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ALSO PRESENT:

Ms. Suzanne Brown,
Executive Assistant to the Board.

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Thursday Morning Session,
August 23, 2012.

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PROCEEDINGS

- - -

DIRECTOR ANTHONY: Good morning. I would like to call the Franklin County Board of Elections to order. I will do the roll call.

Kimberly Marinello?

BOARD MEMBER MARINELLO: Here.

DIRECTOR ANTHONY: Zachary Manifold?

BOARD MEMBER MANIFOLD: Here.

DIRECTOR ANTHONY: Douglas Preisse?

CHAIRMAN PREISSE: Here.

DIRECTOR ANTHONY: We have a quorum.

The first item on the agenda is, first of all, we thank you all for changing your schedule to be here today. We should have put this on the agenda the other day and kind of forgot so I'm sorry about that.

DEPUTY DIRECTOR WALCH: We offer no excuse other than we forgot.

CHAIRMAN PREISSE: There were other important issues on the agenda.

1 BOARD MEMBER MARINELLO: We had people
2 here.

3 DIRECTOR ANTHONY: First is our education
4 budget. Does anyone want to talk about that?

5 DEPUTY DIRECTOR WALCH: Yes. It is my
6 understanding it is the tradition of this Board we
7 hire two firms to help us with the -- with
8 advertising the election. We do basically two
9 messages, the first one being an early vote message
10 and voting absentee or in person or taking advantage
11 of the opportunities to mail in the application and
12 ballot.

13 Much of that is done over T.V.s. It is
14 still the most powerful medium out there but also
15 obviously most expensive, but as you can see from
16 Exhibit A, we do mix in some -- some radio and
17 newspaper, and this year we are actually going to do
18 some digital information also.

19 To communicate those two messages, the
20 second -- the first message being early voting, the
21 second message being to remind folks of what
22 identification they need to bring with them at their
23 polling location and also all of our contact
24 information, if they have questions, please go to our

1 website or call us at the office, that sort of
2 information so we can be as helpful to voters as we
3 can being.

4 DIRECTOR ANTHONY: As always, we can use
5 a Democrat and Republican firm. We've done this,
6 wow, for at least since -- I don't know. I don't
7 know how far back.

8 BOARD MEMBER MARINELLO: We spent the
9 same as '08?

10 DIRECTOR ANTHONY: Probably a little
11 more. The cost of T.V. advertising is exorbitant.

12 BOARD MEMBER MARINELLO: Went up.

13 DIRECTOR ANTHONY: We try our best to let
14 folks know we are not a political organization nor
15 are we an issues organization, and it goes to deaf
16 ears. And, you know, this -- just can't do it any
17 less expensive than this.

18 So that's the motion for you.

19 DEPUTY DIRECTOR WALCH: The overall
20 budget is detailed for you in Exhibit A, and then you
21 also have a specific invoice that we want to -- on
22 the back of that we also have a specific invoice that
23 we were hoping for approval for today. The reason we
24 wanted to get this done quickly is because of all the

1 advertising that is taking place between the
2 Presidential candidates, the U.S. Senate candidates,
3 all the issues that are out, time is being bought up,
4 and we want to make sure that we get our time that we
5 need to communicate these messages out to the voters
6 also.

7 CHAIRMAN PREISSE: So we are approving an
8 entire education budget and separately a --

9 DEPUTY DIRECTOR WALCH: Specifically the
10 invoice. We put it into two motions. We don't know
11 that we necessarily needed to be that detailed on it,
12 to open a specific purchase order. Since this was --
13 the television portion of it was such a large amount,
14 approximately \$525,000, we wanted to just put a
15 specific motion in there the Board did give approval
16 for that expenditure.

17 CHAIRMAN PREISSE: And Triumph is one of
18 the two consultants but is managing this single
19 expenditure?

20 DEPUTY DIRECTOR WALCH: Triumph and
21 Strategy Group have worked it out between themselves.
22 Both entities have been involved and they have
23 approved the budget and the allotment of time and
24 what specific stations and times we would be

1 advertising. They worked out how it would be divied
2 up between them equitably so that it came out equally
3 between the two of them.

4 BOARD MEMBER MARINELLO: Would Strategy
5 Group have an invoice too?

6 DEPUTY DIRECTOR WALCH: Not specific for
7 the T.V. time. That's being done through Triumph and
8 then my understanding Strategy Group will invoice
9 Triumph for their portion of it.

