

**Spanish-Language Advisory Board Meeting Minutes**

March 28, 2011

5:00 p.m.

Cuyahoga County Board of Elections

**I. Attendance:**

**a) Present:**

Dennis Anderson	Yasin Cuevas	Ivelisse Pérez
Marilyn Bagley	Magda Gómez	Jane Platten
Luis Cartagena	Blanca Figueroa	Ivelisse Roig
Pablo Castro III	Adrian Maldonado	Francisco Santiago
Carlos Chinchilla	Lorna McLain	Dharma Valentín

**b) Not Present:**

Luis Gómez  
Javier Morales-Ortíz

**c) Welcome New Members**

Blanca Figueroa  
Ivelisse Pérez  
Dharma Valentín

**II. Minutes Review:**

**a) Minutes were discussed by Magda Gomez.**

- i. Approval of The Spanish Advisory Board minutes from the February 28<sup>th</sup>, 2011 meeting.
  1. The motion was made by Pablo A. Castro III and seconded by Luis Cartagena for the minutes' approval and no other discussion or objections were made.

**III. May 3, 2011 Election Update:**

**a) Bilingual Coordinator, Ivelisse Roig, provided a brief update concerning the bilingual requirements for the May 3, 2011 Election.**

**i. Sample Bilingual Ballot:**

1. The exhibition of the ballot was on March 23-24 at the Board of Elections.
2. The Sample Bilingual Ballot is posted online at:  
[www.boe.cuyahogacounty.us](http://www.boe.cuyahogacounty.us)

**ii. Public notices:**

1. Posted in "La Prensa", a Spanish publication that publishes weekly.

**iii. Voter educational material distributed:**

1. Dates and deadlines for voters (bilingual)
2. Bilingual voter educational materials will be made available at 14 public library branches in municipalities that are part of the May 3, 2011 Primary Election.

**iv. Handouts:**

1. E-Kit (electronic marketing tool) went out March 23, 2011 through e-mail distribution to partner agencies; including those who provide services to the Spanish-speaking voters.

**v. Media Advisory:**

1. Public Service Announcements have been submitted to radio stations that feature Spanish language programming and to the Spanish language cable channel “Univision” for airing. The PSA topics include: registration deadline, how to obtain Vote by Mail Applications, the deadline for applying to Vote by Mail, and the deadline for returning voted ballots.
2. Marilyn Bagley had a question about when Vote by Mail starts. Director Platten answered the question “its 35 days before the Election Day”.

**vi. Phone System:**

1. Spanish messages will follow the English.
2. Spanish hotline assistance: This line will be active on Election Day to assist Spanish-speaking voters. On May 3, 2011 two bilingual staff members will be available.

**vii. Poll Workers Recruitment and Training:**

1. Bilingual poll workers are not required for the May Primary Election therefore, at this time there will not be a separate bilingual training; however, all Poll Workers will receive training on the bilingual materials and why they are necessary.

**IV. Old Business & Updates:**

**a) Election of Chair and Co-Chair:**

- i. Bilingual Coordinator, Ivelisse Roig, provided background of the nomination process, and introduced the candidates who were nominated by the board members; the meeting had a quorum to proceed with the Election process.
  1. Magda Gómez was nominated as Chair and Pablo Castro III was nominated as Co-Chair.
  2. Magda Gomez requested additional nominations from the floor.
  3. Adrian Maldonado seconded the motion to get nominations from the floor; no other nominations from floor, then proposed the group to support the current nominations by accepting the two candidates for the positions and Carlos Chinchilla seconded the motion with no further discussion or objections.
  4. Magda Gómez was elected for the Chair position and Pablo A. Castro III for the Co-Chair position of the Spanish –Language Advisory Board.

**b) Spanish-Language Advisory Board Facebook Page –Update**

- i. The discussion for the Facebook Page was initiated by Bilingual Coordinator Ivelisse Roig with the purpose to obtain suggestions and opinions about the page information.

1. Mission statement vs. the purpose: for now the board decided to use the purpose that is stipulated in the Consent Decree (page 10, par.22).
2. Magda Gómez and Pablo Castro III recommended using the Board of Elections' name to establish credibility within the network.
3. Magda will have access as an administrator to the Facebook page. Ongoing suggestions or discussions will be discussed via e-mail.
4. Facebook would not go public until final approval is given by the Director, Jane Platten.
5. Yasin Cuevas shared her successful experience with her non-profit class Facebook Page; she accentuated the fact that she doesn't have the need of distributing handouts anymore because word of mouth in Facebook is powerful and is strong within the Latino community.

