

VAAC Meeting
Tuesday, March 9, 2010
Thurston County Courthouse Room 280

In attendance: Denise and Burl Colley, Patty McDonald, and Matthew Annal, the newest member of the VAAC committee. Thurston County Auditor Kim Wyman, Lynnette Thornton, Assistant Elections Manager and Sandy Baxter, Elections Outreach Specialist were also in attendance.

Prior to the official start of the meeting Denise and Burl Colley had a couple of changes to the letter that was to be sent to the various social agencies in Thurston County. These changes were made prior to the start of the meeting.

The meeting started at 5:30.

The Colley's changes to the Agency Letter from the VAAC committee were reviewed with the committee members and approval was given to send the letter out to the list of social agencies provided by Patty McDonald. Additional agencies, as suggested by the VAAC members were also added to the list. (The list is located in the VAAC notebook and also under the Common Drive 2Outreach/VAAC/Correspondence).

It was also suggested the letter be sent to the VAAC members so they could send them out to their contacts.

The newest addition to the VAAC committee, Matthew Annal was introduced to the committee. Each member of the committee provided a brief biography. Auditor Wyman suggested each member's biography be included in the VAAC membership page on the webpage.

Lynnette provided general information about the HAVA monies on hand and use for the ASL portions of the Primary and General Election Voters' Pamphlet this year and the remainder to be used for PSA's

PSA discussion points:

- Matt asked about the use of Wovie, a group that does documentaries at the State Capitol. Marilyn Freeman is the contact person.
- 10-15 second PSA could be more effective due to repetition – more of an impact than 30 seconds.
- Use of governmental locations (Capitol Bldg) as a visual background. Some discussion about the general public being “turned off” to government. Could use Mt. Rainier or something visual to catch the viewers attention.
- Use of older rock & roll – over 25 years and there are no royalties, Burl Colley mentioned.
- Patty McDonald talked about use of personal stories having more impact and the PSA's could represent a person with a different type of disability and/or groups such as seniors. The caption could state "Would you Like to Vote Independently?"

VAAC Meeting
Tuesday, March 9, 2010
Thurston County Courthouse Room 280

- Impact of first time voting independently and in private was highlighted by the Colley's. Kim related Denise Colley's comment "this was the first time she was able to 'see' the ballot."
- Another image suggested was a person sitting at an AutoMARK surrounded by a group of people with a variety of disabilities. Burl suggested a slogan "Would you Like to Vote Independently?"
- Sandy brought up how we can use the PSA's to direct people to the website to make use of the alternative voter pamphlet formats – ASL, Audio and text. Matt was asked how to get younger people to go to the website.
- Matt suggested podcasts, facebook and Twitter and texting. General discussion about these social media venues.

PSA /podcast images:

- Ideas for podcasts included footage of person voting with a fade to capitol-fade to senate chamber. Matt explained he registered to vote because he finally made the connection between voting and having members of the legislature listen to your concerns.
- Two people with disabilities in a discussion about local issues and "how did you get into that? Where did you get your information? I went to the ThurstonVotes.org website. They have the voter pamphlet in ASL, Audio and Text formats.
- Graphic representation of percentages of people who are registered/not registered/ vote/don't vote. Burl suggested slogan "If you can't decide how to vote – DON'T, I'll decide for YOU."
- Image of AutoMARK being brought to a home or to Panorama, Thurston County Fair. Use of animals – cute aspect.
- Do a podcast of how the AutoMARK works.
- TCTV record a VAAC meeting. Kim Wyman reported on her contact with John Tennis and that the BoCC had booked them for the first months but this policy may be changing to allow individual departments access to TCTV.
- Question about use of any other local TV stations, such as at colleges, Evergreen and Bates Technical College were suggested as two schools where TV production might be taught. Students could then do the PSA's as part of a production course.
- John Tennis with TCTV might be willing to do voice over work on the PSA.

The meeting concluded with some possible outreach suggestions.

SPSCC has Disability History Awareness Month in October and the VAAC could have a presentation on the AutoMARK – Matt may want to register people – Sandy will provide him with instruction and voter registration materials.

ARC of Washington does an independent living rally – contact people: Ben Dristol and Sue Elliott.

VAAC Meeting
Tuesday, March 9, 2010
Thurston County Courthouse Room 280

Kathy Golden Burger is a possible contact for the STAR Speaker bureau.

It was decided that Lynnette will make contact with the video production person she knew and share these ideas with them. The next meeting of the VAAC will be in April or early May to perhaps meet with the production people.

The meeting adjourned at 7:00 p.m.