

**MEMBERS OF THE
COMMITTEE**

DIANA L. MENDEZ
Chairman

MARIA V. PAREDEZ
Vice Chairman

FREDERICK CANIEDO
Member

VACANT
Member

REYNA RODRIGUEZ
Member



SUZETTE MACHADO
Elections Program Coordinator

PATRICIA SAMANIEGO
Clerk

**LANGUAGE
ACCESSIBILITY ADVISORY
COMMITTEE**

GOVERNMENT PLAZA
5951 S. Mooney Boulevard
Visalia, CA 93277
(559) 624-7300

MINUTES

**Present: Members Mendez, Rodriguez and Paredez,
Public on Conference Call: Member Caniedo
Staff Present: Suzette Machado, Patricia Samaniego, Chantele Tactacan**

March 9, 2023

**10:00 a.m.
Registrar of Voters Office, Conference Room
5951 South Mooney Boulevard
Visalia, CA 93277**

Called to order at 10:01 a.m.

**NOTICE TO THE PUBLIC
PUBLIC COMMENT PERIOD**

At this time, members of the public may comment on any item not appearing on the agenda. Under state law, matters presented under this item cannot be discussed or acted upon by the Committee at this time. For items appearing on the agenda, the public is invited to make comments at the time the item comes up for Committee consideration. Any person addressing the Committee will be limited to a maximum of three (3) minutes so that all interested parties have an opportunity to speak with a total of fifteen (15) minutes allotted for the Public Comment Period. At all times, state your name and address for the record.

1. Approve January 12, 2023, Minutes.

**Paredez – Rodriguez – 3-0 Approved July 14, 2022, Minutes
Resolution No.2023-001**

2. Public Comments: **None**
3. Nominate and appoint Chairman and Vice Chairman.

**Chairman Mendez asked if there were any nominations for Chairman and Vice Chairman,
and the committee unanimously agreed to keep the roles of the members as is. Paredez-
Rodriguez – 3– 0
Resolution No. 2023-002**

4. Remove Gail Jones from the Language Accessibility Advisory Committee in accordance with the By-laws for missing three consecutive meetings.

Suzette noted that Gail had missed meetings: on December 9th, January 13th, and July 14th. Chairman Mendez asked if anyone had contacted Gail. Staff had reached out by telephone and by mail to contact Gail but were not met with any returned communication. Chairman Mendez entertained the motion to remove Gail from the committee. Rodriguez –Paredes– 3– 0

Resolution No. 2023-003

5. Discuss Registrar of Voters Outreach Plans

Suzette presented a list of events that towns in the county have posted for 2023. In Dinuba, the Summer Concerts in the Park is an annual event, but Suzette noted that last year in 2022 that there was not much public interest. The list also included Museums that each town in the county has. Suzette expressed interest in setting up booths at the Porterville Fair and the Iris Festival.

Three Rivers Historical Museum holds an annual Hot Dog Day. Last year, the event did attract people to the Outreach booth because of the small freebies provided. While at the event, Suzette did have the chance to speak to a man who didn't know how the Ballot-Marking Device worked and was able to explain the process to him.

Chairman Mendez had information regarding the Visalia Wine Walk that would benefit Outreach, such as setting up a booth and providing complementary waters to encourage the participants of the Wine Walk to stay hydrated all while learning about the voting process.

Vice Chairman Paredes mentioned that the World Ag Expo could be a potential new place to set up a booth, yet she expressed concern since the show is international, so having an outreach booth could be tricky in terms of which attendees the booth may attract for our local county registrations. However, Vice Chairman Paredes also saw the benefit of having a booth because registered voters in the county may not have updated their addresses. Chairman Mendez said that the registration forms are applicable for those that may not only live in Tulare County and that the office itself could forward those registration cards out to the appropriate county office. Suzette said a booth near the entrance or by the parking lot could be possible and that the office has connections to the World Ag Expo because some of the poll workers we recruit are involved in the show.

Woodlake has a rodeo that does see a big turn-out and there's an opportunity to pre-register some high-school-aged students because the FFA does go out to the rodeo as well. Suzette said that the College of the Sequoias (both Visalia and Tulare campuses) don't have anything set yet, but Porterville College is one campus that Outreach should visit because there is a tendency to be short on poll workers in those areas. The college itself has been used as a poll site in the past and was very busy. Suzette mentioned that last year in 2022, the list of Outreach opportunities was cut short due to the many elections that interrupted the visits. She presented a list of contacts with the organizations they are affiliated with to reach out to whenever possible.

