

## 2018 Fallbrook Democratic Club Report

**PURPOSE:** This is to request that the Fallbrook Democratic Club Fallbrook (FDC) be considered for Club of the Year because of our 2018 successes in electing club members to local government, growing our membership in this traditionally conservative, unincorporated town, plus FDC publicly leading highly visible demonstrations on immigration, and our effective door to door canvassing for candidates and issues such as California healthcare. **Please see the Criteria Checklist below.**

Our 50 member GO Team helped to raise Fallbrook's voter turnout to 60%, helping Ammar win some of Fallbrook's precincts both in the Primary and General. On Nov 6<sup>th</sup>, small town Fallbrook provided Ammar with 5% of his total districtwide vote.

Although FDC is the SDCDP chartered Club furthest away from San Diego, our club is consistently represented at SDCDP organization events like the Council of Clubs, having a full table of our members at the Roosevelt dinner, plus sending voting delegations to the Central Committee, the North Area Caucus, and the 2018 State Convention.

**Monthly Meetings:** The Fallbrook Democratic Club (FDC) holds regular efficient monthly membership meetings (12) that start & end on time to promote attendance. Programs prioritize information on North County government, Democratic issues, and bringing the candidates face to face with our members. FDC's average 2018 meeting attendance (50) is now higher than the total certified club membership of 2016 (40). Interesting speakers are engaged and candidates now consider it important to make the trek northward to meet our members. In 2018 we had an average of 5 candidates appearing and speaking per meeting. Meetings begin with social time at 6:30pm, call to order at 7:00pm, usually adjourning at 8:30pm.

**Member Participation:** When our meeting location landlord suddenly raised the rent from zero to \$100 a month, multiple club members answered the appeal with donations to pay 2018 & 2019 rent allowing us to continue in place without raising dues.

### Community Out-Reach:

**Dues:** \$10 annual dues are the lowest of SDCDP chartered clubs in order to be accessible to working families.

**Public Demonstrations:** In an alliance with the Fallbrook Human Rights Committee (a Latino group) The Fallbrook Democratic Club organized weekly protests against internment camps outside the Camp Pendleton gate in 2018. Reported on Channel 8, 10, and Univision

**Monthly Coffees:** FDC hosts informal monthly public coffee meetings (12) in 2018. Average: 8 attendees. Current and prospective members gather to ask questions or share political news.

**E- News letter:** Weekly or more often if necessary.

**Chamber of Commerce:** FDC representatives attend 1 or 2 Chamber events per month.

**Festivals & Marches:** FDC had a booth at the 2018 Avocado Festival, the Harvest Faire, and marched in the Palomar Women's March as a group and has a Fallbrook Christmas Parade entry.

**Social Media:** Up to date [Website](#) lists all scheduled events, informal summary of past meetings and has added on-line payment this year. Our detailed Election Guide had 1,174 hits in October & November. [Facebook](#) page has 4 club administrators and has doubled the number of its followers to 451. [Twitter](#) has 441 followers.

**Newsprint:** In 2018, we had 15 Press Releases in Fallbrook Village News, 12 Press Releases in Union Tribune (North County).

## Political Influence

Fallbrook Democratic Club (FDC) has an out sized influence and presence on local boards. In a year-long effort, we recruited candidates for the Fallbrook Elementary School Board, Fallbrook High School Board, Fallbrook Community Planning Group, and Fallbrook Health Care District. we ushered 7 of these FDC club members through the SDCDP endorsement process and all 7 have won their races.

This result gave FDC members a majority on the High School board and put 2 of our members on the 5 seat Elementary School Board. FDC now has 3 elected club members on the 15 seat Fallbrook Community Planning Group. One of our members is the Chair of the Fallbrook Land Conservancy (FLC), and many others actively volunteer at the FLC.

FDC has close alliances with the Fallbrook Climate Action Team and the Fallbrook Human Rights Committee.

## Criteria Checklist

- number of general meetings held: 12
- Total 2018 membership: 164
- number of new members gained: 71
- number of members renewed: 93
- average number of members attending meetings: 50
- average number of candidates speaking at membership meetings: 5
- type of programs; (see program list below) Gun Sense, Health Care, Climate Change, Candidate endorsements, speakers on North County government
- Outreach: 8 public events, Chamber of Commerce meetings, coffees, & lunches
- number of GO Team members: 50
- participation in voter registration: (tables at supermarkets, County park, club booths at town festivals, and GO Team going door-to-door)
- representation and participation at Council of Clubs: Always present at C of C meetings in 2018.
- when last considered and or selected: Never nominated or selected.

## 2019 Program Summary:

- Jan. Speaker Bill O'Connor: (elected official) on Fallbrook Planning Group; Club Elections & 2018 goals;
- Feb. Spkr Kathy Rallings: Calif. Single Payer Healthcare; Vote: Resolution supporting SB562 (Healthcare)
- Mar. Spkr Jessica Hayes: State of the County (Democratic Party)
- Apr. Spkr Wendy Wheatcroft: Moms Demand Action (for Gun Sense)
- May Endorse O'Rama: Voting to endorse Statewide candidates
- Jun. Spkr Lisa Wellens: San Diego 350 (Climate Change)
- Jul. Spkr Kate Schwartz on Fallbrook Health District (local govt)
- Aug. Spkr Ricardo Favela: Fallbrook Human Rights Committee (immigrant rights)
- Sep. Spkr Dave Myers: For Profit Prisons; Vote: Resolution supporting SB100 (Climate Change)
- Oct. Spkr Karen Sutton: League of Women Voters; Vote: Resolution opposing Measure EE.
- Nov. GOTV Phone Bank for endorsed candidates
- Dec. Spkr Chief Stephen Abbott North County Fire Protection District; Jessica Hayes;

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