THE STATE OF ARIZONA
CITIZENS CLEAN ELECTIONS COMMISSION

## REPORTER'S TRANSCRIPT OF PUBLIC MEETING

Phoenix, Arizona
April 25, 2019
9:31 a.m.

COASH \& COASH, INC.
Court Reporting, Video \& Videoconferencing 1802 North 7th Street, Phoenix, AZ 85006 602-258-1440 staff@coashandcoash.com

Prepared by:
LILIA MONARREZ, CSR, RPR Certificate No. 50699

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| PUBLIC MEETING BEFORE THE CITIZENS CLEAN <br> ELECTIONS COMMISSION Convened at 9:31 a.m. on April 25, 2019, at the State of Arizona, Clean Elections <br> Commission, 1616 West Adams, Conference Room, Phoenix, <br> Arizona, in the presence of the following Board members: <br> Mr . Mark S. Kimble, Chairperson <br> Ms. Amy B. Chan <br> Mr. Galen D. Paton <br> OTHERS PRESENT: <br> Thomas M. Collins, Executive Director <br> Paula Thomas, Executive Officer <br> Gina Roberts, Voter Education Director <br> Mike Becker, Policy Director <br> Alec Shaffer, Web Content Manager <br> Fanessa Salazar, Administrative Assistant <br> Avery Oliver, Voter Education Specialist <br> Mary O'Grady, Osborn Maledon <br> Kara Karlson, AZ Attorney General's Office <br> Joseph LaRue, AZ Attorney General's Office <br> Mary Williams, AZ Attorney General's Office <br> Ryan Wheelock, RIESTER <br> Rivko Knox, AZ League of Women Voters | CHAIRMAN KIMBLE: It's been moved and <br> seconded that we approve the minutes for the meeting of March 28th, 2019. <br> All those in favor say aye. <br> (Chorus of ayes.) <br> CHAIRMAN KIMBLE: Anyone opposed? <br> (No response.) <br> CHAIRMAN KIMBLE: The minutes are approved. <br> Item III, discussion and possible action on <br> executive director's report and legislative report. <br> Tom? <br> MR. COLLINS: Yes. Commissioners, a couple <br> of quick things I wanted to talk about. <br> First, we'd like to welcome Avery Oliver to <br> our team. He has joined us as a voter education <br> specialist. He has background working on candidate <br> campaigns and legislative issues. He worked at the <br> Secretary of State's Office. He's a United States Air <br> 19 Force veteran and is actually a published comic book <br> 20 author, and we're very excited to have him. He's <br> 21 already been both working on focus groups, and such, <br> 22 that Gina will fill you in on a little bit about later <br> 23 and out at some of our public events that, also, Gina <br> 24 will fill you about later, but he's jumped right in and <br> 25 that's -- and that's great. |
| PROCEEDING <br> CHAIRMAN KIMBLE: Good morning. I'm going <br> to call to order the April 25th, 2019, meeting of the <br> Citizens Clean Elections Commission. <br> For sake of the record, why don't we have a <br> roll call. And, I guess, I'll -- I guess, I'll call <br> it. <br> Commissioner Chan? <br> COMMISSIONER CHAN: Here. <br> CHAIRMAN KIMBLE: Commissioner Paton? <br> COMMISSIONER PATON: Here. <br> CHAIRMAN KIMBLE: Is Commissioner Meyer on <br> the phone? <br> MS. THOMAS: He is not. <br> CHAIRMAN KIMBLE: He is not. <br> MS. THOMAS: He may call in, though. <br> CHAIRMAN KIMBLE: Okay. And I'm Mark <br> Kimble, and I am present, too. So we do have a quorum. <br> Item II, discussion and possible action on <br> Commission minutes from March 28th, 2019. <br> Are there any comments on the minutes? <br> COMMISSIONER CHAN: I would move that we <br> approve the minutes as written. <br> 25 COMMISSIONER PATON: Second. | 1 On the -- on the personnel, sort of, front, <br> 2 for lack of a better way of putting it, I do want to <br> 3 mention that Kara Karlson, our counsel or co-counsel in <br> 4 our -- in our matters and, also, the Secretary of <br> 5 State's counsel or co-counsel, was nominated by the <br> 6 readers of the "Cap Times" as one of the five best <br> 7 political lawyers in Arizona. And one of the things <br> 8 that makes this particularly remarkable is that the <br> 9 "Cap Times" readership has been -- how do we say? <br> 10 Seemingly unwilling to nominate women candidates for this particular honor to be voted on. <br> And so it's very exciting for us to have an attorney we work with in that list, and it's also a good sign for, maybe -- you know, for, maybe, the capitol waking up to the fact that there's more diversity in the -- in the bar than people realize. So it's a very exciting honor for Kara, and we're happy about that. <br> 19 We have local elections coming -- coming up <br> 20 in May. We'll -- and you see the registration <br> 21 deadlines there. We have the U.S. Term Limits matter <br> 22 on this agenda. And then with the AZAN v. State and <br> 23 Legacy Foundation Action Fund, there's really not a <br> 24 whole heck of a lot to report, except that, you know, <br> 25 they're in procedural -- they're in -- not procedural |

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limbo, but moving slowly through the processes to get 2 to some kind of appellate court.
3 Yes?
4 COMMISSIONER CHAN: Mr. Chairman, could I
5 just -- regarding the personnel issue, could I just ask
6 Tom a quick question?
7 CHAIRMAN KIMBLE: Of course.
8 COMMISSIONER CHAN: Tom -- Mr. Chairman,
9 Tom, I -- you know, this is another meeting where we
10 have two holdover commissioners who are -- who have
served for over five years with no -- you know, no
problem serving but -- but, you know, I think Governor
Ducey needs to appoint somebody to fill Commissioner
Titla's position. And I think Secretary Hobbs has been advised that she needs to wait to fill Commissioner Meyer's position until Doug Ducey does his work.

MR. COLLINS: Yeah.
COMMISSIONER CHAN: And I just wanted to put this out there.

Is there anything we can do as the
21 Commission to encourage that? Because I, frankly,
22 think it's a dereliction of his duty that he's letting
23 this go on for so long.
24
MR. COLLINS: I would say this. I mean, I
25 think that, to the extent that this is, you know,
within the announcements. We have had informal
conversations with staff members at the governor's
office. I certainly think that their main election
expert in that office is aware. I think it's -- I
think -- I think there's -- there may be a combination
of different reasons why.
7 One of them is, perhaps -- and this is -- I
don't know for a fact, but I will say that when
Commissioner and former Chairman Titla was appointed,
10 because, at that time, it had to be an out-of-county
11 Democrat, it was very difficult to find someone to fill
that -- that role. And so it took a lot of effort on
behalf of -- we even got us -- we even had staff
involved. We had all kinds of people involved in
15 trying to just come up with applicants. So it's not an
16 easy seat to fill.
17 I don't know what the -- what the strategy
18 is, you know. I think that we won't reach a crisis
19 point until either Commissioner Titla or Commissioner
20 Meyer resign because I -- because, you know, our
21 understanding of the holdover provisions of the -- of
22 the background law are that they need to serve until
23 they're replaced or they can quit. And they haven't
24 done that yet.
25 So if they were to do that, it would put a

1 lot of pressure on the remaining -- on the three of you
2 to have to be here at every meeting to get a quorum.
3 So, you know, it's a thing where we can't push the
4 governor to do something that he doesn't care about
5 because it does -- it's just -- it's just harder. What
6 we might be able to talk about is, at another time and
7 maybe at another meeting, is what the Commission or a
8 commissioner might do to discuss it with the governor's
9 office, rather than staff.
10 I mean, as staff members, we are not --
11 we're not in a position to -- we don't want to -- we
12 don't -- we're not -- we don't have the same stature to
13 make a statement along the lines that you made because
14 we're staff.
15 COMMISSIONER CHAN: Sure. Mr. Chairman,
16 Tom, I totally -- and don't disagree with what you're
17 saying. I understand that we have two commissioners in
18 place who are holdovers and they're willing to do that,
19 but at the same time, I frankly don't think it's fair,
20 when the governor has a duty to make this appointment,
21 to continue to burden Commissioner Titla who -- and,
22 again, I understand, you know, out of county, there's
23 fewer people who may be able and willing to serve
24 because it is a burden to drive in. I mean, I'm very
25 lucky. I live here in Maricopa County. It's easy for

1 me to get to the meetings.
2 So I appreciate those considerations, but I
3 just feel at this point, it's getting ridiculous. It's
4 over a year. We're into Year 2 where we're -- you
5 know, Commissioner Titla is seven years now into his
6 term. It's a five-year term, and he has done more than
7 his duty, as far as doing that. He's come to meetings
8 when we've asked him to after his term has expired as a
9 holdover. And I know we can continue to rely on him to do that, but I don't think it's fair to him.

