different iteration. 12 I.D. at the polls tools, so we'll still 13 have that. 14 Our dashboard is always being updated. I 15 just finished updating it for the March election. So 16 if you're in Maricopa or Navajo County, they're having 17 elections. You can find out more information on the 18 dashboard. 19 Our mobile app, like Gina was talking 20 about, it actually looks beautiful, too. We're testing 21 it right now. Jason, our I.T. guy, just published an 22 update. So we're, like, looking through it and seeing 23 all the things that have been changed. It's, like, the 24 same content -- well, some new stuff, too, actually. 25 There's a little bit of new content, but we are making</p>

<p>11:10:13-11:11:10 Page 78</p> <p>1 it match the look and feel of our website. So right 2 now the app, kind of, looks like older website, like 3 our older style and theme. And we're -- Jason pushed 4 forward all the new designs that RIESTER had made and 5 everything like that. So it looks -- it looks really 6 pretty. And I'll be going through that. 7 2020, I wanted to highlight that. Like 8 Gina was talking about, 2020 will be a presidential 9 election year. So we'll have a lot going on, and a lot 10 of the stuff that we'll be doing in this year is in 11 preparation for that, for the big year. 12 At the bottom here we have contribution 13 amounts. So if you are running with Clean Elections, 14 this is how many contributions -- qualifying 15 contributions you'll need to collect to receive your 16 funding. And then the qualifying period starts on 17 August 1st of this year. So it's starting soon. 18 This is getting towards the end of the 19 report. This just lists our commissioners and staff 20 here, and then here's your guys' biography. So anyone 21 that was reading this report could find out a little 22 bit more about everybody. 23 And that is the end of the report. So if 24 you guys have any questions, I'd be happy to try to 25 answer them.</p>	<p>11:11:59-11:12:33 Page 80</p> <p>1 CHAIRMAN KIMBLE: All those in favor say 2 aye. 3 (Chorus of ayes.) 4 CHAIRMAN KIMBLE: Anyone opposed? 5 (No response.) 6 CHAIRMAN KIMBLE: Thank you very much, 7 Alec. 8 MR. SHAFFER: Thank you, guys. 9 CHAIRMAN KIMBLE: Item VI: Discussion and 10 possible action on final audit approval for the 11 following 2018 primary election participating 12 candidates. 13 Does anyone feel that I need to read all 14 these 25 names, or can we just incorporate them from 15 the agenda? 16 COMMISSIONER MEYER: I feel strongly that 17 you don't need to read all those names. 18 COMMISSIONER CHAN: Especially since we -- 19 MR. COLLINS: And we can make them part of 20 the minutes through the court reporter so -- 21 CHAIRMAN KIMBLE: Okay. 22 MR. COLLINS: -- as the agenda. 23 (List of 2018 Primary Election 24 Participating Candidates, as per Agenda Item VI: 25 Mark Manoil, SW; Kiana Sears, SW; Matthew</p>
<p>11:11:11-11:11:58 Page 79</p> <p>1 CHAIRMAN KIMBLE: Any questions or comments 2 for Alec? 3 COMMISSIONER MEYER: Mr. Chairman, no 4 questions, but a comment. Great job. Thank you. 5 MR. SHAFFER: Thank you. 6 CHAIRMAN KIMBLE: Yeah, it's a very 7 impressive report. 8 MR. SCHAFFER: Thank you very much. 9 CHAIRMAN KIMBLE: Thank you, Alec. 10 MR. SCHAFFER: I appreciate that. 11 MR. COLLINS: Mr. -- Mr. Chairman, what we 12 would ask is for authorization to finalize the annual 13 report, make any necessary corrections and inclusions, 14 and file it with the appropriate authorities. 15 COMMISSIONER CHAN: Mr. Chairman, I would 16 move that we approve -- 17 MR. COLLINS: Authorize us to -- 18 COMMISSIONER CHAN: -- authorize the staff 19 to finalize the annual report and make any corrections 20 or inclusions, as necessary. 21 COMMISSIONER MEYER: Second. 22 CHAIRMAN KIMBLE: It's been moved and 23 seconded. 24 Any discussion? 25 (No response.)