

## Woodbury Republican Town Committee Minutes – July 11, 2024

P.O. Box 255, Woodbury, CT 06798

Emergency Services Building – 7:00 PM

**Present:** Committee members: Mike Cunningham, John Hughes, John Lewis, Nancy Mackey, Bob Ratzemberger, Dennis Roberts, Robert Scott, Burt Stevens.

**Absent:** Committee Members: Mary Connelly, Tim Drakeley, Tom Gormley, Donna Kohanowski, Peter Perkinson, and Paul Zulpa. Alternates: Bob DeLuca, Don Trella, and Mike Novak.

**1) Call to order by Chairman:** Chairman Cunningham called the meeting to order at 7:00 PM in the large meeting room at the Emergency Services Building.

**2) Seating of Alternates:** No Alternates present to be seated.

**3) Pledge of Allegiance:** All stood for the Pledge.

**4) Recognition of Guests:** There were no Guests present.

### **5) Approval of Minutes:**

Chairman Cunningham entertained a motion to approve the minutes of 6/6/2024. The Motion to approve the minutes was made by Burt Stevens and seconded by John Hughes. Chairman Cunningham asked if there were any correction and there was one from Burt Stevens as follows: The word Ana dot on parge #2 the last sentence should be spelled Anedot. All were in favor of approving the minutes with the one correction.

**Approved**

### **6) Officers' Reports:**

**a) Chairman:** Chairman Cunningham said that there is a rally next Thursday night at the Warner Theater for George Logan. He said that he and his wife Carol would be going and that there are only a few more days to sign up if any on the Committee want to go.

**b) Vice Chairman:** No report at this time as Vice Chairman Connelly was not present.

**c) Treasurer:** Burt Stevens reported that seven members of the Committee have contributed to the WRTC for a total of \$2,500.00 so far. The balance in the account as of now is \$3,206.00. As of yesterday, a couple of people have made contributions on Anedot and he will contact those that have contributed on line.

**Motion:** John Hughes made a motion to accept the Treasurer's report and it was seconded by John Lewis. All were in favor. **Approved.**

**d) Secretary:** Secretary Mackey read the Town of Woodbury Voter Registration summary as of 7/2/2024 as follows: Democratic – 1899, Republican – 2,386, Unaffiliated – 2,621 and Other – 158 for a total of 7,064.

Chairman Cunningham asked the Secretary to report the total increase or decrease of voters for the month in each party along with the summary of each party from now on.

Don Trella entered the meeting and Chairman Cunningham seated Alternate Trella.

## **7) Committee Reports:**

### **a) Candidate Recruitment:**

CRC Chairman Dennis Roberts reported that for the month of June, 2024 the Committee has been actively following leads for new candidates by phone but most of the calls that were made were not returned. Dennis Roberts did however say that he is presently waiting for an application form from a candidate for the Shade Tree and Sidewalk Committee and thanked Susan Shepard for working so hard to locate this candidate.

**b) Scholarship:** No report at this time.

**c) Fund Raising/Events:** Committee chairman John Lewis said that fund raising was going good with 240 tickets sold. He will be at Dottie's diner this Sunday from 8 AM to 12 Noon to sell tickets and the following week at LaBonnes. He feels that all 600 tickets should be sold by September. He feels that when all is said and done the Committee will earn about \$4,600 to \$4,700 on the raffle.

\* Anedot, which is on the website for the raffle tickets, has not done well for the RTC. John Lewis said that in talking to other organizations in Town they are also having trouble with on line sales.

Due to the fact that everything is so expensive now John is concerned about the other fund raisers such as the Dinner and a Movie on 9/28 which is \$30.00 a head. He would like a commitment from the members of the committee that they will attend the dinner and a movie. He feels that twelve or fifteen couples should cover the base cost of the dinner.

The Committee members discussed different ways to get people to buy tickets for the different functions and ways to advertise up-coming events. Dennis Roberts suggested making up cards to pass out with the different events that will be held and at the same time use this to ask for volunteers for the Boards and Commissions that need to be filled in Town.

**d) Party Building:** Unless information can be obtained this can't be moved on it at this time.

**e) Media – Public Information – Technology:** A copy of the updated Technology and Publicity Report dated 7/8/2024 was passed out and Chairman Cunningham went over each point on the report.

**8) New Business:** Burt Stevens and John Hughes are on the Town Charter Revision Commission and they discussed the rule that is part of the Charter that says that no chairman can be a chairman for more than five years. They would like to change this as it is hard to get people to volunteer for the Boards and Commissions.