And I think that the governor needs to take
the action that is on him as a matter of law, and
especially now that he's holding up Secretary Hobbs in performing her duty because she may very well wish to
appoint somebody new and not miss out on having a full
five-year term member that's hers under the law.
MR. COLLINS: Right.
COMMISSIONER CHAN: And Governor Ducey is holding that up, and I'm just -- you know, I think my patience is wearing thin, and I don't know how the other commissioners feel. And I know we may have to just table this until we can put it on an agenda item,
but I thought, since we were talking about personnel, I would ask the question.
25 MR. COLLINS: Right. Sure. And just by

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| way of background on the law, you know, the statute is <br> not -- the statute says, basically, two things. It <br> says go in order, and it says the order should be <br> executed within something, like, ten days after the <br> vacancy. Historically, nobody -- and you know, whether <br> it was Governor Brewer, even -- how long did Scaramazzo <br> hold over? Who was governor then? Napolitano? <br> Governor Napolitano. No one has pressed that ten-day thing. <br> COMMISSIONER CHAN: Sure. <br> MR. COLLINS: At some point -- <br> COMMISSIONER CHAN: Ten days may be <br> unreasonable, I mean -- <br> MR. COLLINS: Well -- yeah. <br> COMMISSIONER CHAN: But I'm sure it makes <br> sense to have something in statute, but I think, you <br> know, a year and a half is a little excessive. <br> MR. COLLINS: At some point -- right. At <br> some point -- yeah. At some point -- at some point, it <br> becomes an issue between Secretary Hobbs and the <br> governor, but we can certainly weigh in on that. And <br> we can talk about that. You know, maybe you and I can <br> talk about it. <br> 24 COMMISSIONER CHAN: Sure. <br> 25 MR. COLLINS: We can figure out how to do | CHAIRMAN KIMBLE: Yes. No, I wasn't going to move on. <br> MR. COLLINS: Okay. Sorry. I didn't mean that. <br> COMMISSIONER CHAN: Okay. <br> MR. COLLINS: The -- sort of some of the <br> issues that -- the biggest issue that's developing this <br> morning is probably, I believe, sometime around 10:00, <br> the Senate goes to the floor. The Bill 2427, which we <br> believe is a -- has a lot of problems in it, but the <br> top line problem is it is a bill that, by its terms and <br> even as they added an amendment that the Free <br> Enterprise Club wrote to try to alleviate the VPA <br> concerns, but it doesn't -- it expands -- <br> CHAIRMAN KIMBLE: If I could interrupt you. <br> What bill are you talking about? <br> MR. COLLINS: 2427. <br> COMMISSIONER CHAN: What page is it? <br> MR. BECKER: 2724. <br> MR. COLLINS: 2724. <br> CHAIRMAN KIMBLE: 2724. <br> MR. COLLINS: I'm sorry. It's on page 7. <br> CHAIRMAN KIMBLE: Okay. <br> MR. COLLINS: Sorry. <br> CHAIRMAN KIMBLE: I'm sorry. Okay. Thank |
| that. <br> COMMISSIONER CHAN: And I appreciate, <br> Mr. Chairman, that you've spoken with the governor's <br> office about it. I just -- you know, I wanted to <br> publicly express my desire for something to happen. <br> And I know Governor Ducey probably doesn't -- you know, <br> 7 that's probably not high on his priority list, but I <br> still wanted to put that out there because, to me, it's <br> very important for the business of the Commission. And <br> I think it's unfortunate that somebody whose interests <br> may not always align with the Commission is in a <br> position to hobble us this way, frankly. <br> CHAIRMAN KIMBLE: Thank you, Commissioner <br> Chan. I totally agree with everything you said. <br> Today's meeting illustrates how tenuous our quorum is. <br> If two of us hadn't driven from Tucson, we wouldn't be <br> meeting here. If one of us hadn't driven from Tucson, <br> we wouldn't be meeting. So, yeah, this has gotten a <br> little ridiculous. <br> MR. COLLINS: Before we move on from the <br> executive director's report, Mr. Chairman, if I could, <br> I'd like to highlight a few points in the -- in the <br> 23 legislative -- <br> 24 CHAIRMAN KIMBLE: Oh, yes, yes. <br> 25 MR. COLLINS: -- report. | 1 you. <br> 2 COMMISSIONER PATON: He's making you work. <br> 3 MR. COLLINS: Yeah, I apologize. I <br> 4 can't -- numbers are -- bill numbers are tough. <br> 5 So it's going to go -- so the bottom line <br> 6 is we have serious Voter Protection Act concerns. <br> 7 There are other concerns that this raises on due <br> 8 process and a variety of other issues. More <br> 9 importantly -- but, most importantly, it's moving in <br> 10 the House. It's in the Senate. It's on cal. It will <br> 11 likely be amended and have to go back to the House. So <br> 12 we will see what happens with that, but, you know, the <br> 13 Free Enterprise Club and Representative Biasiucci, <br> 14 basically, their position is that Prop 306, despite its <br> 15 language and the language of the question posed to <br> 16 voters, allows the legislature with a simple majority <br> 17 to make any changes to the process of taking matters to <br> 18 GRRC related to Clean Elections that it wants to. <br> 19 And that's not how the Voter Protection Act <br> 20 works. It's just not. You can't make a change but <br> 21 then say that change is in an amendment. An amendment <br> 22 is an amendment is an amendment, and even the rules <br> 23 attorney in the Senate who oversaw, first, he said that <br> 24 the bill that came from the House was -- had a VPA <br> 25 problem. Then it was -- an amendment was proposed by |

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the Free Enterprise Club, which he said made it not amendatory, which I'm not sure why -- I mean, it really
can -- but then he admitted in the next -- in the next
rules meeting that it was reasonable to argue it
5 violated the VPA still.
6 So -- you know, so the vote is what the
vote is, will be what the vote is. And we'll see what
8 happens, but that's the most, quote/unquote, negative
9 thing we have dealing with that we know of right now.
10 And we don't know ever -- you know, going to cal
11 doesn't necessarily mean anything. As I said last
12 time, you know, a lot of these times -- a lot of times
13 these things come out at the last minute.
14 A couple other bills of interest to
15 commissioners from previous meetings. Senate Bill 1188
16 is the bill that we talked about last month that has to
17 do with removing folks from the permanent early voting
18 list. You know, my understanding is that that is still
19 awaiting cal in the House, and it hasn't -- it hasn't
20 gotten out yet.
Senate Bill 10 -- that was on page 6.
22 Senate Bill 1090, which talks about emergency voting
23 procedures and board action, it basically says the
24 board of supervisors can determine the use of emergency
25 voting centers or location and hours of operation, and
there's a -- now will be a standard for what's an emergency. This is a law proposal that emerges from
the view of some that counties, particularly the bigger
counties, have been using emergency voting as
supplemental -- as supplemental election early voting.
6 And the governor in his -- wrote a signing
letter where he basically said, look, I think this is
the right thing to do to have a standard process in
every county. And he said -- and he also said, you
10 know, if you want to have a conversation by expanding
11 the early voting, let's have that conversation
2 separately.
13 And so some of the -- and then, you know,
14 some of the more -- I think those are some of the big
15 ones. You know, a couple of them got -- a couple of
16 the bigger ones we talked about earlier in the session
17 just did not make it out of the Senate, and I think
18 those are the highlights. We tried to make sure we
19 captured as many of the -- some of the other voting
20 bills that are not necessarily Clean Elections bills in
21 this -- in this list that Mike -- Mike pulled this
22 together and did the research. So we try to capture as
23 much of that as we can.
24 So -- I don't know. If there's any
25 questions about any of those bills or any of the bills

1 you might have heard about that you want to ask, I'm
2 open to those questions.
3 CHAIRMAN KIMBLE: Does any member of the
4 Commission have any questions about any bills on the
5 legislature?
6 (No response.)
7 CHAIRMAN KIMBLE: Any other questions about
8 the executive director's report?
9 (No response.)
10 CHAIRMAN KIMBLE: Let me welcome Avery to
1 the -- to the Clean Elections team. I think all of us
2 have been pressing for quite a while to get a published
comic book author on the staff. I'm glad that we've --
we finally filled that spot.
MR. OLIVER: Thank you.
CHAIRMAN KIMBLE: And, Kara,
congratulations to you. I think it's not a surprise to
18 any of us that -- that you will receive this award.
19 Congratulations.
20 Item IV, discussion and possible action on
21 the voter education research and ongoing projects.
Gina?
MS. ROBERTS: Mr. Chairman, Commissioners,
24 good morning. I just have a very brief update for you
25 on just some voter education efforts that have been

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1 conducted this year so far. We thought it would be a
2 good time to touch in and touch base with you and let
3 you know where we're at and how we're moving forward.
4 Really quickly, I just wanted to highlight
5 the last election that we had in March. The Commission
6 is providing voter education on the local
7 jurisdictional elections that are happening in 2019,
8 and so, in particular, there was the City of Phoenix
9 mayoral election, as well as the initials for Districts
105 and 8 , as well as a few other, like, special district
11 in Holbrook and Goodyear. And so our efforts there, we
12 were very pleased with the performance of our efforts.
13 That was mostly a digital campaign in reaching voters.
14 One thing I wanted to highlight was we had
15 the opportunity for Tom to sit down with the Phoenix
16 City Clerk and have, basically, an interview about the
17 upcoming election, what voters would, you know, see on
18 their ballot, some key dates and information pertaining
19 to Phoenix's election, and really tried to clarify why
20 there was that additional election for the mayoral
21 candidates with local elections.
22 They had their initial election in which no
23 candidate received 50 percent plus one of the votes.
24 So it required a runoff, and we saw a little bit of
25 confusion and questions from voters on that end. So