</p>	<p>11:12:34-11:13:25 Page 81</p> <p>1 Marques, LD; Tonya MacBeth, LD; James O'Connor, SW; 2 Katherine Hoffman, SW; Olivia Cajero-Bedford, LD; David 3 Schapira, SW; Bill Pierce, SW; Lori Kilpatrick, LD; 4 James Love, LD; Tara Phelps, LD; Nikki Lee, LD; Sandra 5 Kenney, SW; Pablo Correa, LD; Melinda "Mendy" Gomez, 6 LD; Bill Mundell, SW; Betty Villegas, LD; John Heep, 7 LD; David Rothans, LD; Debbie Manuel, LD; Talonya 8 Adams, LD; Bobby Wilson, LD; Alejandro Larios, LD; 9 LaDawn Stuben, LD.) 10 COMMISSIONER MEYER: Okay. Tom, do you 11 want to discuss this? 12 MR. COLLINS: Yeah. I will be brief. And 13 then Mike will be available to answer more substantive 14 questions, but in effect, so this is -- as specified 15 here, these are statewide candidates who get reviewed 16 in both the general and the primary. We may want to 17 revisit that redundancy because it seems like it 18 actually is a redundancy. Also, all participating 19 candidates that did not advance to the general 20 election. 21 So it's a lot of -- it's a lot of folks. I 22 think that, -according to the memo you should have 23 received, that very few of the candidates had findings 24 of any kind. And our view, as staff, is that those 25 findings don't give rise to any need for a reason to --</p>

<p>11:13:33-11:14:48 Page 82</p> <p>1 or any sort of further action on the part of the 2 Commission. At times, you know, we have done that. 3 When the Commission approves the audit, it's not an 4 approval of any particular spending one way or the 5 other. It's merely approval that the audit is complete 6 and to form. 7 So, for example, it's not an endorsement of 8 anybody's spending or anybody's anything. So that's -- 9 as opposed to -- you know, so if there had -- if there 10 were -- for example, we had a candidate a couple of 11 years ago where we found a lot in his audit, and we 12 approved the audit and then moved on to, you know, 13 disciplinary and repayment process. 14 So that's really it. I don't know if 15 there's any specific inconsistency or issues that Mike 16 wants to call out, but other than that, I just -- I 17 just recommend that the Commission approve the -- 18 approve the audits as stated in the agenda and ask that 19 the agenda be made part of the -- part of the minutes 20 of the meeting. 21 CHAIRMAN KIMBLE: Okay, Mike, is there 22 anything you want to add to this? 23 MR. BECKER: No. 24 CHAIRMAN KIMBLE: Okay. 25 Is there a motion to approve the audits for</p>	<p>11:15:42-11:16:39 Page 84</p> <p>1 through June of 2019. 2 Tom, this is pretty self-explanatory. 3 MR. COLLINS: Yeah, and I believe that many 4 of you have weighed in on these individually with 5 Paula. So I would simply ask that you move to approve 6 these dates. Obviously, they're always subject to 7 change and/or additional meetings, depending upon 8 circumstances. 9 CHAIRMAN KIMBLE: Are there any members of 10 the Commission who are aware of conflicts they may have 11 on the following dates: February 28th, March 28th, 12 April 25th, May 30th and June 20th? 13 (No response.) 14 CHAIRMAN KIMBLE: Okay. Do I have a motion 15 to approve these dates for Commission meetings through 16 February through June of 20 -- of 2019? 17 COMMISSIONER MEYER: Mr. Chairman, so 18 moved. 19 COMMISSIONER CHAN: Second. 20 CHAIRMAN KIMBLE: All those in favor? 21 (Chorus of ayes.) 22 CHAIRMAN KIMBLE: Anyone opposed? 23 (No response.) 24 CHAIRMAN KIMBLE: Okay. These meeting 25 dates are approved.</p>
<p>11:14:51-11:15:38 Page 83</p> <p>1 these 25 named candidates? 2 COMMISSIONER CHAN: Mr. Chairman, I would 3 move that the Commission approve the audits named in 4 the agenda. 5 CHAIRMAN KIMBLE: Is there a second? 6 COMMISSIONER MEYER: Second. 7 CHAIRMAN KIMBLE: It's been moved and 8 seconded that we will approve the audits for these 25 9 candidates in the 2018 primary election. 10 Any discussion? 11 COMMISSIONER MEYER: Just to amend the 12 motion to include the statement that we're going to add 13 the list of names here to the meeting minutes so we 14 have all of them. 15 MR. COLLINS: Do you agree with that? 16 COMMISSIONER CHAN: Yes. I agree with 17 that. 18 CHAIRMAN KIMBLE: Okay. All those in favor 19 of the motion? 20 (Chorus of ayes.) 21 CHAIRMAN KIMBLE: Anyone opposed? 22 (No response.) 23 CHAIRMAN KIMBLE: Motion is approved. 