\* Burt also said he spoke with First Selectman Perkinson about the fact that people are not volunteering for positions on Town Boards and Commissions. The feeling is that people just do not want to get involved in politics. \* Dennis Roberts said it is hard to get people for Boards and Commissions and part of that is because people are bad mouthing the Town Committees candidates so no one wants to do the jobs.

\* Paul Luchetti suggested that the Town Committee start a Newsletter so information on the RTC is available to the public.

\* Burt Stevens suggested that the RTC donate some money to George Logan's Campaign and the Members discussed this.

**Motion:** Burt Stevens then made a motion to send George Logan \$500.00 towards his campaign and the motion was seconded by Paul Luchetti. Chairman Cunningham asked if there was any more discussion and there was none. There were no nays and all were in favor of sending \$500.00 to George Logan. **Motion passed.**

\* John Hughes discussed the big push this year which is to get people out to vote. He feels that the RTC should seize this opportunity to get out and talk to voters by making phone calls, going door to door, etc. \*He said that there is a meeting of the Americans for Prosperity, a Republican Organization, that is being held from 9 AM to 4 PM next Thursday at the Hilton.

\* John Hughes is a State Rep. on State Central and he discussed various things that are happening in the State that are of interest. State Central meets once a month on the third Tuesday of the month. John asked the members of the Committee to send him any important information they have or anything they would like to have brought up at the meeting.

**9) Old Business:** None at this time.

Chairman Cunningham congratulated John Hughes on his election as a State Representative on State Central.

**10) Privilege of the Floor:** Dennis Roberts said that he had been doing a lot of research on the By-Laws. He then passed out a page listing the duties of the members of the Town Committee which has been left out of the by-laws for a few years. Dennis spoke about the By-Laws and the duties of the members of the Town Committee and It was suggested that the duties of the members of the Town Committee be made part of the RTC by-Laws from now on.

\*See a copy of the list of duties of the members of the Town Committee that are included with these minutes.

**Motion:** Dennis Roberts made a motion that this page be reintroduced into the package of the Woodbury Republican Town Committee's By-Laws. The motion was seconded by John Hughes. A discussion followed on the By-Laws. All were in favor with no nays. **Approved.**

It was suggested by Chairman Cunningham that a committee be formed to review the By-Laws. Dennis Roberts suggested that Rob Scott review them.

**11) Adjournment:** Chairman Cunningham called for the meeting to be Adjourned at 8:11 PM. **Adjourned.**

Respectfully Submitted,

Nancy Mackey, Secretary

## THE TOWN COMMITTEE MEMBER

**The Town Committee Member bears in mind, first, that he is an elected representative of the Republican Party in his community.** As such he becomes aware and responds to the needs and wishes of those who elected him. He is expected to put party welfare and the winning of elections ahead of personal ambition or animosities. He doesn't obstruct for the sake of obstruction, tear down without building up, or disagree without a reason or offering alternatives.

**He may take a stand on an issue in accordance with his beliefs, but understands that he may be held accountable at the next Town Committee meeting for such opinions or activities.** Disagreements and discord are reconciled at Town Committee meetings, not on street corners, the local pub, Town meetings or in the press. Thus he supports the Party and the Town Committee Chairman. He keeps in mind that the majority has spoken; the next caucus or Town committee election is the place to correct "mistakes"; the quickest way to arouse intra-Party animosities and lose an election is to challenge existing Party leadership.

**He is free to support the candidate of his choice at a caucus, Town Committee election, or primary, but once the decision has been made he supports the nominee or elected official to the best of his ability.** If he cannot give his whole-hearted support to a candidate, he remains silent and does nothing to detract from the candidate. Should he, in good conscience, favor an opposition or "independent" candidate, he is expected to resign from the Town Committee since he no longer represents those who elected him.

**The Town Committee member is expected to be competent and knowledgeable.** He knows why he is a Republican, and he supports his Party by acquiring accurate information on candidates and issues, - local, state and national. He becomes familiar with local Party rules. He makes a diligent effort to attend all Town Committee meetings and fulfills committee assignments efficiently and on time. He volunteers his time and talent for the various activities of the Town Committee.

**The new Town Committee member acquaints himself with the Party organization and its methods of operation.** He cheerfully accepts the tedious tasks that confront any organization, realizing that they are important and that a job well-done will give those in charge confidence in him. He is free to express himself at Town Committee meetings offering suggestions and criticisms, mindful that others are veterans with valuable experience. Conversely, veteran members should welcome fresh ideas and suggestions.