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| :--- | :--- |
| 1 | it's really great to have the opportunity with Phoenix |
| 2 | clerks to sit down with Tom and explain that a little |
| 3 | bit more for the Phoenix voters. |
| 4 | And so we, again, saw great engagement with |
| 5 | voters on that video and we, also, had the opportunity |
| 6 | on election day, for Tom to go out, stand in front of |
| 7 | Phoenix City Hall, which is a voting location, and try |
| 8 | to get that last-minute push to people to turn out in |
| 9 | the Phoenix election. |
| $10 \quad$ MR. COLLINS: I also got to stand in my |  |
| 11 | raincoat and the wind as the rain began to blow in. So |
| 12 | I really -- I really feel like I'm qualified to be a |
| 13 | weatherman, also. |
| 14 | COMMISSIONER PATON: You have a raincoat. |
| 15 | MR. COLLINS: Yeah. |
| 16 | MS. ROBERTS: We do have an election |
| 17 | upcoming in May, and we will, again, have the Phoenix |
| 18 | election for the city counsel candidates in Districts 5 |
| 19 | and 8 that did not receive 50 percent plus one of the |
| 20 | vote. There's also elections in Phoenix -- or excuse |
| 21 | me -- Wickenburg, Chino Valley and San Luis. We -- |
| 22 | again, going off of that success with the interview |
| 23 | with the Phoenix City Clerk, we are making arrangements |
| 24 | for Tom to have another interview with the Chino Valley |
| 25 | clerk and their team, their staff. And so we'll be |

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1 Phoenix and Tucson for those kind of things?
2 MS. ROBERTS: Mr. Chairman, Commissioner
3 Paton, that's a great idea. We can look at seeing
4 if -- we would have to make sure that the video is
5 filmed in a way that it could be broadcast-available.
6 And so we can start to look at that as an option and
7 explore and see if maybe those stations would pick it
8 up and run it so we can reach the targeted area.
9 That's a great idea. Thank you.
10 Okay. So we wanted to touch base on some 11 research that the Commission has conducted the past few 12 weeks. We held focus groups on April 15th and 16th and
13 17th, and we held nine focus groups. We had them here
14 in Phoenix. We went to Tucson, and we went out to
15 Flagstaff. And, in addition to focus groups, we will
16 also be doing the statewide survey, as well, but we
17 wanted to touch base and let the Commission know some
18 of the takeaways that staff initially saw, just to let
19 you know, you know, what we're hearing from voters.
20 And research is very critical to the voter
21 education campaign that we have because it really tells
22 us, are we meeting the needs of voters? Are we going
23 the right direction? Do we need to adjust our
24 communication strategy and our tone and our messaging?
25 So we have often conducted research in odd number of
driving up there, hopefully, next week to have that
conversation with them and push that information out to Chino Valley voters.
COMMISSIONER PATON: I have a question.
5 CHAIRMAN KIMBLE: Yes, Commissioner Paton.
6 COMMISSIONER PATON: So the interview is seen where?

MS. ROBERTS: Online. And so we -- think of, like, a Facebook live video. It's similar to that, except we -- actually, we don't do it live. We record it and we edit it, and then we push it out on Facebook. And with that ability, we can target the ZIP codes for Chino Valley to reach those voters specifically. So we'll have it there. We can post it on our YouTube channel, but we also share it with the town themselves. So they have the ability to -- I know they have been working with some community groups in their areas.

So they can use it as a resource, as well,
wether they want to embed it on their website or,
again, use it in their voter education efforts. So we
provide the video to the jurisdiction, but we post it
mostly on Facebook. That way we can target those
voters directly.
COMMISSIONER PATON: And do we -- have we 25 tried to get more publicity, like using PBS channels in
years, and we find it very critical to making sure that our messaging is on point.
A few things that we wanted to share. We
4 saw this in 2017, but we are still seeing the Google
5 effect where, when we asked voters where are you going
6 to get your information, they are going to Google. And
7 they're basically looking at the first five links that
8 pop up, and that's -- that's their resource. That's
9 the source that they're going to. So, you know, that
10 helps the Commission better understand our efforts,
whether it is in paid search efforts or just in general search engine optimization, and how we're structuring our website and the tags that we have, the background information there. So that gives us some good information that we can go back and look at our efforts.

One thing that really stood out was
bullets. So when we heard from voters, it was
expressed that they don't have a lot of time to do the necessary reading to become an informed voter. And so whether or not that's the Voter Education Guide or the Secretary's publicity pamphlet, you know, oftentimes whatever the information that they are finding out on these websites, they are looking for information that 25 is concise, that is easily adjustable.

1 And throughout the focus groups, we often 2 heard the terms "bullets." So that, again, tells us 3 that we need to be mindful of how we are preparing any
4 type of written information and the format and that
5 it's, you know, clear, to the point, concise and,
6 again, to try to reach that request of bulleted
7 information to really get the point across of what the
8 issues are. And so that stood out to staff.
9 The other thing that stood out was sources
10 of information. And, in particular, Clean Elections.
11 So we know that voters, they want to know who is
12 pushing this message out to voters, you know, who is
13 the source of this information, whether it's a mailer
14 or a TV ad, but the same applies to Clean Elections, as
15 well, whether it's our voter education guide or maybe a
16 commercial or something that we're running on Facebook.
17 Voters want to understand who is the Clean Elections
18 Commission that is trying to give me this information.
19 And so that tells us that we need to look
20 at efforts to ensuring that people understand the
21 Commission is this five-member Commission, nonpartisan.
22 You know, and it's unbiased information. And so we
23 have to look at our efforts in ensuring that voters
24 understand that this is coming from a source that is
25 trustworthy, that does not have an agenda in trying to

1 is the brand of the Commission, the brand in that we
2 are Arizona's Citizens Clean Elections Commission.
3 We -- you know, we're brought forth by the
4 citizens, and the information that we put out, it is
5 nonpartisan. We are trying to give you the information
6 that you need so you can make your informed decisions
7 and your vote. And that is something that I feel like
8 we have done more so than we have in the past few
9 years. We have been doing that lately to, again, try
10 to really solidify that brand of who the Commission is
11 to voters, but I think you hit on something there.
12 During these focus groups, we see a lot of 13 contradiction in some of the information that we're
14 hearing directly from the voters, as well, and so we
15 have to find a way to balance that. So the next steps
16 from this research are we are, again, working with our
17 partners RIESTER. They will be providing an analysis
18 of the focus groups, and that will build into their
19 recommendations to the Commission for our media
20 strategy and how can we accomplish some of these goals,
21 but it is -- it is a challenge.
22 COMMISSIONER PATON: I have -- I don't know
23 if it's a statement or a question.
24 CHAIRMAN KIMBLE: Commissioner Paton.
25 COMMISSIONER PATON: So from that
sway your vote. It's just here -- here are the facts and here are the resources that we provide to you.
And a lot of the -- one thing that really
stood out to me was why your information and not
others. And so, that is, you know, one of the things
that we have to consider and, you know, try to overcome.
8 COMMISSIONER CHAN: Mr. Chairman, Gina.
9 CHAIRMAN KIMBLE: Commissioner Chan.
10 COMMISSIONER CHAN: So it's interesting
11 because you were talking about the fact that they don't
have a lot of time, which I totally understand, and yet
we need to be able to give them information. At the same time, perhaps, it almost sounds like, but this is trustworthy information. And how do you explain that in a bullet point? So does that mean separately we need to do more outreach to just make the Commission more well known, or how do you do that?

MS. ROBERTS: Mr. Chairman, Commissioner
20 Chan, that is a great question, and that presents the
21 challenge that we have. The challenge in that we know
22 that we need to connect and reach to these voters with
23 very simple, direct information. You know, just think
24 about that five, ten seconds to grab their attention,
25 but also meet the goal of establishing what I would say

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1 information, I would say that if you did some kind of
2 short video explaining what Clean Elections is, what
3 our purpose is, and so on; that it is non-partisan, and
4 maybe put that video so it will go into the top five of
5 Google for, you know, election information or, you
6 know, something similar. Then when they look for that,
7 then it will pop up and they can see the short video
8 explaining where -- you know, our purpose, and then
9 maybe they'll dive in deeper.
10 MS. ROBERTS: Mr. Chairman, Commissioner
11 Paton, that is -- that is doable. That is definitely
12 something that can be accomplished. We do invest in
13 paid search. So we ensure that links to the Clean
14 Elections information is on that top page. We can make
15 sure that we invest in that. And then, as far as
16 developing videos goes, one thing that staff has been
17 discussing that we would like to work with all of you
18 on is to ideally set aside some time with each of the
19 commissioners to film you and talk about who you are,
20 your background and what your goals are for the
21 Commission and, of course, doing, you know, some
22 messaging for the Commission as a whole, as well, but
23 we've really heard from these voters and this focus
24 group.
25 One takeaway that we have is that they also

1 want to see the face to the name. That helps make it
2 more relatable and trustworthy, if you will. So it's
3 not just this faceless, non- -- you know, nonpartisan
4 Commission. They want to know who each of the commissioners are and their background and their, you
6 know, biography, things like that. So we are looking
7 at, hopefully, getting some time with each of you to 8 see how we can, you know, follow through on that and 9 present that to the voters, but definitely, we will be
10 looking at our plans to make sure that we are continuing to invest in search and we do look at ways
12 to present the Commission in that manner.
13 COMMISSIONER PATON: I mean, as a little
14 aside, I drive up from Tucson when I come up, and
15 there's a billboard coming out this way somewhere
16 around Ray Road where it really slows down, and it
17 changes their ad. It's an electronic one, and maybe something like that where people are parked on the freeway and maybe something -- because it's short. It's sweet, and it rotates amongst, I'm sure, five, six, seven different messages. I don't know. That's the one -- only one I've seen, but maybe there's others around.