24 Item VII: Discussion and possible action 25 on proposed Commission meeting dates from February</p>	<p>11:16:40-11:18:06 Page 85</p> <p>1 Item VIII: Recognition and appreciation to 2 Commissioner and Past Chairman Damien R. Meyer for his 3 service to the Commission and the State of Arizona. 4 I've been told I have an item to give 5 Commissioner Meyer here that is carefully packaged. 6 Who knows what it is? 7 COMMISSIONER MEYER: You picked this out 8 personally. 9 CHAIRMAN KIMBLE: I picked this out 10 personally to bring today. 11 This is a plaque to Commissioner Meyer in 12 appreciation of your outstanding service and 13 dedication, the Citizens Clean Elections Commission and 14 the State of Arizona, February 2014 to January 2019, 15 presented to Damien R. Meyer on behalf of the Citizens 16 Clean Election Commission: Mark Kimble, Steve Titla, 17 Galen Paton and Amy Chan. 18 And you may still be around for a while, if 19 the past is any indication of the future, but 20 congratulations. And I'll say that as former -- as the 21 predecessor chairman, I learned a lot from Damien. And 22 he's been here longer than I have. And it's very 23 difficult for me to say nice things about lawyers, in 24 general, but I will say that Damien has taught me an 25 awful lot about the practical side of the law in so</p>

<p>11:18:10-11:19:30 Page 86</p> <p>1 many things that we've been dealt with, that we've been 2 forced to deal with, in many cases, and I very much 3 appreciate your service. 4 Thank you. 5 COMMISSIONER MEYER: Thank you, 6 Mr. Chairman, and thank you to all of you so much. 7 This is just really wonderful, wonderful of you to do 8 all this. 9 And I have to say, I mean, Tom, Gina, Mike, 10 what a tremendous job you guys do to make our -- our 11 jobs up here much easier, and you're always prepared 12 and always willing to take time to help us be prepared. 13 So thank you so much. It's been a pleasure to work 14 with all of you the last five years, and I look forward 15 to still working with you for an indeterminate amount 16 of time. And the same thing to all the -- and Alec. I 17 want to include Alec, as well, and Sara, of course, 18 who's no longer with us and, of course, Paula. 19 And to all the fellow commissioners, those 20 prior and those of you now, it's an honor to serve with 21 you. We don't always agree on everything, but I think 22 I'm really proud to say we've had a very civil group up 23 here. And when we disagree, we do so civilly. And I 24 think we set an example. So just very honored to be in 25 the Commission, to work with all of you, and thank you</p>	<p>11:20:25-11:22:17 Page 88</p> <p>1 Tom? 2 MR. COLLINS: Yes. So this is a matter 3 that was brought to us by a candidate for -- for the 4 Corporation Commission. He -- so we did an 5 investigation. We got a response. We also had a, sort 6 of, intervenor letter from the Public Integrity 7 Alliance. We have reached what I -- a conciliation 8 that I am prepared to recommend. Its key components 9 are -- first of all, they've already filed their 10 reports. 11 They are stipulating to a fine of 50 12 percent of the amount they could have been fined, 13 which, in reference to the Public Integrity Alliance 14 letter, the cases that they cite in there, the Senate 15 Victory PAC and House Victory PAC cases, we only fined 16 those parties, who had not filed anything at all, \$500 17 each. So as a percentage, this is a significantly 18 higher penalty than we charged the Republican PACs that 19 PIA wanted -- was urging us to take into consideration. 20 And, you know, CHISPA's lawyers were easy 21 to work with, and Kirin Goff, which is with the Torres 22 Law Firm, is here, if you have any questions for her, 23 but we would simply ask that you approve the 24 conciliation -- the proposed conciliation as written 25 and allow us to finalize this and close out this</p>
