

Spanish-Language Advisory Board Meeting Minutes

February 28, 2011

5:00p.m.

Cuyahoga County Board of Elections

I. Attendance:

a. **Present:**

Dennis Anderson	Magda Gómez	Ivelisse Roig
Marilyn Bagley	Trevor McAleer	Francisco Santiago
Luis Cartagena	Pat McDonald	Jaci Torres
Pablo Castro III	Loran McLain	
Carlos Chinchilla	Javier Morales	

b. **Not Present:**

Nebeska Aviles	Adrian Maldonado
Yasin Cuevas	Natividad Pagán
Luis Gómez	Maria Ivelisse Pérez

c. **Welcome New Members:**

Marilyn Bagley	Lorna McLain	Jaci Torres
Pablo Castro III	Javier Morales-Ortíz	Carlos Chinchilla

II. Minutes Review:

- a. Bilingual Coordinator Ivelisse Roig read over the minutes from last meeting (01/28/2011), Carlos Chinchilla had questions about how is registration done and wanted to understand the formula for required Poll Workers and bilingual precincts. Other members had questions about registration; if it's by pulling information from the census data, home ownership records etc. Deputy Director Pat McDonald explained that is done by making use of our current voter registration records and applying the formula provided by the Department of Justice (based on any precincts that have 100 + Hispanic surname registered voters).
- b. Other comments on this topic: Ward 14 was the highest area populated area with persons of Hispanic descent but has the lowest voter turn out and the highest foreclosure rates.
- c. Chinchilla's concern was that by the Board of Elections using this formula was only selecting Puerto Rican surnames for example "Rodriguez" and overlooking other Spanish surnames from other countries besides Puerto Rico. He suggested considering other ways to select bilingual precincts such as the census data.
- d. Magda Gómez mentioned that due to the enforcement of this law, not only the Puerto Rican Limited English Proficient (LEP) population in Cuyahoga County will benefit but the entire Hispanic community will too. Javier Morales made a remark of how this is also implemented in Puerto Rico for Americans that don't speak Spanish.
- e. Marilyn Bagley made a suggestion to add a box to the registration card; asking people their primary language in order to identify language needs.

- f. Luis Cartagena proposed a motion to approve the minutes and Francisco Santiago second the motion.

III. May 3, 2011 Election Update:

- a. Bilingual Coordinator gave an update about the May 3, 2011 Primary Election.
 - i. None of the municipalities or precincts for this election exceeds 100 Hispanic surnamed voters which is the formula prescribed by the DOJ, therefore no precincts require to have bilingual poll workers are participating.
 - ii. Working on translating ballot issues, website, potential target finish date is before April 2011. Hotline only available on Election Day 216-443-3233.
 - a. The members were asking about the main line Spanish recording message. There is no option in Spanish with the main number at this time but has the ability to transfer to a bilingual representative.
 - b. According to Trevor McAleer this will be in place by May and it will be advertised.
 - iii. Poll Worker recruitment event March 5, 2011, Health Fair at La Iglesia de Dios Pentecostal. Ivelisse Roig will represent the Board of Elections along with John Strick a representative from the Poll Worker Department.
 - iv. The Spanish-Language Advisory Board is one of the requirements under to the Agreement Judgment and Order to support the BOE bilingual program and so far this is the second meeting.

IV. Old Business & Updates:

- a. Organization of Advisory Board:
 - i. Nominations are going to be open until the week before of the next meeting (03/28/2011).
 - ii. The next meeting nominations/vote for Chair/Co-Chair March 28th, 2011 5pm, anyone interested in the nomination of someone should email Ivelisse Roig iroig@cuyahogacounty.us with those nominations in the next few weeks.
- b. Facebook:
 - i. The Spanish Facebook page had a positive view from the group.
 - ii. Social Media-Good idea per the group, however don't forget about those who don't have internet access and don't have computer skills. Attending church groups and other public meetings or events will help for those who don't have a computer. Pablo Castro mentioned that we could have 500 people sign up in a week with the networking groups already in place.

c. Board Nominations for New Members:

- i. The members were expressing the need of more structure, they would like to create bylaws and ground rules. They would like to have a committed and steady group of people. They do understand that the board is in the early development stage; however the members feel that it is necessary to elect a Chair and a Co-Chair in order to begin the process.

V. New Business:

a. Outreach Strategy Discussion:

- i. Lorna McLain asked: what is our targeted audience? Ivelisse Roig answered that our target audience is the LEP of Cuyahoga County. Another question asked how many Hispanic voters do we have in Cleveland & in the county? (Someone mentioned 50,000 Cleveland/80,000 the County, however that should be confirmed).
- ii. The Board discussed which strategy is better: Organizing our own event or participate in current community events.
- iii. The recommendation was to involved people from different sectors: faith based organizations, cultural centers, participation in festivals and events throughout the year. Contact persons for events in the community; interact with events that are already taking place and to do not invent a new one. We should be reaching out to the public, not us having them to reach us out.

b. Subcommittee Formation:

- i. Sub-Committees will consist of 3 groups and those interested in a certain sub-committee should email Ivelisse Roig on a 1st choice and 2nd choice in the coming weeks.
- ii. Carlos Chinchilla was wondering if there was a budget for the subcommittees. He felt the need to tie in a cost with subcommittees. Dennis Anderson, Manager of Outreach mentioned that some costs will be incorporated with outreach program.

1. Translation Sub-committee.
2. Voter Education/Outreach Strategies Sub-committee.
3. Poll Worker Recruitment & Retention Sub-committee.
4. Javier Morales would like to join the translation committee and Pablo Castro the Outreach Committee.

c. Survey Project :

- i. Magda Gómez talked about the survey project for open discussion and to brainstorm the possibility of creating a survey that will assess the Spanish speaking voters' opinions, and address any concerns from the voters.
 1. Opportunity for college students to volunteer with the formulation of questions.
 2. How will we distribute the survey? Where people congregate, events, etc.
 3. Survey Monkey vs. Traditional Survey
 4. Timeline for Survey- Javier Morales can have colleagues at Baldwin Wallace help design the survey.

VI. Closing Remarks:

- a. Email nominations for Chair and Co-Chair to Ivelisse.
- b. Members of the board would like to see samples of the different outreach materials and voter education handouts, FAQ's Flyer recommended having as a handout to address some basic questions about voting-voter registration-the election process/how to & did you know type of questions, additional discussion needed on this FAQ Handout.
- c. Email election calendar before the next meeting (03/28/2011)

*Meeting adjourned at 6:16 pm