**c) Subcommittee Formation Update:**

- i. New members and current members were asked for final additions to subcommittees.
  1. Members selected a subcommittee.
  2. A chair person was also selected for each subcommittee:
    - Blanca Figueroa-Poll Worker Recruitment
    - Pablo A. Castro III- Outreach
    - Yasin Cuevas- Translation
  3. Subcommittees will individually meet or connect through their choice of communication.
  4. Adrian Maldonado decided not to join any of the subcommittees due to his outside commitments and busy schedule, however, he offered his assistance if needed to provide advice and support.
  5. The Outreach Subcommittee is taking on the Facebook task since it is a marketing related tool.

**d) Survey Project:**

- i. Magda Gómez provided an update concerning the survey development with the assistance of Javier Morales-Ortíz, Professor at Baldwin Wallace (absent). The survey is an ongoing topic for discussion until we have a clear plan and process.
  1. The community survey will assist to identify where the gaps are and get a sense of the community's opinion about the new Bilingual requirements.
  2. Blanca Figueroa suggested having volunteers help with the survey distribution; she talked about the great support her organization, May Dugan Center receives from the "Business Volunteers Unlimited"
  3. Lorna McLain suggested the survey be very simple and Magda Gómez also said that the vision is to have multiple choice options and no more than four questions.

4. Dharma Valentín recommended to have a Survey Monkey linked into the Facebook page for those who have access to computers.

**V. New Business:**

**a) Census Bureau Discussion:**

- i. Bilingual Coordinator, Ivelisse Roig, initiated the Census Bureau discussion and shared the results from the first report that the Census Bureau released; It provides a clear picture of which municipalities in Cuyahoga County the Hispanic population is currently living or increasing.
  1. Dennis Anderson, Community Outreach Manager, accessed the Census information through a link posted at the Plain Dealer website where it allows to research specific cities:  
[http://www.cleveland.com/datacentral/index.ssf/2011/03/census\\_2010\\_ohio\\_village\\_city.html](http://www.cleveland.com/datacentral/index.ssf/2011/03/census_2010_ohio_village_city.html)
  2. This information does not reflect the current registered voters of Hispanic descent in the County, but, it provides a good indication of new areas to conduct outreach for voter registration and education.

**b) Bilingual Materials Sample:**

- i. Bilingual materials were available for the Spanish-Language Advisory Board members.
  1. Marilyn Bagley made the suggestion to add a language preference box to the registration card.
  2. Director Platten indicated that it was a great suggestion, and it might be taken into consideration in the future (depending on the SOS/ORC legal guidelines)
  3. Bilingual Coordinator Ivelisse Roig commented that some of the materials are also available on the Board of Election website at [www.boe.cuyahogacounty.us](http://www.boe.cuyahogacounty.us)

**c) Spanish-Language Advisory Board Website Portion**

- i. The Board of Election is updating the website section “about us” by adding a portion to highlight the Spanish-Language Advisory Board and its members.
  1. The members had a positive response to the prospect of the addition to the website, but asked to see the sample section before it’s posted to the website.

**VI. Closing Remarks:**

- a) Magda Gómez had questions regarding the training for Poll Workers; if the training accommodated changes (i.e., Spanish requirements, or sensitivity)
  - i. Director Platten said that there is a special training for bilingual Poll Workers; she also suggested inviting the Poll Worker Department manager to the next meeting to speak to the Advisory Board and provide an overview of the changes in the training and to also share the results of the Bilingual Poll Worker focus group.

1. Another important comment that Director Platten made was relative to the report received from the Department of Justice observers which noted that some bilingual Poll Workers' English proficiency was poor. It's important to improve the bilingual assessment to ensure that Bilingual Poll Workers are able to assist voters in English and Spanish.
- ii. Marilyn Bagley had questions regarding translations, and wondered if the translations were made on a language that can be understood by every person, even people who never finished middle school.
  1. Bilingual Coordinator Ivelisse Roig explained the translation process. The documents are sent to the certified translation company and thereafter receiving the translations, they are reviewed by both herself and Francisco Santiago. The Spanish grammar and vocabulary used is general and proper Spanish in accordance to the Real Academy of the Spanish Language dictionary.
  2. Pablo A. Castro III and other members indicated that according to the Consent Decree and section (4) of the Voting Rights Act the Spanish vocabulary and language should be one familiar to the Puerto Rican community.
  3. Director Platten stated that during the negotiation process it was decided that the Spanish should be one that is appropriate and correct for all Spanish-speaking voters.
- iii. Subcommittees will meet before next meeting.
- iv. Upcoming meetings:
  1. April 26, 2011
  2. July 25, 2011

\*Meeting adjourned at 6:03 p.m.