<p>11:19:32-11:20:21 Page 87</p> <p>1 very much. 2 CHAIRMAN KIMBLE: Any other commissioners 3 want to say anything? 4 COMMISSIONER PATON: I just would like to 5 say thank you. I appreciate your input. You're always 6 a mediating influence on -- on our Commission, and you 7 do give us a lot of good insights. 8 Thank you. 9 COMMISSIONER MEYER: Thank you. 10 COMMISSIONER CHAN: Mr. Chairman, I'd just 11 like to say that it has been a pleasure serving with 12 Commissioner Meyer. And I appreciated his 13 chairmanship. And you will be missed, but I guess I 14 won't have to miss you until much further in the 15 future, potentially. 16 COMMISSIONER MEYER: Thank you. 17 MR. COLLINS: We will not know -- we'll 18 know when we know. 19 COMMISSIONER MEYER: Okay. Thank you very 20 much. 21 CHAIRMAN KIMBLE: Be prepared. 22 MR. COLLINS: Do you guys know down there 23 at the end of the table? 24 CHAIRMAN KIMBLE: Item IV: Discussion and 25 possible action on MUR 18-16, CHISPA PAC.</p>	<p>11:22:23-11:23:23 Page 89</p> <p>1 matter. 2 CHAIRMAN KIMBLE: Ms. Goff, is there 3 anything you wish to say? 4 MS. GOFF: No. I think it's pretty 5 straightforward, and we've come to an agreement. 6 CHAIRMAN KIMBLE: Okay. Thank you. 7 Any commissioners? Commission Chan? 8 COMMISSIONER CHAN: Mr. Chairman, Tom, I 9 just was curious. I'm happy with your explanation. I 10 just was curious whether the folks who filed the 11 complaint have had an opportunity to see this 12 conciliation agreement and weigh in on it. 13 MR. COLLINS: They -- it was sent out to 14 them yesterday or -- yeah, early yesterday, about 9:47. 15 We have heard nothing from either PIA or Mr. Glassman. 16 I'm assuming they don't have an objection, you know. I 17 mean -- 18 COMMISSIONER CHAN: Thank you. That's all. 19 MR. COLLINS: And it's noticed -- and it's 20 noticed on the agenda. I mean, the reality is that 21 they've gotten -- they've gotten formal notice. 22 They've gotten -- they've had formal notice that this 23 is going to be on the agenda. It is on the agenda, 24 which is a public document, and then they got 25 additional notice with this specific language in it.</p>

<p>11:23:27-11:24:39 Page 90</p> <p>1 So I'm not sure what more we could do, other than go 2 down to their office and -- 3 COMMISSIONER CHAN: That's fine. I just 4 was curious whether they had had an opportunity and, 5 also, maybe responded to our notice. 6 MR. COLLINS: Yeah. I have not seen such a 7 response, if it -- if it did come in. And, frankly, I 8 think that, you know, CHISPA was -- was -- was, you 9 know, remarkably easy to work with on this. And -- 10 and, you know -- well, I'm trying to mind-read. I 11 think that -- I think this -- well, I'll just leave it 12 there. 13 COMMISSIONER CHAN: All right. Thank you, 14 Mr. Chairman. 15 CHAIRMAN KIMBLE: Any other questions or 16 comments from members of the Commission? 17 (No response.) 18 CHAIRMAN KIMBLE: Do we have a motion to 19 approve the proposed conciliation agreement between the 20 Commission and CHISPA PAC? 21 COMMISSIONER CHAN: Mr. Chairman, I would 22 move that we approve the proposed conciliation 23 agreement with CHISPA PAC. 24 COMMISSIONER MEYER: Second. 25 CHAIRMAN KIMBLE: Any discussion?</p>	<p>11:26:05-11:27:45 Page 92</p> <p>1 terms outlined in the -- in the memo. 2 The financial aspect of it would be between 3 \$1,200 and \$6,700, and I can tell you where than \$6,700 4 is derived from. It would allow for reporting and 5 review of reports to ensure accuracy and then, you 6 know, it would involve -- because this involves One 7 Arizona waiving an appellate right, you know, we 8 think -- I think that it's reasonable to allow them to 9 maintain their position that this is not express 10 advocacy. 11 There are reasons that are extrinsic to 12 Arizona law, why that's important to One Arizona, 13 having to do with potential tax issues -- at least 14 that's my surmise. I can't say that they've said that 15 to me, but I assume that to be true based on other 16 conciliations we've done with different groups. 17 And so that's my -- that's my 18 recommendation is just that I be authorized under 19 R2-20-206 to finalize or -- well, to enter into, if I 20 can get it negotiated, a conciliation with -- inclusive 21 of terms along these lines without having to bring it 22 back to you all for final approval. And that's a 23 choice for you. I mean, really, if you'd like to see 24 it before it's done, that's fine. This is a way to try 25 to expedite it so you don't have to see it again.</p>
