



Inajo Davis Chappell
Chairwoman

Jeff Hastings
Member

Eben O. (Sandy) McNair, IV
Member

Robert S. Frost
Member

Pat McDonald
Director

Anthony W. Perlatti
Deputy Director

Spanish- Language Advisory Board Meeting Minutes

January 13, 2014

5:30 PM

Cuyahoga County Board of Elections (4th floor)

2925 Euclid Ave

Cleveland, Ohio 44115

Attendance:

Pablo A. Castro III - Chair
María Anderson - Co-Chair
Jonathan Anderson- Member
Ron Berger- Member
Glenda Bermudez-Member
Lorna McLain- Member
Omar Medina- Member
Gilbert Peña- Member
Marilyn Peña- Member

Cuyahoga County Board of Elections Staff:

Anthony Alto- Poll Worker Recruiter Specialist
Henry Curtis- Poll Worker Department Manager
Robert Frost- Board of Elections Board Member
Pat McDonald- Director
Eben O. (Sandy) McNair, IV- Board of Elections Board Member
Ivelisse Roig: Bilingual Election Program Coordinator
Tony Perlatti- Deputy Director
Shantiel Soeder- Ballot Department Manager
Linda Steimle - Clerk to the Board
Matthew Clever- Republican Administrative Assistant
Mike West- Media and Voter Education Specialist

Department of Justice Attorneys:

Carole Rendón
Heather Tonsing Volosin

Guests:

Christopher Martínez- Prospective Member
Lucy Torres- Hispanic Liaison for the City of Cleveland
Richard Romero- La Mega radio station
Jose Feliciano Sr. - Hispanic Roundtable Chair
Pierre David - Professor, Baldwin Wallace University
Doug Jakyma – Student Supervisor, Baldwin Wallace University

Agenda Item I: Welcome:

- A. The Bilingual Coordinator welcomed everyone to the meeting and asked the attendees to introduce themselves.
- B. Approval of minutes from December 2, 2013 Board meeting: The Bilingual Coordinator distributed the minutes to Advisory Board members. The Bilingual Coordinator asked the Advisory Board members to read and review the minutes for accuracy. The motion to approve the meeting minutes was introduced by Pablo Castro, seconded by Ron Berger, and approved by the Board members.

Agenda Item II: Old Business:

- A. Bilingual Ballot Survey Results Presentation: Pierre David, Professor from Baldwin Wallace University: Baldwin Wallace professor stated that Professor Tom Sutton was not able to deliver the presentation due to another commitment out of the country. Professor Pierre David opened the survey presentation by stating that according to the results of the survey the bilingual ballot should remain in its current form and layout. “The bilingual ballot access survey project conducted by the Baldwin Wallace University Community Research Institute for the Cuyahoga County Board of Elections exceeded all survey targets. The exit poll survey conducted on November 5, 2013 collected 698 surveys from ten bilingual polling stations, and 707 surveys from ten non-bilingual polling stations (the targets were 400 from each set). A survey of the Hispanic community on the near west side of Cleveland conducted November 9th – December 12th, 2013 collected 665 completed surveys (target was 600). The community survey respondents included 47% who identified as Puerto Rican and 33% who identified as Hispanic, either non-Puerto Rican or mixed. The exit poll and community surveys were conducted in English and Spanish. 67% of the community survey respondents used the Spanish language survey, as did 8% of the exit poll survey respondents. A randomized landline phone survey of residents of Cuyahoga County collected 523 completed surveys (target: 500) during the period of November 12 – 26th. The margin of error for the phone survey is 4.3% at the 95% confidence level,” said David. The complete survey results were made available to the meeting attendees.

The SLAB members recommended not conducting the Baldwin Wallace Hispanic Survey. Several members said the \$24,000 cost of the survey would have been better spent on voter education projects. CCBOE Board member, Sandy McNair stated that it was important to conduct a survey so that the CCBOE would have documentation directly from the community. SLAB members said they were concerned about the sampling and the phone survey, they thought that the survey had some inconsistencies with the ethnicity, language, etc. The ballot design presented to surveyors was not available. They felt there was a discrepancy between the phone survey and the survey conducted in person.