10 CHAIRMAN PREISSE: But it is your
11 understanding they have worked that out and --

12 DEPUTY DIRECTOR WALCH: Absolutely, yes.

13 CHAIRMAN PREISSE: -- both sides are in
14 agreement that this is --

15 DEPUTY DIRECTOR WALCH: That is correct.

16 CHAIRMAN PREISSE: -- how they want to
17 proceed.

18 DIRECTOR ANTHONY: Yes.

19 BOARD MEMBER MANIFOLD: Is there
20 anything --

21 DIRECTOR ANTHONY: Same with the actual
22 production of these two, they worked all of that out.

23 BOARD MEMBER MANIFOLD: Is there any
24 concern the invoice --

1 CHAIRMAN PREISSE: Yeah. Where do you
2 come up with the 525,209?

3 DEPUTY DIRECTOR WALCH: The budget that's
4 put together as with budgets are an approximate
5 budget.

6 CHAIRMAN PREISSE: This was --

7 DIRECTOR ANTHONY: Yeah. That was the
8 budget --

9 CHAIRMAN PREISSE: The specific buys.

10 DEPUTY DIRECTOR WALCH: Yeah. We will
11 not exceed 650,000 that's authorized in the overall
12 budget because we don't have the line item in our
13 overall budget to go above that so it won't go above
14 that anyways.

15 CHAIRMAN PREISSE: Okay.

16 BOARD MEMBER MARINELLO: All good.

17 Mr. Chairman, I move that the Board
18 approve the voter education budget of 650,000
19 detailed in Exhibit A and authorize the Director and
20 Deputy Director to implement this budget.

21 DIRECTOR ANTHONY: Is there a second?

22 BOARD MEMBER MANIFOLD: Second.

23 DIRECTOR ANTHONY: All those in favor say
24 aye.

1 Motion carries.

2 And then the next motion is the actual
3 T.V. purchased time.

4 DEPUTY DIRECTOR WALCH: One thing we do
5 want to stress on this is that this does cover a
6 variety of different stations in the Columbus media
7 market, all different demographics, all -- you know,
8 all different age groups, demographics. It is a
9 comprehensive, wide-ranging advertising buy. It
10 doesn't focus just solely on, you know, one type of
11 show, one type of demographic, one station, or
12 anything like that. It's a very comprehensive,
13 across-the-board media purchase.

14 DIRECTOR ANTHONY: And, again, both of
15 our two teams agreed on the purchase time and
16 placement of the ads so I think it's a good mix of
17 getting our message out vote -- for early vote and
18 the ID requirements.

19 BOARD MEMBER MANIFOLD: You guys sent me
20 the breakdown of all the buys. I thought it was a
21 good buy. I thought it was very diverse.

22 DIRECTOR ANTHONY: Did you get a copy of
23 it too?

24 CHAIRMAN PREISSE: I don't know that I

1 did, but I know both of these firms, and I have
2 confidence in their understanding of the market.

3 DIRECTOR ANTHONY: We will make sure you
4 get a copy of it.

5 CHAIRMAN PREISSE: I may have gotten it
6 in a copy of -- I did.

7 DIRECTOR ANTHONY: I thought you did.

8 CHAIRMAN PREISSE: I didn't see it.

9 DIRECTOR ANTHONY: We sent a lot of stuff
10 out. It's easy to miss some of it, but I feel pretty
11 confident. I think we will be able to get our
12 message out to all demographic groups.

13 BOARD MEMBER MANIFOLD: All right.
14 Mr. Chairman, I move the Board authorize the Director
15 and Deputy Director to open a purchase order in the
16 amount of \$525,209 to Triumph Communications for the
17 purchase of television time to advertise in person
18 absentee voting and the identification requirements
19 for the general election.

20 DIRECTOR ANTHONY: Is there a second?

21 BOARD MEMBER MARINELLO: Second.

22 DIRECTOR ANTHONY: All those in favor say
23 aye.

24 And just to kind of add to all of this I

1 had a meeting with COTA yesterday?

2 DEPUTY DIRECTOR WALCH: Yesterday.

3 DIRECTOR ANTHONY: It was yesterday. I
4 had a meeting with COTA yesterday, and they are going
5 to do what they can and work with us and our team
6 here to develop factors -- or cards that say, you
7 know, get out to vote on their routes no matter where
8 you live at, and we will have a link of our web page
9 so our COTA people that catch the bus will know how
10 to get to -- right now on our web page we have a
11 Google map. And Google map, if you open it up, you
12 can press -- there is a bus icon. You press the bus
13 icon, and it will tell you wherever you are the best
14 bus route to get there.

15 We want to make sure that folks know to
16 use that icon. It also has driving, ride a bicycle,
17 or if you want to walk. So anyways we are going to
18 just remind folks that it's that easy to figure out
19 how to get to the Morse Road location.

20 CHAIRMAN PREISSE: Good.

21 DIRECTOR ANTHONY: So that's all I have
22 for today.

23 DEPUTY DIRECTOR WALCH: That's all we
24 have.

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CERTIFICATE

I do hereby certify that the foregoing is a true and correct transcript of the proceedings taken by me in this matter on Thursday, August 23, 2012, and carefully compared with my original stenographic notes.

Karen Sue Gibson, Registered
Merit Reporter.

(KSG-5579)

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