MS. ROBERTS: Mr. Chairman, Commissioner 25 Paton, I think we do have paid bill boards in our -- in
our plan for 2020, if I remember off the top of my head. So we do have that as one of the tactics that we will be exploring. We did that in 2016, and we found those to be very successful, as well. So we will be looking at continuing to utilize those. So, yes, great suggestions and ideas there that we can explore.
7 COMMISSIONER PATON: I would think that -because a lot of people aren't going to -- I mean, a lot of people, maybe older people, may not do the
10 Google thing, but they would see that ad or something on TV or something like that. And people don't know what the Clean Elections Commission is, people that I just meet, and you have to always explain what it is.

I don't know if you've come up with that, as well. I mean, and these are people -- a lot of them 16 are educated. They just don't know. So if they don't
17 know, then, you know, the average person that's not as,
18 maybe, educated about our system, they're not going to
19 know, probably. So, anyway, anything to promote, you
20 know, non-partisan information because a lot of the
21 population is just jaded one way or the other. They
22 don't believe anything they read anymore, and that's a
23 shame.
24 MR. COLLINS: And all of you have done, at
25 one time or another, you know, some kind of -- you

1 know, Commissioner Paton did an interview with Cronkite
2 News about the Commission. Chairman Kimble was -- will
3 be on Arizona Illustrated on Friday, I believe.
4 CHAIRMAN KIMBLE: I'm not sure, but yes. I
5 did it yesterday.
6 MR. COLLINS: Yeah, yeah. And then
7 Commissioner Chan was on a weekend -- well, we taped a
8 weekend public affairs show on KTAR. So we have the
9 basis there. You all are remarkably good at dealing
10 with the press and stuff, in the first place. You have
11 an inherent ability to, like, be on camera and be --
12 and explain stuff.
13 So we want to -- we want -- we want to take
14 that and run with it because you guys really have a --
15 I shouldn't say "you guys." The commissioners really
16 have a -- have a -- you all, actually, are better,
17 maybe -- well, you're certainly better than me at
18 speaking in very plain terms about what we do. So
19 that's what we're trying to hit, I think.
20 MS. ROBERTS: Mr. Chairman, Commissioners,
21 that's great feedback. Thank you. We'll take that
22 back with our team as we continue to look at what our
23 strategy will be when we finalize it after all of the
24 research is completed.
25 A few other notes that we wanted to

10:03:45-10:04:47
1 highlight is that importance does not always equal
2 priority. So we often hear, across the board, voting
3 is important. Voters understand that, absolutely. It
4 is extremely important, but then when you look at the
5 time commitment and building that into my everyday
6 life, it is not always made the priority.
7 And so we have to look at bridging that
8 connection and encouraging people to take the time to
9 read the voter guide and to look at the website and to
10 educate yourself about the issues and the candidates,
11 to become an informed voter, to invest in that time
2 that it takes, and to really make it a priority in
their lives. And so that is something that we'll have
to tackle, as well.
And just two more thoughts here, the
sticker, the "I voted" sticker. A great term that I
heard for this is that it really is social currency.
And so when people on election day are getting that
sticker, they wear it. It's a badge of honor, and they
love that pride. The thing to remember, though, is the
majority of our state is voting early, and they do
not -- most counties, I believe, are not sending a
sticker along with an early ballot.
So we are -- you know, we have, in the
25 past, created a digital "I voted" sticker. So we have

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| to look at ways of, okay, how can we continue to build <br> on that social currency to inspire people to vote if <br> they are voting early. And maybe there's ways where we <br> can do a social media campaign, you know, share your <br> sticker, you know, a selfie with it, you know, that <br> type of thing. And so we'll be exploring options with that. <br> COMMISSIONER CHAN: Mr. Chairman, Gina, do <br> you know why the counties don't send stickers? <br> MS. ROBERTS: Mr. Chairman, Commissioner <br> Chan, I believe it is the cost. I believe Maricopa <br> County has -- <br> COMMISSIONER CHAN: Pays more? <br> MS. ROBERTS: It is upwards in the millions <br> of dollars to do so. <br> COMMISSIONER CHAN: Because it all adds up <br> over all those millions of ballots. Okay. Thank you. <br> MS. ROBERTS: And, finally, Mr. Chairman, <br> Commissioners, we have to -- and this is something that <br> we see all the time when we have this research, but we <br> have to continue to combat the distress in the citizens <br> and the system as a whole, and that is just, you know, <br> 23 something that is ongoing. And we have to continue to <br> 24 show voters that your one vote, your one voice is <br> 25 important to the electoral process and that it can make | 1 wanted to take a step back and look at it and see, okay, how did it perform? Did it meet our 3 expectations? What areas can we improve? <br> I'm very happy with the results of the <br> audit. Mostly what we have seen are the things that we <br> can do to improve, they're technical. They are things <br> that we can do immediately. Again, we are, overall, <br> very pleased with the performance of the website. I <br> just wanted to throw this out there and let you know <br> that our website is really our main source of <br> communication to voters. This is what we are driving <br> voters to when we are on paid social medial and ads and <br> TV ads and radio reads. We are taking everyone to our <br> website, and so it's critical that it is performing as <br> best as it can. <br> And that's why we wanted to take a step <br> back and do the audit of it. And so we're really happy <br> to see with how people are engaging with the sites, the <br> paths, that we look at everything from how they're -- <br> you know, what their pathways are across the pages and, <br> 21 you know, some behind-the-scenes stuff with our URL <br> 22 structures and ADA compliance. And so I'm really happy <br> 23 with the turnout of the audit. We do have some <br> 24 improvements that we can make, but it's very doable. <br> 25 So, again, really excited to see that the website is |
| 1 a difference and have an impact and that, you know, it's directly attributed to democracy. <br> So we will continue to further analyze the <br> takeaways from this research, and we'll have a full or <br> comprehensive report on that. And then we'll dive into <br> our statewide survey, as well. And so, again, once we <br> get all of that information on our research, we will <br> then take a look at what our strategy has been and adjust accordingly. <br> CHAIRMAN KIMBLE: Thank you very much, <br> Gina. <br> Are there any questions from any of my <br> colleagues? <br> MS. ROBERTS: Mr. Chairman, I do have a few more slides. <br> CHAIRMAN KIMBLE: Oh, I'm sorry. I'm sorry. <br> MS. ROBERTS: No, that's okay. I'll go <br> quickly, I promise. <br> CHAIRMAN KIMBLE: I apologize. <br> MS. ROBERTS: I did want to let the <br> Commissioners know that staff has undergone an audit of <br> 23 our website. If you'll recall, we've recently launched <br> 24 a brand-new website in 2018, and so now, since it has <br> 25 taken us through a statewide general election, we | performing as we intended it to. <br> We do have a voter conference that we are <br> working on for this fall. It will be held on Saturday, <br> October 26th, at the Phoenix Convention Center. And so <br> this conference is going to be open to the public, and <br> I listed just a few agenda items here that we are <br> considering. It's everything from informing voters and <br> having sessions on the presidential preference <br> election, the primary and the general, but getting <br> into, you know, what's on my ballot in the 2020 and <br> workshops for voters, what's my to-do list as a voter, <br> and informing them how your vote is secured and the <br> life of the ballot. <br> And so this is something that I will be <br> contacting the commissioners about to put on your <br> calendar and, you know, encourage your attendance, <br> perhaps even teach a few classes. You know, some of <br> these, I think, you -- each of you have experience in. <br> And so I just wanted to put that on your radar. Staff is working on preparing this. <br> COMMISSIONER CHAN: Mr. Chairman, Gina, so <br> that's for just our general population of voters? <br> MS. ROBERTS: Mr. Chairman, Commissioner <br> Chan, yes. It will be open -- <br> COMMISSIONER CHAN: That's awesome. |

1 MS. ROBERTS: We like to think of it in our mind as when we talk about Comic-Con, but we don't want to say Voter-Con, but Comic-Con. It's going to be this, you know, one day, large convention for every single voter to come down to. We're going to be working, you know, with our partners to promote it so 7 voters are aware of it.
8 We do realize -- and we're hoping to have
all 15 county recorders and election directors there and have booths available and exhibitions, as well as these main sessions and a keynote speaker. We do realize it is going to be centralized in Phoenix, and so once that conference is done, we will look at ways on how staff can bring it on the road to other counties, potentially. So, you know, maybe we can bring it to Tucson. We can bring it to Flagstaff in a smaller capacity, but we are hoping to have one large day of conference for any voter to attend free of charge. So we want to --

COMMISSIONER CHAN: That's great.
MS. ROBERTS: -- basically, the theme here
is looking forward to 2020 . We want -- 2020 will be a
big election year, and we want voters to come down in
the fall and start to be prepared for it. You know,
get those, you know, voters registered as early as

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possible and make sure that they're informed and know what to expect going into that election year.
MR. COLLINS: The 2020 election year is
going to be -- we're going to have the presidential
primary, or presidential preference election. You
know, how that works out, we don't really know yet, but
that will be an important thing to inform people about.
There's going to be some new laws, potentially. I
mean, it's a really good opportunity. And, I think, as
Gina said, it builds on the conferences we've held. We
started with the county recorders. We expanded out to
501(c)s and other types of organizations that work with
voters, both on the right and the left and, you know,
so this is sort of bringing it home to --
COMMISSIONER CHAN: I love it.
MR. COLLINS: -- direct voters. So it's
really exciting stuff that Gina and Alec and Avery and Dave are working on.

