

Ward 5 Democrats Strategic Planning Meeting Minutes

July 18th, 2020

- Jarryd Rauch provides introduction
- SWOT excersizes being the focal point of the meeting
- Overall Introductions
- Sharing of Agenda
- Purpose; Intentions moving forward
 - Sharing motivations of why everyone is involved
- Councilwoman Bonds greeting
- Goals of Ward 5 Dems & Dems across the city moving forward
- Strengthen cross-ward collaboration
- Liason to coordinate efforts
- Reinvigorate belief that Ward 5 is a lynchpin for state office
- Thinking of needs of everyone in this community while valuing our past; everything we do is reflective of our diversity
- Councilwoman Bonds: Looking at segments of the population, where are we on our issues, putting forward structure to organize; having a role for everyone to play; responsibility though participation
- Jennifer: What is meant by vision; utilize local government like other people use grassroots organizations
- Loren: focus specifically on Ward 5; day to day issues
- Jatarious: working on behalf of people in this ward
- John Lucio: increasing relevancy
- Ronnie Edwards: how can we move this organization to a position of relevancy, to know that people have to come through the Party; staying open
- Chairman Fletcher: going out to the voter is crucial; Independent candidates forum; need to outreach to Independents more closely

SWOT Analysis and Risk ID

- What is a common goal that everyone can get behind? Went around and answered

- Emphasis on the common people
- More clearly defining goals
- Clear as to purpose and being relevant so that a direction can be had; the Party across the country is changing; why are we assuming this role; creating a vessel to unite the old and the new
- Inviting different opinions
- We are all in this together; lots of things we can leverage; coalition building; don't ever lose focus
- Fight for the true fight; Independent candidates with Democratic foresight
- We are the Dem Party, need to show the diversity; diversity in Ward 5 is a strength
- Building internal capacity; push forward new ideas and perspectives; will make external work easier
- Advocate for residents

SWOT Rooms

- Strengths
- Strong Base
- Having a direction and purpose
 - Motivation to do work/engage
 - Diversity
 - Voting bloc/representation
 - Communications
 - Openness
 - Providing Opportunities
 - Outreach
 - Engagement
 - Diversity and breaking the barriers
- How do we identify this purpose
- Holding those accountable as needed

- Weaknesses
- lack of organization/leadership to harness motivation
- lack of internal capacity-building
- largely reactionary in programming/strategy
- visibility does not equal productivity
- lack of unified message
- lack of relevance
- COVID
- Communication (Internally and Externally, Silo's, needs to be more efficient),
- Need for standardized training and prerequisites for new board members
- Training and development

- Opportunities
- Consensus-building across varying perspectives
- Development of best practices and baseline assessments
- Include diverse perspectives and diversity in organization to develop a unified agenda and message
- Understand the landscape
- Tap into more ways (digital platforms),
- Always use virtual platforms for all meetings,
- GOTV efforts with the COVID 19 issues
- More involvement with social issues (like gun violence),
- Provide literature to everyone (ie. seniors)
- Coordinate images to relay messaging
- Harness our power
- Training with the resources we have
- More statewide support
- Join other groups
- Get plugged into other statewide groups. This will raise our visibility.
- Threats

- Too many other organizations that are more relevant and provide people with opportunities to make change/work in their communities
- Not collaborating with other organizations
- Our competitors include the state committee and many grassroots groups who draw on our resources (like the Young Dems)
- Burn out
- Cronyism
- Micromanagement
- Silo groups
- The impact of when we don't collaborate
- Drawing on human capital

Action Items Moving Forward

- Setting a collective mission statement
- Group that is working on this and presenting ideas for August meeting is
 - Emily, Khadijah, Loren, John, Anthony