Members of the Latino community and the SLAB stated that conducting the Baldwin Wallace survey was perceived as a step toward eliminating the bilingual ballot. Many stated that eliminating the bilingual ballot will be like taking a step back and could be interpreted as disrespectful to the Latino community. CCBOE Board member Robert Frost and Sandy McNair concluded the discussion by stating their intention to support the retention of the bilingual ballot in its current form.

Agenda Item III: New Business:

- A. **Outreach Project- “*Es Nuestro Turno, It’s Our Turn*” –Introduction Summary:** The Bilingual Coordinator presented to SLAB the outreach project that has been initiated between the CCBOE and other Latino community agencies. The interested parties met on January 10, 2014. The organizations involved, as of January 10, are:
 - United Hispanic Pastors Fraternity -Presentation scheduled for March 29th -Time and place TBD
 - El Barrio
 - Miss Cleveland Latina
 - Spanish Language Advisory Board/Cuyahoga County Board of Elections
 - NOVA- North East Ohio Voting Advocates

The Challenge: The Latino Community has had a very low turn-out in all elections. As a result, Latinos have minimized their influence in choosing their elected officials. Summary:

The goal of “*Es Nuestro Turno, It’s Our Turn*” is to increase the influence and electoral power of the Latino Community by encouraging them to exercise their right to vote. The project members will:

- Increase voter registration
- Encourage voting
- Follow up with voters to find out whether they cast a ballot

This will be accomplished by actions of a collaboration of the Board of Elections Bilingual Coordinator, staff and volunteers of Hispanic community organizations, and faith based leaders who work within the Hispanic Community.

For example: How it will work in the faith based community:

Recruit a church liaison(s) one per church. Provide the voter education training to the liaisons (train the trainers) and they would educate and register their congregation. In addition, voters would sign a voter tracking pledge card.

The CCBOE would make a data base registry with the pledge cards and the voter registration cards collected. The pledge card is a form that we created for the voter to sign and give us permission to call, text, or email the voter with voting information updates.

1. 3 months before the election we will start with the following up phone calls/messages
2. After the election voter history information would be used to see if they actually voted.
3. Similar methods would be tailored to other organizations that decide to participate.

The Board of Elections role: The Bilingual Coordinator would conduct the education classes, help maintain the voter database, send e-mails, and make phone calls.

Hispanic Community partners will be asked to assist by:

- Scheduling educational classes on the subject of “Why you should vote”
- Registering voters and collecting pledge cards
- Motivate voters through personal contact with family and friends
- Invite other groups and agencies to participate

Identify trusted agencies that will provide volunteers who will help maintain the data base of voters and conduct follow up calls and e-mails to voters who have agreed to be part of the program.

Next Steps:

Recruit Volunteers

Create a Pledge Card

Create data base

Create a time line

Create curriculum

Delegate responsibilities

The next meeting is scheduled for January 22 at 10:00 am at El Barrio.

- B. Spanish Language Advisory Board Recommendations:** The Chairman of the Spanish Language Advisory Board, Pablo Castro stressed the importance in providing the CCBOE a complete report articulating the SLAB’s recommendations that include maintaining the bilingual program’s services including the bilingual ballot.

Agenda item IV: Closing Remarks by SLAB’s Chair- Pablo A. Castro

The Chairman Castro requested that in the future the CCBOE provide more advance notice when last minute items are added to the SLAB meeting agenda. He stated his regrets that some items on the agenda were not discussed at the meeting because of time constraints

Chairman Castro proposed the idea of forming a committee to work on a report and recommendations of how the SLAB should proceed following the expiration of the Federal Consent Decree on March 30, 2014. He suggested interested members should communicate through email to set up a date for the committee to meet.

Agenda Item V: Items tabled:

Appointments and Nominations:

- New Advisory Board Members

A. Update -Creating Rules and Procedures for The Spanish Language Advisory Board Members