<p>11:24:42-11:26:02 Page 91</p> <p>1 (No response.) 2 CHAIRMAN KIMBLE: All those in favor? 3 (Chorus of ayes.) 4 CHAIRMAN KIMBLE: Anyone opposed? 5 (No response.) 6 CHAIRMAN KIMBLE: The proposed conciliation 7 agreement is approved. 8 Item X: Discussion and possible action on 9 MUR 18-07, One Arizona. 10 Tom? 11 MR. COLLINS: Yes. Mr. Chairman, 12 Commissioners, this is a matter we have been working to 13 negotiate a conciliation. We have -- we ran out of 14 time to do that. What we have -- we have, again, 15 provided specific notice of the fact that this was 16 going to be on the agenda to the complainant and, 17 obviously, the respondent. 18 My recommendation in this case is a little 19 bit different because we don't have a negotiated, 20 finalized conciliation. What I'm seeking here, in 21 order to expedite things and not have to return to this 22 next month, if avoidable, is to simply -- I've outlined 23 some terms. They are in the memo that was distributed 24 this morning, basically. It would be to authorize me 25 to enter into a conciliation agreement, subject to the</p>	<p>11:27:49-11:29:10 Page 93</p> <p>1 COMMISSIONER CHAN: And, Mr. Chairman, Tom, 2 did you say this is one we've already -- didn't Jim 3 Barton come in and talk to us about this previously? 4 MR. COLLINS: Right. We found -- right. 5 We found reason to believe on this on, I want to say, 6 on September 27. 7 COMMISSIONER CHAN: Okay. 8 MR. COLLINS: And I can -- without getting 9 into the settlement issues which are, I think, 10 confidential, I can say that the settlement 11 conversation has been productive. And if it wasn't 12 going anywhere, I wouldn't be asking for this 13 authority. This is one of the cases -- this is one 14 case that we had -- I think that -- well, my record 15 shows we had Osborn Maledon assigned to, although I 16 didn't think Mary or Nate needed to be here. 17 So that's -- that's my thought. I 18 didn't -- if I didn't think we had done substantial 19 work along these lines, you know, without getting into 20 the details of settlement, I wouldn't -- I wouldn't 21 bother to ask. I wouldn't think that I would have 22 enough of a sense of what needed to be in there, from 23 my perspective, to make a recommendation like this. 24 So -- but, again, it's within the 25 Commission's discretion whether or not you'd rather</p>

<p>11:29:13-11:30:42 Page 94</p> <p>1 have a looksy at the final product before -- before -- 2 before you just say, hey, go ahead and do it and be 3 done with it. It's really -- in my view, that's kind 4 of -- that's, kind of, how it is. 5 So the risks, if I may, I mean, to 6 Commissioner Meyer's point, you know, Mike Laverde, who 7 filed the complaint, he's not here today. I haven't 8 had -- I have -- through the notices we sent him, we 9 haven't heard anything back. As you probably know, 10 he's been appointed or is currently a nominee for the 11 federal bench. So, I mean, he may not -- either -- 12 there's, A, he may not be paid for this anymore because 13 the election is long over. And the effect of this 14 complaint was to stop One Arizona, essentially, from 15 spending the way they were. And, second, he may just 16 not want to, you know, talk to anybody until he's 17 approved -- until he's confirmed. 18 But, in any event, he had notice that this 19 was on the -- this was on the agenda and that -- and 20 that conciliation was -- was a possibility. So that's 21 my only, you know, caveat related to the commissioners' 22 comments is that if you're cautious about that or want 23 to extend the extra time, somehow, for Mr. Laverde to 24 get to look at a final product before we approve it, 25 that would -- that would -- that would argue in favor</p>	<p>11:31:59-11:32:52 Page 96</p> <p>1 terms -- this term sheet, or whatever you want to call 2 it, I have not had a chance to get to Mike because I 3 just typed it up this morning. So if that's makes a 4 difference to anybody, I just want to be clear about 5 that. 6 COMMISSIONER PATON: I would say, then, why 7 not just wait 30 days, then. 8 COMMISSIONER CHAN: All right. In that 9 case, Mr. Chairman, I guess, I'll go with the other two 10 commissioners. And we could just let it play out for 11 another month, now that the terms are -- we've learned 12 are new, and give the complainants an opportunity to 13 weigh in, if they wish to. 14 CHAIRMAN KIMBLE: Okay. So is that in the 15 form of a motion? 