MS. ROBERTS: Mr. Chairman, Commissioners, 20 I have just two more slides, I believe.

I just wanted to let you know that we are
continuing our partnerships with the county recorders
and the Secretary of State's Office. So, for example,
we're working with Graham County right now to help them develop a Voter Education Guide for next year.

1 We're working with Pinal County. They
2 are -- they are doing quite an investment in enhancing
3 the voter experience in their county. They are looking
4 at everything from securing a -- if you will, a food
5 truck, but for voting. So a mobile truck where they
6 can drive around the county for -- to serve as a vote
7 center, registration center at events. And we are
8 helping them in the branding of that, the design and
9 the communications plan to let people know about it.
10 We can, potentially, build a feature into
11 our app to help people, you know, track the truck,
12 follow the truck so they can follow it in Pinal County
13 and help them know where the truck will be for these
14 events. And we, also, are hoping to get down to Yuma
15 County. We were hoping to reach them last week, but we
16 had to reschedule; but we want to go down there and
17 talk to the Yuma County recorder. They have made some
18 changes in developing an Election Advisory Commission
19 and combining their elections and recorder's office
20 together. So we wanted to go down there and chat with
21 the recorder and, you know, just see, you know, again,
22 how the Commission can continue to support our
23 partners.
24 And, then, finally, we recently had a
25 meeting with the Secretary of State and her team. They

10:11:48-10:12:54
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1 are looking at informing voters about election
2 security, and so there's, potentially, ways for the
3 Commission, again, with our communication and voter
4 education plan, to help support and amplify that
5 message, as well. So we are continuing to work with
our election official partners across the state.
COMMISSIONER CHAN: I love the idea of the food truck, but a voter food truck. I mean, that is so
great. I want us to get some of those and take them
10 around the state. That's awesome.
COMMISSIONER PATON: Tacos on one side and then registration on the other.

## COMMISSIONER CHAN: Yes.

MR. COLLINS: The other thing that we came up in the course of the conversation with Pinal and talking to people who are representing the cities in Pinal -- and I don't know if they've connected, but we tried to connect them -- was, you know, it is the census here. So all of the cities, especially, are out there trying to get their voters to -- or their people, I should say, to make sure that they fill out their census information and that kind of thing.

So there's some synergy between what Pinal County is doing and what Maricopa -- the city of 25 Maricopa is interested in, and so there may be -- that
may be something that goes forward. I don't know where the status of that is, but there's a lot -- there's a
lot going -- going on for sure.
MS. ROBERTS: Mr. Chairman, continuing on
with community outreach, we -- Maricopa County has
launched some roundtable events that they are hosting
throughout the county, and they are, essentially,
holding meetings with protected groups and underserved
populations to talk about their voter education needs.
And they've invited us to participate in those. Staff will be attending those with them.

The state election director, Bo Deuell, she
and her family conduct the Phoenix Night Market event,
which is happened over the weekend. And so she invited
Clean Elections to come out there and participate, and
so we had a voter education booth there.
17 And, again, the Commission will be
18 sponsoring a June 8th event with the Navajo Nation, the
19 Navajo Voters Coalition. So Tom will be going up there
20 to present to that group, and we are looking at our
21 outreach with high schools. We've had an invitation
22 from a high school in Yuma to come down and talk, and
23 we'll continue to work with our partners at community
24 colleges and such organizations.
25
And we are, also, preparing, again, for

National Voter Registration Day this year, which will
be in September. That is one of our biggest events
that we do. We usually partner with ASU on it, and
it's really fun and exciting. And we usually get a --
5 have a great time with the students out there and
6 educating them and getting them registered.
7 And I put a copy of something that we're
working on right now that Avery has developed. It's a
9 little pledge card. So when we are going to high
10 schools and talking to, maybe, these students that can
11 preregister, if they're 16 and a half, 17, we're also
12 going to be leaving them with a pledge card for them
13 to, you know, think about, now, why do you want to
14 vote? Why are you pledging to vote? What is important
15 to you? So when they do turn 18 and they are able to
16 cast that ballot for the first time, they can look back
17 at that card and, you know, remember what is important
18 to them.
19 And staff has been attending several
20 trainings throughout the year. So far Alec and I have
21 attended the Government Social Media Training, and we
22 have some great takeaways from there just to help us in
23 our efforts. I am wrapping up a civic leadership
24 academy that I went to for Flinn Brown, which they are
25 having a convention, and they have asked me to talk

1 about our award that we won for the mural and the
2 wings. So that's exciting to share that with that
3 large group of civic leaders in the state.
4 And then staff will be attending an
5 election officials conference, election officer
6 certification and recertification training from the
7 Secretary of State's Office and an election law CLE
8 refresher course. So we have that coming up for staff
9 training and development.
10 And all of this is culminating to our
11 preparation for 2020 . We are looking at our debate
12 format, looking, you know, how can we partner with some
13 of the schools and some of the ideas that Chairman
14 [sic] Paton has had that we were able to work through
15 last year and what we found successful and looking at,
16 okay, should, perhaps, our primary debates have a
17 different format than our general debates? What are
18 the presidential debates going to look like?
19 We're doing some research now to see how we
20 can better improve them and, also, look back at our
21 surveys. And we're looking at enhancements that we can
22 make to the voter guide. A lot of great information
23 came out from the focus groups that we feel can
24 influence some changes that we can make in the voter
25 guide and then, overall, our communication strategy.

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1 So with that, I'm happy to answer any
2 questions, if there are more, from the commissioners.
3 CHAIRMAN KIMBLE: Okay. Thank you.
4 Any questions from the commissioners?
5 COMMISSIONER CHAN: I just have a comment,
6 and I'm sorry because I know I've -- you had so much
7 good information to tell us. And I kept interrupting
8 and asking questions, but I just have to say -- and I
9 think we all say this quite a bit, but I am so
10 impressed with the depth and breadth of the Voter
11 Education Program that you have developed and the
12 synergy that we have here at the Commission. And I
13 just -- it makes me emotional. You know, I mean, I
14 just -- I really am so proud of the work you are doing.
15 And, I guess, maybe pride shouldn't be the thing
16 because I'm not doing it myself, but I'm just so
17 impressed. And I think the work you're doing is so
18 important, and so thank you.
MS. ROBERTS: Mr. Chairman, Commissioner
20 Chan, thank you for that feedback, and I would say that
21 the commissioners absolutely have a strong leadership
22 and influence in the development of our plan. We've
23 heard from every commissioner individually about things
24 that are important to them that we've executed on. And
25 I'm really happy to say that now, having a published

