



San Francisco Youth Commission Civic Engagement Committee

Minutes ~ Draft

Monday, February 24, 2020

4:30-6:30 PM

City Hall, Room 270

1. Dr. Carlton B. Goodlett Pl.

San Francisco, CA 94102

There will be public comment on each item.

Members: Valentina Alioto-Pier, Ariana Arana, Crystal Chan, Sarah Cheung, Sarah Ginsburg, Arianna Nassiri, Stephen “Rocky” Versace

1. Call to Order and Roll Call

The meeting was called to order at 4:43pm. Commissioners present: Sarah Cheung, Arianna Nassiri, Valentina Alioto-Pier, Crystal Chan, Rocky Versace. Sarah Ginsburg is running late.

2. Approval of Agenda (Action Item)

Commissioner Cheung, seconded by Commissioner Alioto-Pier, moved to approve the agenda. There was no public comment. The motion was approved by acclamation.

3. Approval of Minutes (Action Item)

A. February 10, 2020

[\(Document A\)](#)

Commissioner Chan, seconded by Commissioner Arana, moved to approve the minutes. There was no public comment. The motion was approved by acclamation.

4. Public Comment on Items not on Agenda (Discussion Only)

Megan, a D7 Youth Council representative and National Vote16 Board Member, was in attendance to observe. Their D7 Youth Council met with Oliver York, one of the founding Vote16 Youth Commission members who initiated this campaign. D7 would like to collaborate on this campaign together.

5. Business (All Items to Follow Discussion and Possible Action)

A. Team Building Activity

Commissioner Ginsburg arrived at 4:47pm. Team builder tabled due to the arrival of Board President Yee.



B. Vote16 Campaign

a. Discussion with Vote16SF Legislative Sponsor Board President Norman Yee

Board President Yee, with administrative assistant Caitlin, attended the meeting. Youth Commissioners asked the following questions:

- 1) What are the importance of volunteers?
 - Resources/money/volunteers all together is unbeatable
 - Money only – beatable
 - Volunteers only – beatable
 - Number of volunteers and the frequency of them gathering and doing work is best strategy
- 2) How did you connect with people in your campaigns?
 - Talking to people with a clear message (test the message and figure it out)
 - The way you talk to someone could be different every time (find the commonalities of why they might care about the issue or that you have with them)
 - Frequency of communication and be at the same place over and over
 - Don't need to try and win an argument as you won't convince everyone (the time you spend arguing with someone is time you could have spent winning over 5 other people)
- 3) How involved do you want to be?
 - He signed up to win with us and he does have other campaigns he's working on
 - He can be very involved if CEC wants him to be
 - Will help with fundraising especially if CEC wants to go the route of a traditional campaign
 - Traditional campaign – do you want to have control or do you want to win? You would have less influence with traditional campaign. Would be willing to help get the process going for traditional campaign focus and fundraising
- 4) What's a winning path for Vote16?
 - Good message to convince people
 - Large outreach at mass numbers and message has to hit enough people to convince them
 - Lot of endorsements form orgs that send out mailers on how they endorse measures (hit the political clubs)
 - It's cheaper to do lit drops vs. mailings
 - Need a lot of volunteers as well as motivation for volunteers
 - Professional photographer
- 5) How do we get press on Vote16?
 - When we submit the legislation there should be a rally and invite the press
 - Use established people to be a part of a press rally
 - Create an interesting story that connects to strategy (can't just be one offs)
 - Get press to cover us repeatedly and consistently (do different things to be covered each time)
 - Test it out to see what resonates with people
- 6) Which CBO's should we target?
 - Political clubs
 - CBOs, then get elected officials to sign on



- CBOs with 501c4 status
- 7) Why are you passionate about Vote16?
 - Youth should be involved and have the opportunity to be involved
 - Has a track record of community involvement and youth are a part of the community
 - Created two D7 Youth Councils
 - Participatory budget process focus
 - Wants youth to vote younger so they continue to do so as they get older
 - Saw impact on his own children being engaged
- 8) Town Hall request
 - Willing to speak there as long as we get him the information in advance
 - Suggested Tenderloin Elementary, Everett Middle, and West Portal Elementary

-Suggested we set up a separate Vote16 email and phone number to give to people in advance when we have to disband as CEC when it goes on the ballot. Have it ready beforehand.

-Update the old website if we can

-Potential collaboration with his Child and Youth Friendly City initiative and the summit and conference he is planning to have in September. YC staff or YCers can share about the campaign at upcoming planning meetings to brief the group and give a heads up on the efforts

b. Endorsements Working Group

i. Template Draft & distribution for Supervisors

- D2, 4, 5, 8 and 10 offices will need more follow ups by beginning of next week
 - 1. Report backs from Supervisor meetings (Crystal, Kiely)
- Crystal said it would be helpful to know what took place in 2016 and what will be different in 2020
- Knowing the data and the research will be helpful

ii. Template Draft & distribution for community orgs

- YCers need to continue to find emails and plug them into the document
- Can only send out letters once staff and Arianna have reviewed the template and give the go ahead to move forward

c. Stakeholder Planning Discussion

- Arianna will send out March 30th and April 13th as possible stakeholder dates to folks with a doodle.

d. Town Hall Discussion + Planning

- Staff will take lead on finding a location for May 1st town hall so CEC can focus on community endorsements

C. Budget and Policy Priority Report Discussion & Next Steps



Tabled

D. BLING Funding Application Discussion & Working Group

Staff and chairs to review before March 15th so Sarah can submit.

E. CEC related news

-D5 Youth Forum tabling opportunity on March 15th (Arianna and Rocky to attend)

6. Staff Report

- D7 Youth Council has requested to possibly merge their meetings with ours to focus on Vote16 efforts as a dual collaborative effort. They would be trained in talking points to help with outreach, awareness, tabling, and presentations as well as with stakeholder meeting and May 1st town hall
- BFC practice session tomorrow at 4:30pm
- Tabling opportunity this weekend (Sarah C. and Crystal to attend)

7. Executive Committee Report

To Do:

- When outside email and phone number is set up inform Supervisor Yee and Caitlin
- Staff and Chairs to review CBO template email before YCers send out
- All YCers continue to update CBO emails as much as they can
- Staff to follow up with Mario at Peer Resources regarding SFUSD room space for May 1st town hall
- Staff and chairs to review Sarah's BLING grant draft
- Staff to email all commissioners about upcoming training dates for Vote16 messaging and practice
- Staff to connect with district youth councils and academies re: Vote16 united front

8. Adjournment

The meeting was adjourned at 6:39pm.