16 COMMISSIONER CHAN: Do I need to make a 17 motion, Tom? 18 MR. COLLINS: Well, that's a good question. 19 To table, I think you can just -- I think -- I don't 20 know if you move to table it -- you have to vote on 21 tabling it, or if you can just table it. That's a 22 Roberts Rules of Order question. I don't know the 23 answer to that. 24 COMMISSIONER MEYER: Can we just belt and 25 suspenders and make the motion?</p>
<p>11:30:47-11:31:58 Page 95</p> <p>1 of moving this -- tabling this until the next meeting. 2 So it's really your decision, and I 3 don't -- as much as I'd like to expedite this thing, 4 you know, I don't have hugely strong feelings about it. 5 CHAIRMAN KIMBLE: Commissioner Meyer, 6 reading your body language, I sense that you have a 7 question. 8 COMMISSIONER MEYER: I actually don't. I 9 mean, I don't have strong feelings one way or the 10 other. And, I guess, if we don't -- if I don't have 11 strong feelings one way or the other and it sounds like 12 this is an issue that's somewhat already moot, what is 13 the harm in waiting another 30 days to let 14 Mr. Laverde -- at least, give him another opportunity 15 to respond to this, if that's how the Commission feels. 16 And if other commissioners don't feel strongly on that, 17 then I am fine with proceeding as Tom recommends. 18 COMMISSIONER CHAN: Mr. Chairman, I would 19 be happy to just approve authorization for Tom, 20 actually, in this case, just to, kind of, get it 21 wrapped up if things have been proceeding. And he says 22 he's been in touch with Laverde and hasn't had a 23 response. So I feel, like, why not go ahead and try to 24 get it wrapped up. 25 MR. COLLINS: I will say that these</p>	<p>11:32:55-11:34:12 Page 97</p> <p>1 Mr. -- Commissioner -- Mr. Chairman, I will 2 move that we table this conciliation matter as to -- 3 I'm sorry. Which matter is this? 4 CHAIRMAN KIMBLE: It's MUR-07, One Arizona. 5 COMMISSIONER MEYER: Thank you. As to MUR 6 18-07 until the next meeting. 7 COMMISSIONER CHAN: Second. 8 CHAIRMAN KIMBLE: There's a motion to table 9 this. 10 All those in favor? 11 (Chorus of ayes.) 12 CHAIRMAN KIMBLE: Anyone opposed? 13 (No response.) 14 CHAIRMAN KIMBLE: Okay. It is tabled. 15 Item XI: Discussion and possible action on 16 MUR 18-14, US Term Limits. 17 Tom? 18 MR. COLLINS: So this is, also, an 19 interesting little -- it has its own little interesting 20 sidelights. 21 Tim La Sota is the respondent's attorney. 22 And I sent him a notice, I want to say, a week or two 23 weeks ago, and then we sent him a formal notice on the 24 29th. He responded on the -- on the 30th that he has 25 to be out of town today and cannot attend: "Will you</p>

<p>11:34:17-11:35:48 Page 98</p> <p>1 share my written response I sent to you with the 2 Commission, as well as that if I could change my prior 3 commitment and appear I would? I know you've continued 4 this once before so I would not ask again." I construe 5 that as a waiver of his appearance, and I just want to 6 make sure that's on the record. 7 The -- so it's a -- the reason to believe 8 memo that's from October is -- it, sort of, speaks for 9 itself at this point. There's the complainant's 10 complaint and then, sort of, rebuttal to Mr. La Sota's 11 response. You know, I don't see any problem, given 12 Mr. La Sota's position, with moving ahead with finding 13 reason to believe a violation may have occurred. And, 14 frankly, typically, finding the a motion -- finding 15 that a reason to believe a violation may have occurred 16 is typically the kickoff to, you know, negotiating a 17 conclusion. 