

APPROVED

September 1, 2016

MEETING CONFERENCE CALL OF THE MONTGOMERY COUNTY BOARD OF ELECTIONS,  
18753 North Frederick Avenue, Suite 210, Gaithersburg, Maryland

Via Phone:

Board Members:

Jim Shalleck, President  
Nahid Khozeimeh, Vice President  
Mary Ann Keeffe, Secretary  
Alexander Vincent  
David Naimon  
Jacqueline Phillips

Board Attorney:

Kevin Karpinski

On Site:

Staff:

Margaret Jurgensen, Director  
Alysoun McLaughlin, Deputy Director  
Lisa Merino, Office Services Coordinator  
Margie Roher, Management and Budget Specialist III

Guests:

Dolly Kildee  
Nancy Farrar

Audio of the minutes may be found at the link below:

<https://youtu.be/2A6lQc8ybxQ>

**Convene the Board Meeting and Declare a Quorum Present**

Mr. Shalleck called the Board Meeting to order and declared a quorum present at 2:30 p.m.

APPROVED

## General Election Media

### Reallocation of Funds

Ms. Roher stated that the proposed advertising options, sent via email to the Board members last week, were essentially identical to what was purchased for the Primary, with the exception of *WASH FM*. Ms. Roher stated that the addition of *WASH* was a result of a contact made to her by the advertising representative at *iHeart* media who was previously at *WTOP* during the Primary – the representative remembered that we had a need and a low budget and felt that she could now help us. *iHeart Radio* covers *WASH*, *HOT99.5*, *DC101*, *WMZQ*, and *BIG 100*. In discussion with *iHeart Radio*, the best station identified to reach the African American demographic was *WASH* with a 25% reach of African Americans and 20% reach of Hispanics in the target age range. Ms. Roher stated that it was a way to reach an additional demographic with the Board's limited funds.

Ms. Roher noted that Mr. Naimon requested that staff look into *WHUR* and *WMMJ*. Ms. Roher contacted *WHUR* and was told that most of their audience is in Prince Georges' County and they suggested that she contact *WASH*. *WHUR* also provided her information from Nielsen showing that *WASH* has the largest number of weekly listeners in Montgomery County. Upon contacting *WMMJ*, she learned that they are the largest urban station in Montgomery County; however, they would not be able to provide the Board radio time with the limited budget. Ms. Roher stated that she had a conversation with Mrs. Rivera-Oven after emails were circulated. Mrs. Rivera-Oven requested that staff contact *WPRS*, which is part of the *RADIO ONE* conglomerate. Ms. Roher stated that several messages were left and, to date, no call has been returned. She recommends that the proposal sent to the Board be approved.

Ms. Roher stated that the recommended proposal to move funds as was done in the Primary, could be done by moving \$5,220 from line item 62018 - Computer Equipment to line item 64304 - Advertising. Mrs. Khozeimeh made a motion to transfer \$5,220 from line item 62018 and move it to line item 64304. The motion was seconded by Ms. Phillips. During discussion of the motion, Mr. Naimon stated that there are a number of good outreach options for different areas and suggested that an additional \$5,000 be moved for outreach to allow for outreach targeting the African-American demographic as well as outreach that is not demographic-specific.

Ms. Jurgensen stated that, at the beginning of the fiscal year, it was noted that the IVR (Integrated Voice Response System) and computer software needed upgrades, as well as an upgrade to the MDVoters security system and those funds will be taken from line item 62018. Ms. Phillips inquired if the State would pay any part of the upgrade. Ms. Jurgensen responded no. In response to Mr. Naimon's question, she noted that the cost for the upgrades is currently undetermined.

Discussion related to moving allocated funding from one budget line item to supplement the additional expenditures for advertising was held between Ms. Roher and the Board members. Ms. Roher reviewed the decision of the Administration and Council related to the funding level for outreach activities.

Ms. Roher stated that there is no firm deadline to purchase advertising; however, the later the Board waits to make a decision the less likely the Board will be able to purchase good spots. She reminded Board members that they reached out to the Office of Management and Budget, County Council, and the County Executive requesting additional funding for advertising and they did not provide it. Instead, they added funding for personnel for outreach. Ms. Roher stated that although funds have been identified to be moved into the advertising line item, it would be unlikely that more funds will be able to be identified. Ms. Roher requested that Mr. Naimon provide her with any information he has regarding other media outlets.

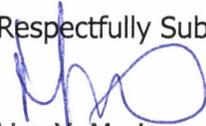
The Board members voted on the motion on the floor - to transfer \$5,220 from line item 62018 - Computer Equipment to line item 64304 - Advertising. The motion was seconded by Ms. Phillips and passed unanimously. Ms. Phillips made a motion to then approve the media buy proposed by staff. The motion was seconded by Mrs. Khozeimeh. Discussion of the motion took place. Ms. Keeffe inquired if there had been anything taken off the table from the media buy since the Primary. Ms. Roher stated that minor changes were made, \$116 from *Radio America*, \$500 from *Telemundo*, \$1,000 from the *Washington Post* and \$1,000 from *Facebook* in the recommended proposal presented, for a total of \$2,616. Ms. Keeffe and others expressed concern about reducing the amount from *Telemundo*.

Ms. Phillips suggested that the plan move forward as proposed and the staff meet with the Budget Subcommittee to find additional funding. Mr. Naimon made a motion to amend the motion made by Mrs. Khozeimeh to add \$2,500 to the media buy for *WPGC* advertising and ask that the Budget Subcommittee find the funds and report back at the September 19 meeting but not wait to implement the plan. Mrs. Khozeimeh expressed concern about what would happen if funds are not found. With no second, Mr. Naimon revised his amendment. He moved that the proposed package be accepted with the addition of \$2,500 to the already approved \$5,220, with \$2,000 going to *WPGC* and returning \$500 back to *Telemundo* and that the Subcommittee meet to find additional funding and report at the September 19 Board meeting. The amendment was seconded by Ms. Keeffe. Mr. Shalleck, Mrs. Khozeimeh, Ms. Keeffe, and Mr. Naimon voted for the amendment. Mr. Vincent voted against the amendment. The amendment passed four to one. The Board members voted on Ms. Phillips motion to accept the proposed media buy and its amendment seconded by Mrs. Khozeimeh. The motion and its amendment passed unanimously.

APPROVED

With nothing further to discuss, Mrs. Khozeimeh made a motion to adjourn the meeting at 3:40 p.m. The motion was seconded by Ms. Keeffe and passed unanimously.

Respectfully Submitted,



Lisa Y. Merino  
Office Services Coordinator

APPROVED BY THE BOARD:



Jim Shalleck  
President