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| 1 comic book author, will help lend to our creativity for <br> 2 our communications plan. And so we are continuing to <br> 3 look at how we can improve our team and our methods. <br> 4 So thank you. <br> 5 COMMISSIONER PATON: And I just have a <br> 6 statement about the -- just during the previous <br> 7 election, and I had told you about don't do the short <br> 8 radio commercials because you can't understand <br> 9 everything they're saying. They just talk really fast. <br> 10 And so, like, 30 -- 30-second ones instead of, like, <br> 1115. <br> MS. ROBERTS: Thank you. <br> CHAIRMAN KIMBLE: I have one comment. You <br> talked about doing the -- on National Voter <br> Registration Day, you're doing something with ASU. You <br> talked about a number of things up here, which is <br> great. <br> Do you have anything for high schools or at <br> the University of Arizona that you're going to be doing <br> in Pima County? <br> MS. ROBERTS: Mr. Chairman, Commissioners, <br> we have, on our website -- we have a webpage dedicated <br> 23 to student outreach, and we post on there that if you <br> 24 are a high school teacher or, you know, a professor, to <br> 25 contact our office because these are the things that we | 1 debates there and even come out and talk to the <br> 2 students and the classes, which we did a few meetings <br> 3 on-site. We were able to bring them some swag for the <br> 4 students and some informational items, but we can <br> 5 definitely look at exploring that more and having that 6 direct outreach on the ground in Pima County. <br> 7 CHAIRMAN KIMBLE: Yeah. I think Pima <br> 8 Community College would welcome the same kinds of 9 things you're doing up here with community colleges, and while it's great that they can look on the website and reach out to you, I don't know that a lot of them know to look on the website and reach out to you. <br> MS. ROBERTS: And Pima County is a great <br> idea -- or Pima Community College is a great idea <br> because they have historically served as a location for our debates. So we do have that relationship with <br> them, and we can reach out to them and see if there's <br> an opportunity for staff to come down there and address some of the students and their classes. <br> CHAIRMAN KIMBLE: Okay. <br> COMMISSIONER PATON: Maybe, like, the <br> political science majors or the -- you know, the <br> 23 chairman of the department or something at both U of A 24 and Pima College, I would think. <br> 25 MR. COLLINS: Commissioner Kimble, can you |
| 1 can do. We can come out to your students and talk. We <br> 2 can come out to your universities and talk. And so our <br> 3 goal is -- now that we have our additional team member <br> 4 is to -- one of Avery's focus will be to do more <br> outreach on our end in contacting them. <br> What we've been doing in the past is -- and <br> it's worked out really well because folks tend to come <br> to us, which is great. Last year we had a lot of <br> community colleges reach out to us, and maybe it's <br> during Constitution week and they want Clean Elections <br> to come out. Gila Ridge High School in Yuma County <br> wanted us to come out and talk to every single one of their classes all day long. <br> And so we can -- and our partnership that <br> we've done with ASU is just, kind of -- it's developed <br> over the years in that we've focused on being solely at <br> ASU on National Voter Registration Day. We don't <br> really have the staff to break apart on that one day to <br> handle multiple events, but we can definitely look at <br> more on-the-ground outreach in Pima County <br> specifically. We can look at contacting their school districts. <br> When we had our debates, we did work with <br> Commissioner Paton -- and you were involved in that, as well -- in having meetings with them to host our | 1 guarantee that if we go on campus and speak that we won't be arrested? <br> CHAIRMAN KIMBLE: Be careful. <br> MS. ROBERTS: Mr. Chairman, Commissioners, <br> thank you for the feedback. <br> CHAIRMAN KIMBLE: Okay. Thank you, Gina. <br> Thank you very much. And I apologize for interrupting you, thinking you were done. <br> You are done now? <br> MS. ROBERTS: I'm done. Yes. <br> CHAIRMAN KIMBLE: Okay. <br> Item V, discussion and possible action on <br> legal advice related to Proposition 306. The <br> Commission may go -- vote to go into executive session, <br> which will not be open to the public, for the purpose <br> of obtaining legal advice on any item listed on the <br> agenda. <br> Tom? <br> MR. COLLINS: Yeah. Commissioners, without <br> getting into too fine a point on it, we're -- you know, <br> Prop 306 has been in place since whatever date the <br> (inaudible) was signed. We -- you know, we did some <br> 23 more preliminary conversations with staff. The <br> 24 legislature, kind of, interrupted that, but that having <br> 25 been said, there are issues with respect to Prop 306 |


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| that we've been working through. And although -- and, <br> basically, I recommend that we go into executive <br> session to try to -- to discuss and get -- receive <br> legal advice about some of the issues that the <br> referendum, as written, raises. <br> COMMISSIONER CHAN: Mr. Chairman? <br> CHAIRMAN KIMBLE: Okay. Commissioner Chan. <br> COMMISSIONER CHAN: I would move that we go <br> into executive session for the purpose as stated by Tom. <br> CHAIRMAN KIMBLE: Is there a second? <br> COMMISSIONER PATON: Second. <br> CHAIRMAN KIMBLE: All those in favor of <br> going into executive session say aye. <br> (Chorus of ayes.) <br> CHAIRMAN KIMBLE: Anyone opposed? <br> (No response.) <br> CHAIRMAN KIMBLE: Okay. We'll go into <br> executive session. <br> (Whereupon, the Commission goes into <br> executive session at 10:22 a.m.) <br> (The following section of the meeting is in <br> executive session and bound under separate cover.) <br> /// <br> //I | 1 As we told you at the reason to believe a <br> 2 violation may have occurred stage, we think that under <br> 3 the Arizona Case Committee for Justice in Fairness, as <br> 4 well as under the Commission's statutory role under <br> 5 16-958, 16-941(D), that they do, in fact, qualify as <br> 6 express advocacy, given their timing to the campaign, <br> 7 their dependency on the election as a -- as a basis for <br> 8 the action and -- and the portrayal of the candidates, <br> 9 all of which is consistent with both, we think, CJF <br> 10 and, frankly, WRTL, but more importantly CJF, which is <br> 11 the Arizona controlling case. <br> 12 As you can see, Mr. La Sota, who represents <br> 13 U.S. Term Limits, and I have agreed to let him submit <br> 14 his legal brief on the reason to believe as his <br> 15 supplement here because the issues overlap. <br> 16 As far as what I think might not be <br> 17 relevant, but might be exculpatory, you know, I did <br> 18 note in my memo that USTL has, at least nominally, <br> 19 continued to have a presence in Arizona at the <br> 20 legislature. That doesn't necessarily discount -- and <br> 21 I don't think it does discount mailers during the <br> 22 election process, but it, at least, acknowledges that <br> 23 this was part of -- at least looks like it was part of <br> 24 a longer process. But when it comes to the election <br> 25 process, you know, those mailers were too tight, too |
| (End of executive session. Public meeting resumes at 11:06 a.m.) <br> CHAIRMAN KIMBLE: Okay. We are back, finally. <br> Item VI, discussion and possible action of whether there's probable cause to believe a violation occurred in MUR 18-14 U.S. Term Limits, Inc. <br> Tom? <br> MR. COLLINS: Commissioners, we're here <br> today on this matter to determine whether or not there <br> is probable cause to believe that the respondent here, <br> which is U.S. Term Limits, Incorporated, a nonprofit <br> corporation based in Washington, failed to file two <br> specific reports related to legislative candidates in <br> District 24. <br> As a -- as a preface, I want to mention <br> that the courts have been working to get to the bottom <br> of this process. There are other potential mailings <br> that we are still exploring, which is why the memo <br> maintains that the investigation remains open. We <br> think that if you look at the language used and the way <br> that the mailers were set up -- and if you look at <br> those, they're at page -- they're at page 13 and <br> 25 page 18 and 19 of your materials. | 1 close and had the wrong -- you know, characterized the <br> 2 positions of the candidates, all the checkboxes that <br> 3 are in 16-901.01(B)(2), which is laid out on page 5 of <br> 4 my memo, which is page 5 of your materials, as well. <br> 5 In fact, USTL conceded all of the elements, <br> 6 except for is this express advocacy, in their -- in <br> 7 their initial response. So I think, given all of that, <br> 8 it's -- it's clear to me that there is probable cause <br> 9 to believe that, at least with respect to those two <br> 10 mailers, there is probable cause to believe that the -- <br> 11 that the Act was violated. <br> 12 I think that -- a couple of other points I <br> 13 wanted to make, sort of -- they're footnote points, but <br> 14 they're important. One of the issues that came up and <br> 15 it's in -- we have complaints from -- and responses <br> 16 from the complainant, who's represented by Andy Gaona <br> 17 about, well, one of the persons, again, for whom the <br> 18 mailer was sent wasn't even in office. WRTL, when it's <br> 19 talking about what constitutes genuine issue advocacy, <br> 20 as opposed to electioneering, specifically uses the <br> 21 phrase "public officials." <br> 22 So the -- and this is the footnote at <br> 23 page 7 of your materials. And so it's not clear to me, <br> 24 although respondents argue that the fact that the <br> 25 mailer on behalf of Mr. Ferrell was simply urging him |