18 So with that, unless you have questions 19 specifically about the -- either the old RTB memo, 20 which was in your packet originally in October, or the 21 responses -- or the complaint, response and, sort of, 22 surresponse or surrebuttal or whatever you call it -- 23 rebuttal, I guess -- I would -- I would simply suggest 24 that the Commission find reason to believe a violation 25 may have occurred, which will allow us to move forward</p>	<p>11:37:10-11:38:07 Page 100</p> <p>1 question before you and the motion I would ask for is 2 that you find reason to believe a violation may have 3 occurred in MUR 015? Is it 15 or 14? 4 COMMISSIONER MEYER: Eighteen -- 5 MS. THOMAS: Fourteen. 6 MR. COLLINS: Fourteen. Sorry. 7 COMMISSIONER MEYER: Mr. Chairman? 8 CHAIRMAN KIMBLE: Commissioner Meyer. 9 COMMISSIONER MEYER: I move that the 10 Commission find that there's reason to believe a 11 violation may have occurred in MUR 18-14 and that the 12 Commission staff move forward with an investigation as 13 they deem fit. 14 COMMISSIONER CHAN: I would second that 15 motion. 16 CHAIRMAN KIMBLE: Any comments to the 17 motion? 18 (No response.) 19 CHAIRMAN KIMBLE: All those in favor? 20 (Chorus of ayes.) 21 CHAIRMAN KIMBLE: Anyone opposed? 22 (No response.) 23 CHAIRMAN KIMBLE: Motion is approved. 24 Item XII: Public comment. Looking around, 25 I don't think there is anyone who wants to make public</p>
<p>11:35:51-11:37:06 Page 99</p> <p>1 to an investigative stage and issue an order to show -- 2 an order to -- a compliance order. 3 Again, it began -- it's a call for the -- 4 it's a Commission call whether or not you want to 5 accept Mr. La Sota's waiver of -- of appearance. I 6 mean, you know, again, if you want to talk to him or 7 listen to him, hear him out, we can postpone this 8 again. I'm not sure -- in this case, there's no 9 question but that everybody has all the same paper, and 10 we're not in any kind of conciliation conversation. 11 COMMISSIONER MEYER: Mr. Chairman? 12 CHAIRMAN KIMBLE: Commissioner Meyer. 13 COMMISSIONER MEYER: Was that response in 14 writing, you said, how he understood that -- if we 15 didn't want to continue it again? 16 MR. COLLINS: Yeah, yeah. 17 COMMISSIONER MEYER: I -- it's my opinion I 18 have no issue treating that email as a waiver. 19 MR. COLLINS: And we can -- and, I guess, 20 if we can make -- can we make this part of the record? 21 MS. THOMAS: Uh-huh. The email? 22 MR. COLLINS: Yeah. Is that all right? 23 MS. THOMAS: Yes. 24 MR. COLLINS: Okay. So we -- so we'll do 25 that. And so -- so the question I would ask -- the</p>	<p>11:38:09-11:38:47 Page 101</p> <p>1 comment. 2 MR. COLLINS: Rivko -- 3 COMMISSIONER CHAN: Rivko must be at the 4 legislature. 5 MR. COLLINS: Yeah, she did. She emailed 6 Tuesday night to say that she has to testify on a bill 7 today so she wasn't going to be able to join us. 8 CHAIRMAN KIMBLE: Okay. 9 COMMISSIONER CHAN: I love it. 10 CHAIRMAN KIMBLE: Item XIII: Adjournment. 11 Is there a motion to adjourn? 12 COMMISSIONER CHAN: I would move that we 13 adjourn your first meeting as chairman, Mr. Chairman. 14 CHAIRMAN KIMBLE: Is there a second? 15 COMMISSIONER MEYER: Second. 16 CHAIRMAN KIMBLE: Anyone -- well, let's 17 vote on adjournment. 18 All those in favor? 19 (Chorus of ayes.) 20 CHAIRMAN KIMBLE: Anyone opposed? 21 (No response.) 22 CHAIRMAN KIMBLE: No? We are adjourned. 23 (Whereupon, the proceedings concluded at 24 11:38 a.m.) 25 ///</p>

1 STATE OF ARIZONA)
2 COUNTY OF MARICOPA)
3 BE IT KNOWN the foregoing proceedings were
4 taken by me; that I was then and there a Certified
5 Reporter of the State of Arizona; that the proceedings
6 were taken down by me in shorthand and thereafter
7 transcribed into typewriting under my direction; that
8 the foregoing pages are a full, true, and accurate
9 transcript of all proceedings and testimony had and
10 adduced upon the taking of said proceedings, all done to
11 the best of my skill and ability.

12 I FURTHER CERTIFY that I am in no way
13 related to nor employed by any of the parties thereto
14 nor am I in any way interested in the outcome hereof.

15 DATED at Phoenix, Arizona, this 31st day of
16 January, 2019.



LILIA MONARREZ, RPR, CR #50699

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