

## **Bartholomew County Election Board Meeting**

**Wednesday, March 11, 2015**

Attendees: James Holland (President), Julie Schuette (Vice-President) & Jay Phelps (Secretary)

Others in Attendance: Shari Lentz, Taylor Seegraves and Dustin Renner (Voter Registration and Elections Office Staff)

President, James Holland, called the 10:30 a.m. meeting to order. The first order of business was to review quotes pertaining to the required mailing that must be sent to approximately 30,000 voters in regard to vote centers in the 2015 May Primary. President, James Holland, asked that the words, "ALL WEEK PRIOR TO ELECTION" be added to the mailing in regard to Donner Center. It was decided that a double sided letter be sent to voters using the vendor, Haywood Printing in Lafayette, Indiana. The envelope should contain the verbiage "IMPORTANT ELECTION CHANGES INCLUDING EARLY VOTING OPTIONS." The envelope will also feature the newly created green logo with the clerk's office return address.

Options for delivery of voting materials were discussed. After reviewing the three quotes from local delivery companies, the board decided to rely upon the Voter Registration staff to deliver Election Day materials on Monday afternoon, May 4<sup>th</sup>, 2015.

The quote for radio advertising was for the AM station, WCSI. Julie Schuette had concerns about only using the AM station. After discussion, it was decided to use 104.9 The River, 101.5 WKKG, and QMIX 107.3 for FM stations, along with 1010 WCSI. The board would prefer advertising begin on April 20<sup>th</sup> and continue through Election Day. It was also determined that special wording including "VOTE TODAY AT \_\_\_\_\_" be used on the Saturdays of early voting. The Voter Registration staff will obtain additional quotes from the radio stations using FM options and report back to the board.

Advertising in The Republic should begin on Wednesday, April 22<sup>nd</sup> and continue on Sunday, April 26<sup>th</sup> and Thursday, April 30<sup>th</sup>. Julie suggested the use of the Community Calendar to advertise Donner Center on April 27<sup>th</sup>-May 1<sup>st</sup> and the two Saturdays, April 25<sup>th</sup> and May 2<sup>nd</sup>. The 5 ½" x 5" color ad was determined as the best option to announce the vote centers. Online advertising on The Republic's website will be used as well.

Advertising the vote centers with banners and yard signs was the next advertising option discussed. The board would like for 12 large banners to be placed at various points across the city to advertise the vote centers. Additional 24" x 24" signs will be placed at locations near vote centers to direct voters to the nearest center. These signs will be accompanied by 18" x 24" signs with arrows. Build a Sign will be used to create the large banners and Harcourt Industries will be used for the smaller signs.

A commercial that will air on Comcast will also be used to advertise the vote centers. Jay Phelps explained the effectiveness of airing the ads on Comcast as 80% of the county uses Comcast. The ad will be played on Comcast, the county website and Facebook. A sixty second ad will be used from Wood Innovative Group.

Finally, the following miscellaneous items were discussed:

The campaign of Jim Lienhoop for Mayor submitted an apology letter for not placing a disclaimer on an ad that was located in The Republic.

Jay Phelps expressed concerns that his wife is pregnant and could possibly go into labor on Election Day and would like to use Shari Lentz as a proxy on Election Day if that were to happen.

The election board decided to use Pete King as the attorney for the election.

Jay proposed that e-mail fees be waived for materials requested.

Also, the election board approved paying Donner Center for its usage as a vote center location.

President, James Holland, adjourned the meeting.