| 11:12:12-11:13:12 Page 50 | 11:14:42-11:15:09 Page 52 |
| :---: | :---: |
| to take a position, that position was contingent on him winning an election. And he was not a public official who would have been subject to what WRTL calls run-of-the-mill or ordinary issue advocacy. Now, if WRTL has expanded on that, that's really not our issue because we have case law in Arizona on this point, anyways, with the CJF case. <br> COMMISSIONER CHAN: Mr. Chairman and Tom, <br> could I just ask, you know, you mentioned that the <br> definition of expressly advocates and that there's <br> probable cause to believe Elements 1 through 3 are <br> established and Element 4 is, you know, that, in <br> context, these mailers, in this example, can have no <br> reasonable meaning other than to advocate the election <br> or defeat of the candidates and there are certain <br> factors. <br> MR. COLLINS: Right. <br> COMMISSIONER CHAN: Could you, kind of, go <br> over how that applies to these mailers for us? <br> MR. COLLINS: Sure, sure. Absolutely. So <br> I first want to talk about some of the things that the <br> respondents are correct about. <br> 23 COMMISSIONER CHAN: Okay. <br> 24 MR. COLLINS: The respondents are correct <br> 25 that if they -- you know, that -- you know, obviously, | CHAIRMAN KIMBLE: Can I stop you for a <br> minute? Can you get closer to the microphone? I think <br> people are having trouble hearing. <br> MR. COLLINS: Okay. I'm sorry. <br> CHAIRMAN KIMBLE: And why are you even <br> standing there? Why aren't you sitting here? I was <br> very confused. <br> MR. COLLINS: Just because -- just for -- <br> CHAIRMAN KIMBLE: Dramatic thing? <br> MR. COLLINS: -- appearance. Well, not <br> dramatic -- <br> COMMISSIONER CHAN: I like it that he's <br> presenting to us so we can look him in the eyes. <br> MR. COLLINS: It's because -- it's because <br> of the ex parte issues and why you have Ms. Williams in here. <br> CHAIRMAN KIMBLE: Okay. <br> MR. COLLINS: And I just want -- the <br> appearances to all be appropriate. <br> COMMISSIONER CHAN: And, Mr. Chairman and <br> Tom, can I just -- because I asked about Number 4, <br> which is the -- <br> MR. COLLINS: Right. <br> COMMISSIONER CHAN: -- you know, as <br> evidenced by factors such as the presentation of the |
| 1 if this was a classic issue of advocacy, we wouldn't be 2 here. They're also correct in noting that their <br> 3 mailers don't have what we call magic words, which are <br> 4 taken care of in another section of 16-901, which are 5 the vote for, vote against, elect, support, endorse, <br> 6 cast your ballot, so-and-so 20, so-and-so 18 and, you 7 know, vote against. <br> All those magic words are laid out on page <br> 9 , and they're correct that none of those magic words <br> 10 appear in this thing. However -- and this is where I <br> 11 think things become problematic with the respondent's <br> 12 response. They conceded that their -- that these <br> 13 mailers were, in fact, designed to reflect thanks to <br> 14 the candidate and to reinforce the policy position on <br> 15 Wayward candidates. <br> 16 Now, they claim these purposes are not <br> 17 related to winning an election, but I think that a <br> 18 communication that is admittedly designed to set up a <br> 19 situation where you're thanking someone in the middle <br> 20 of a campaign and then using it to, potentially -- you <br> 21 know, as further campaign totter, it's very hard for me <br> 22 to accept the fact that the definition of winning an <br> 23 election is so narrow because we know magic words isn't <br> 24 the thing. In other words, his logic comes back to we <br> 25 didn't use -- | 1 candidates, and I note that in one of the mailers on 2 pages 18 and 19 , the statement in the mailer is that -3 it's apparently a quote by Mark Twain, which I have 4 never heard, but politicians and diapers must be changed often and for the same reason, which I think -- <br> I mean, you cannot interpret that in anything but a very unfavorable light. <br> MR. COLLINS: Right. <br> COMMISSIONER CHAN: So, you know, you're <br> talking about the magic words, and I think obviously, <br> the magic words worked when people used "vote for" or <br> "elect" because -- until they were trying to get around <br> the magic words and began using things like comparing <br> people to a baby's dirty diapers. <br> MR. COLLINS: Sure. <br> COMMISSIONER CHAN: So, I mean, that's, <br> kind of, what I was trying to get at is if we have 1 <br> through 3, you know, what are we seeing here that's in <br> Number 4 that we can hang a hat on if we want to make a <br> decision on this? <br> MR. COLLINS: If I didn't highlight that <br> sufficiently in the memo -- <br> COMMISSIONER CHAN: No, I think you -- <br> MR. COLLINS: Okay. But I just want to -- <br> let's go through the actual document. |


highlighting of the two candidates' records together
with the lack of a legislative session and the -- you
know, the issues that are at hand, they're clearly
trying to -- they mailed these out in a manner that
there are two sides of a pair. And both sides, if you
read them together, clearly they're attempting to get
people to reflect favorably on Mr. Ferrell and reflect
negatively on Mr. Clark.
9 I think that the -- in the -- in the memo,
we outline that -- that -- we wrapped that up by saying
they're both expressly driven by the electoral process
and holding candidates accountable to it. I think
that's a safe and fair reading of the documents you
have in front of you and, therefore -- and this is a
test -- they're functionally urging voters to vote for or against the candidates. And that's the CJF test.

And I -- and, as I say, I think that to
18 suggest that, you know, this, quote/unquote, wasn't --
19 this communication had nothing to do with,
20 quote/unquote, winning an election boiled down to --
21 boils down to, unless it has magic words, it's not. I
22 mean, there's no -- you know, there's generally no --
23 you know, you have to establish that there is no other
24 meaning that is reasonable, other than as an
25 electioneering communication.

11:19:12-11:20:35
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1 And I think that if you take these in
2 actual context, the thing that's not reasonable is to
3 read these as classic issue advertisements based on
4 their timing, the juxtaposition of the records, and
5 the -- I mean, and just to cite, but not quote, CJF,
6 you know, which involved an ad that said -- that
7 criticized Tom Horne as superintendent while he was
8 running for AG: Advertisement unambiguously about a
9 candidate for the office run immediately before the
10 election but criticizing prior actions did expressly
11 advocate defeat.
12 So certainly, with respect to Ms. Clark,
13 that is CJF. With respect to Mr. Ferrell, well, it as
14 sure as heck is not WRTL because he's not a public
15 official. And I think, in context, you know, he's
16 going to vote for term limits is -- you know, it's not
17 criticizing prior actions, but it's promising voters
18 further actions. And I don't see those two sides of
19 the coin being -- being distinguishable enough to
20 determine that it's reasonable.
21 So, in other words, my conclusion is
22 that -- that the -- you know, since the question is no
23 other reasonable meaning, the first -- that presumes
24 that it's not electioneering, first. U.S. Term Limits
25 comes back and says, well, this isn't electioneering,

11:20:41-11:22:12
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1 in large part, because maybe we didn't intend it to be
2 or maybe we thought we were within the law or maybe we
3 just -- if it was election-related, it wasn't directed
4 at winning an election.
5 But that's a pretty cramped -- for anybody
6 who sees mailers, that's a very cramped view of what
7 winning an election means because, you know, I think
8 everybody who engages, it's just a very -- it's just
9 not -- there's not anything in 16-901 -- 16-901.01 or
10 the Committee for Justice in Fairness that suggests
11 that you can get away -- you can narrow the scope of
2 the election question quite so arbitrarily; therefore,
13 the response is that thing that's unreasonable or, you
14 know, that I don't think all -- I don't think that, you
15 know -- you know, reasonable people would have to, you
16 know, not be able to disagree with that.
17 I don't think that's true; whereas, our
18 interpretation is, I think -- the interpretation
19 proposed by staff, I should say, is much more honest to
20 the context rule issues that we face on a regular basis
21 with respect to these kind of skirting the
22 electioneering reports.
23 And the other thing -- let me, folks, just
24 for the -- just for the record, is we're not talking
25 about going after donors of the U.S. Term Limits. You

| 11:22:16-11:23:24 Page 58 | 11:25:17-11:26:42 Page 60 |
| :---: | :---: |
| 1 know, the U.S. Term Limits has been around for 30 | 1 either. |
| 2 years. They're -- you know, the reason we don't have | 2 CHAIRMAN KIMBLE: We might as well tal |
| 3 Term Limits in the congressional level is because U.S. | 3 abo |
| 4 Term Limits lost a case in the supreme court. That was | 4 MR. COLLINS: Okay. So -- so what I |
| 5 close to 30 years ago. I mean, this is an established | 5 what I propose we do is if three of you -- and we need |
|  | 6 three people for this -- agree that there's probable |
| 7 | 7 cause to bel |
| 8 just don't -- I mean, I'm not sure how purposeful this | 8 looking at in this case, I would -- I would recommend |
| 9 was by them, but -- if they were getting advice | 9 two things. Number 1, you'll notice I did not make |
| 10 D.C., as oppo | 10 penalty recommendation on this |
| 11 | 11 So I would recommend and I would |
| 12 trying to delv | 12 lack of a better way of putting it, for if you were to |
| 13 the cost of mailers and the timing of | 13 find that an immediate stay of the order. So the order |
| 14 not interested | 14 is in place, but we stay the order for a month. W |
| 15 COMMISSIONER CHAN: Term Lim | 15 don't -- and we -- and then we deal at the end of |
| 16 | 16 next month we deal with any penalties or, potential |
| 17 we're j | 17 any resolution short of that. I recommend that because |
| 18 | 18 this has been on the agenda now for three months |
| 19 explain to me | 19 running, and I would like to make progress without |
| 20 discuss | 20 jeopardizing the opportunity to resolve this in a way |
| 21 COMMISSIO | 21 that can satisfy, I think, all of the public's interest |
|  | 22 and still be comfortable for |
| 23 | 23 And I think that's possible, I really do, |
| 24 complicated. We have been working on a -- I think I 25 can say this without a problem. We've been working on | 24 but that's -- but, on the other hand, I'm not -- you <br> 25 know, my judgment bringing this before you today was, |
| 11:23:27-11:25:13 Page 59 | 11:26:45-11:27:44 Page 61 |
| 1 | 1 having put this on the agenda three times, we need to |
| 2 have not come to fruition yet, although we are getting | 2 put some -- some -- something out ther |
| 3 to where we need to get. It's just taking a long time. | 3 we're moving forward. We'll do the -- if we stay, you |
| 4 I've expressed to Mr. La Sota -- if I can -- sorry. I | 4 know, we get a little time, but then he -- the |
| 5 need -- you know, I have lawy | 5 presumably, everyone will recognize that we have |
| 6 I would say this. We're working | 6 we're serious. We've taken that step. |
| 7 Ms . La Sota. | 7 CHAIRMAN KIMBLE: So if you negotiate with |
| 8 CHAIRMAN | 8 him and if something comes of this, you would come back |
| 9 MR. COLLINS: I think Mr. La So | 9 with a specific recommended amount |
| 10 here because he's | 10 MR. COLLINS: Oh, yeah, absolutely |
| 11 can't speak for him, but given what we've been doing, I | 11 CHAIRMAN KIMBLE: Ok |
| 12 think maybe he doe | 12 MR. COLLINS: Absolutely |
| 13 informed him this morning that I intended to go forward | 13 CHAIRMAN KIMBLE: One other question I ha |
| 14 with this, pending | 14 is you said there were -- you are looking at oth |
| 15 out. He has not requested | 15 mailer |
| 16 respect to me or Paula or anybody. I don't think | 16 MR. COLLINS: |
| 17 heard from him, other than my conversations around the | 17 CHAIRMAN KIMBLE: But in your memo you say |
| 18 efforts | 18 I recommend the Commission find probable cause that the |
| 19 | 19 respondent violated the Act in regards to the mailers |
| 20 MR. COLLINS: | 20 addressed in the complaint initiating this matter. |
| 21 | 21 MR. COLLINS: Yea |
| 22 you were to conclude | 22 CHAIRMAN KIMBLE: So what's going to happen |
| 23 believe that relates to the timing of that and working | 23 to the other mailers? |
| 24 that out, and I don't know if you would like to know | 24 MR. COLLINS: Well, the |
| 25 that now or after you might have voted. I'm open to | 25 CHAIRMAN KIMBLE: Would this be something |