Chairman Mendez said the goal is voter outreach and Suzette said she had met voters concerned about the process and encouraged them to become poll workers to better understand. Afterward, they could come back and be a part of the Tally Board Members to see every step of the process. The poll workers went home with a better understanding so that they could answer questions being asked of them while at the poll site.

Chairman Mendez asked Suzette how the tables for the booths were set up. The setup is that the table has a tablecloth with the Tulare County seal, and the Registrar of Voters logo. The office provides all writing material necessary for people to fill out registration cards and poll worker applications at the booth. There are coloring pages, mini flags, and pencils with stickers that have the office's contact information. There are old pins from previous elections. Suzette would like candy and small water bottles to bring people over to the booth because she thinks the public feels intimidated by the booth's presentation. Chairman Mendez would like the booth to include signage that invites the public to learn about the voting process and to become a poll worker in different languages nearby. Suzette said that the office could make something.

Chairman Mendez asked about the pay rate for the poll workers and the possibility of including signage that makes it clear that poll work is a paid position rather than a volunteer role. Suzette said the pay differs depending on the position applied to. For the higher-paying daily rates, poll workers can work their way up from Assistant Inspector to Inspector, which is two hundred dollars for the Inspector's rate.

Member Rodriguez raised concern that many of the events for Outreach wouldn't be accessible to many of the Spanish-speaking voters in the county, because the information is in English. She would like to see more outreach ideas like the Visalia Sales Yard because she believes there is more opportunity for conversation there for Spanish-speaking folks.

Vice Chairman Paredes raised a point that outreach would be great at the Visalia Sports Park along with AYSO because parents who are waiting for their children during games would be a great audience to do outreach with.

Member Rodriguez would like to see more outreach towards the Asian-American Community like at Hmong New Year. She also reminded staff of African American Heritage Month coming up and doesn't feel that the population is being served purposely. Powwows and working with the local tribes are also important for local outreach to do. Especially to the younger crowd who may not see the benefit of registering to vote. Member Rodriguez would like to see purposefully diverse events. She mentioned local healthcare networks would be a good spot and that museums or guilds would not see big crowds.

Chairman Mendez would like to see more free events to reach low-income folks. Member Rodriguez mentioned being more deliberate with outreach in terms of stepping away from the booths and meeting people. Lindsay has a night market that would be reaching out to Spanish-speaking communities that Member Rodriguez mentioned earlier. Suzette said Exeter has a gathering of businesses, like Lindsay's night market. Member Rodriguez mentioned Exeter's Fall Festival in which she had great success meeting with members of the public for her outreach and that the spot is promising. Kid's Day, through Tulare County Office of Education, is another huge event where the office could set up a booth.

6. Discuss Social Media Platforms

Suzette presented the social media leaflets the office currently circulates to promote the online social media pages the office operates. Suzette introduced Chantel e's role as, "Keeper of Social Media" and her efforts in the past to keep the public informed about elections and reminders to register to vote. She mentioned since the election, the office hasn't posted anything recently. However, whenever there was a planned Outreach event, Suzette said, Chantel e does post on social media when and where they were located. Suzette expressed interest in posting more regularly and in different languages. Regarding the Elections website, Suzette expressed interest in speaking with the ROV and with the IT

Analyst in making over some features that would make the website more translation friendly. Member Rodriguez mentioned the discrepancies that Google Translate could have and that it's best not to wholly rely on its capabilities. She mentioned our social media posts from the meeting before and said she still hasn't seen the bilingual posts that were talked about to further the page's engagement. She wants to see the page more active than just during election time to keep engagement up. Chairman Mendez asked Chantele what kind of pages the account was following, and Chantele said she keeps the accounts followed only by governmental agencies rather than individuals. Posting reminders of address change and LAAC Meetings would be great to invite the public to attend the meetings. Vice Chairman Paredes said the page should post on major holidays, fun facts, or well-wishes in a minimum of one to three sentences so that people don't forget the page exists. Suzette presented printed-out examples of language inclusive of American Sign Language and Spanish. Additionally provided, were videos that the Secretary of State posted so the office could circulate on the social media pages. Suzette asked the committee since this year is a non-election year if they would like to meet in March. All agreed and Dianna suggested that the committee adopt a calendar of meetings and that they be posted on social media so that people can see the meetings in advance.

7. Adjourn to March 9, 2023, meeting.

Adjourned at 10:49 a.m.