COUNCIL OF INDUSTRIES

AUGUST 11, 2020

BOARD MEETING/ SPECIAL / ZOOM

Present: Barbara, Bielle, Don, Hakim, Josh, Larry, MaryAnn, Katrinka

RE: Ballot Measure / Gross Receipts

Bielle introduced Kevin Reikes, campaign consultant.

Kevin:

* To do a campaign against the measure could run: $120k to include media (cable TV, youtube, hulu, sling; to include about 6 direct pieces, and digital ads, FB, Twitter would be $267K
* Tough climb, respect poll taker EMC, need to pick apart; quick review looks like they will get 2/3rds
* Focus on candidates not bad idea
* Expecting high turnout for election
* Staff can compose argument by 08/19
* Regarding legal action, if judge finds reasonable cause, they will change the language, they rarely throw out

Discussion:

* Need legal challenge along with campaign
* Campaign can be a grass roots effort, get messaging out
* Need financial commitments from businesses if we decide to fight legally and run campaign against
* If RPA voted in on 11/3, they wont lower rates
* If goes through, may have to lay off employees, and they’re union (teamsters, operating engineers, laborers)