| 11:32:55-11:34:07 Page 66 | 11:35:15-11:35:56 Page 68 |
| :---: | :---: |
| 1 COMMISSIONER PATON: Then it puts into your mind what are they hiding, you know. <br> CHAIRMAN KIMBLE: I totally agree with <br> Commissioner Paton. You know, I'm not opposed to drama. I think we ought to get a complete agreement with them -- <br> MR. COLLINS: Yeah. <br> CHAIRMAN KIMBLE: -- for all the things <br> they did that didn't comply with our -- with our rules. <br> MR. COLLINS: That's definitely the goal. <br> Well, let me -- let me ask you this. I guess, the <br> other thing I have not asked for specific authorization <br> for -- and I'm not sure I have to, but I'd like to, I <br> guess, a third request or -- a third request -- we need <br> a taller thing for me. The third request -- <br> CHAIRMAN KIMBLE: Or a shorter executive <br> director. <br> MR. COLLINS: Well, that's -- you know, is <br> it legal to put a height requirement on there? The -- <br> 20 I can think of some five-foot-six guys who would love <br> 21 this job. Not as much as I love it, though. <br> 22 I'm certainly -- look. Let me put it this <br> 23 way. I would make a motion that the Commission <br> 24 authorize me to issue subpoenas, if necessary, to <br> 25 compel the production of documents. I mean, that's a | MS. WILLIAMS: For the violations that are cited in the director's memo. <br> COMMISSIONER CHAN: Thank you. I'll <br> clarify my motion. I'll make a motion to determine -find that there's probable cause to believe a violation occurred as determined in the executive director's memo. <br> MS. WILLIAMS: Okay. And with respect to the two mailers that are at issue today. <br> COMMISSIONER CHAN: And with respect to the <br> two mailers that are issued and identified in that memo in MUR 18-14 U.S. Term Limits. <br> MS. WILLIAMS: And then the second was? <br> CHAIRMAN KIMBLE: And then, Commissioner <br> Paton, do you agree to that? <br> COMMISSIONER PATON: Yes. <br> CHAIRMAN KIMBLE: Okay. <br> MS. WILLIAMS: Thank you. <br> CHAIRMAN KIMBLE: So there's been a motion <br> and a second. <br> All those in favor say aye. <br> (Chorus of ayes.) <br> CHAIRMAN KIMBLE: Anyone opposed? <br> (No response.) <br> CHAIRMAN KIMBLE: It passes three to |
| third motion, but I don't think there's anything in <br> the -- I don't think -- now, he can come back to you <br> and say quash this subpoena under the rules, but I <br> don't believe there's anything that prevents you from <br> authorizing me to issue subpoenas. <br> And sometimes we'd ask you to do that at <br> the reason-to-believe stage of that. So just to fully <br> equip me having to go in and dealing with that, I'm <br> perfectly happy to move and request that you, as a <br> third vote, authorize me to subpoena that information <br> about the remaining mailers. <br> CHAIRMAN KIMBLE: Okay. Any other comments <br> from commissioners? Questions? Anything? <br> COMMISSIONER CHAN: Mr. Chairman. <br> CHAIRMAN KIMBLE: Commissioner Chan. <br> COMMISSIONER CHAN: At this time, I'd like <br> to make a motion to -- that there is probable cause to <br> believe a violation occurred in MUR 18-14 U.S. Term <br> Limits, Inc. <br> CHAIRMAN KIMBLE: Is there a second? <br> COMMISSIONER PATON: Second. <br> CHAIRMAN KIMBLE: Any discussion? <br> MS. WILLIAMS: Just for clarification -- <br> I'm sorry, Commissioner Kimble and Commissioners. CHAIRMAN KIMBLE: Sure. | nothing. <br> COMMISSIONER CHAN: Mr. Chairman, I have <br> another motion to stay the final action on our approval <br> of that finding of the violation until next month to <br> give the executive director time to continue working on <br> his conciliation attempts with the respondent. <br> CHAIRMAN KIMBLE: Okay. <br> MS. WILLIAMS: So you want to stay the <br> issuance? <br> COMMISSIONER CHAN: Stay the issuance of the -- <br> MR. COLLINS: Of the probable cause order. <br> COMMISSIONER CHAN: -- probable cause <br> order. <br> COMMISSIONER PATON: Second. <br> CHAIRMAN KIMBLE: Okay. It's been moved <br> and seconded that we are authorizing a one-month stay <br> in the order. <br> All those in favor say aye. <br> (Chorus of ayes.) <br> CHAIRMAN KIMBLE: Anyone opposed? <br> (No response.) <br> CHAIRMAN KIMBLE: It's approved three to <br> nothing. <br> 25 Commissioner Chan? |


| 11:36:45-11:37:33 Page 70 | age 72 |
| :---: | :---: |
| COMMISSIONER CHAN: And one more motion, <br> Mr. Chairman, to authorize the executive director to <br> issue subpoenas in the matter, if he deems it <br> necessary, to finalize things with regard to this <br> matter. <br> CHAIRMAN KIMBLE: Is there a second? <br> COMMISSIONER PATON: Second. <br> CHAIRMAN KIMBLE: Is that -- <br> MS. WILLIAMS: Yes. <br> CHAIRMAN KIMBLE: Okay. All those in favor <br> of that motion authorizing Mr. Collins to issue <br> subpoenas, should he find it necessary, say aye. <br> (Chorus of ayes.) <br> CHAIRMAN KIMBLE: Anyone opposed? <br> (No response.) <br> CHAIRMAN KIMBLE: It passes three to <br> nothing. <br> Thank you. <br> MR. COLLINS: That's all I have. Thank <br> you. <br> CHAIRMAN KIMBLE: Okay. Thank you. <br> Item VI -- no. I'm sorry. Item VII, <br> public comment. <br> Anyone have comments? <br> (No response.) <br> 11:37:34-11:37:47 <br> CHAIRMAN KIMBLE: No? Adjournment. <br> COMMISSIONER CHAN: Oh, do I have to move? <br> MR. COLLINS: More for adjournment. <br> COMMISSIONER CHAN: I move that we adjourn, Mr. Chairman. <br> COMMISSIONER PATON: I would second that. <br> CHAIRMAN KIMBLE: All those in favor? <br> (Chorus of ayes.) <br> CHAIRMAN KIMBLE: We are adjourned. <br> (Whereupon, the proceedings concluded at <br> 11:37 a.m.) <br> /// | StATE OF ARIZONA ) <br> COUNTY OF MARICOPA ) <br> BE IT KNOWN the foregoing proceedings were taken by me; that I was then and there a Certified Reporter of the State of Arizona; that the proceedings were taken down by me in shorthand and thereafter transcribed into typewriting under my direction; that the foregoing pages are a full, true, and accurate transcript of all proceedings and testimony had and adduced upon the taking of said proceedings, all done to the best of my skill and ability. <br> I FURTHER CERTIFY that I am in no way related to nor employed by any of the parties thereto nor am I in any way interested in the outcome hereof. DATED at Phoenix, Arizona, this 28th day of April, 2019. |



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