**If a Town Committee member loses interest or for any reason becomes inactive, he should resign to make room for "new blood".** Too many members are under the illusion that once they are elected the work is over. If a member can no longer make a working contribution, then it is time to leave. Town Committees cannot be honorary bodies - they *must* be working bodies if elections are to be won.

# WRTC

## Technology/Publicity Report

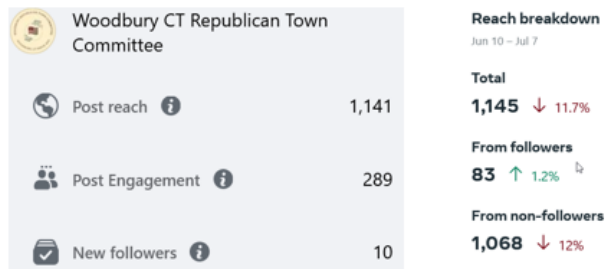
7/28/2024

WRTC Technology Report

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### Facebook Actions

- Linked Facebook account to Instagram account
  - Ability to post in both platforms simultaneously
  - Must be original content (reposts will not appear in Instagram)
  - Must be a picture to appear in Instagram
- 30 posts made in last 28 days



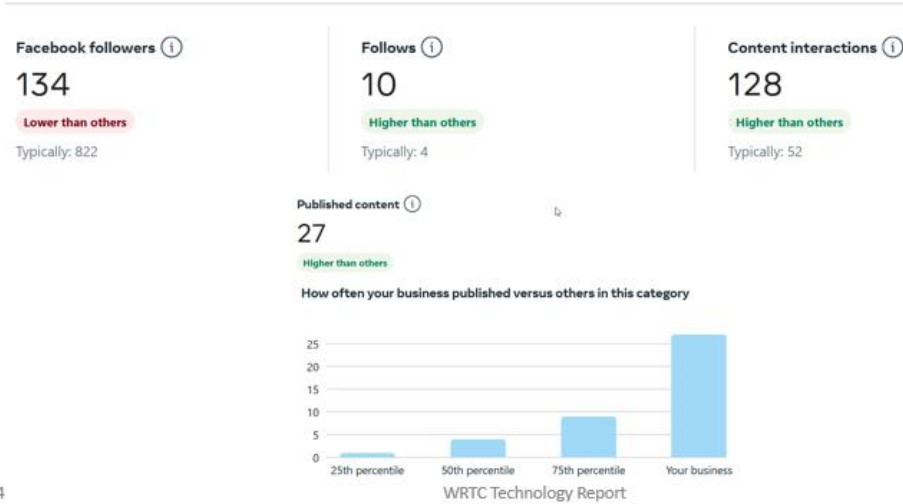
7/28/2024

WRTC Technology Report

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# Facebook Benchmarks

Comparison between WRTC account with other accounts in our Genre



## Website Actions Completed

- Updated all software to latest versions
- Added plugins to improve response time and improve the Search Engine Optimization (SEO).
  - Google search on Republican Town Committee – Woodbury 60<sup>th</sup> on list. Improvements in SEO should drive Woodbury up in ranking.
- Picture display fixed – click on pictures to expand slideshow to full screen
- Added Google Map to WRTC meeting location
- Updated header and footer
- Added Raffle to Events – updated to include link to [Anedot](#)
- Facebook plugin in draft mode – sent for feedback and approval on 6/10. Still open
  - <https://woodburyrtc.org/facebook-feed-test-page/>

7/28/2024

WRTC Technology Report

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# Website Statistics

## June 6 Report

<b>Sessions</b> ⓘ <b>103</b> ↑ 544% vs. Previous 30 Days	<b>Pageviews</b> ⓘ <b>258</b> ↑ 682% vs. Previous 30 Days	<b>Avg. Session Du...</b> ⓘ <b>46s</b> ↑ 19% vs. Previous 30 Days	<b>Bounce Rate</b> ⓘ <b>38.8%</b> ↑ 4% vs. Previous 30 Days
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## July 8 Report

<b>Sessions</b> ⓘ <b>120</b> ↑ 8% vs. Previous 30 Days	<b>Pageviews</b> ⓘ <b>215</b> ↓ -26% vs. Previous 30 Days	<b>Avg. Session Duration</b> ⓘ <b>56s</b> ↑ 9% vs. Previous 30 Days	<b>Bounce Rate</b> ⓘ <b>45%</b> ↑ 18% vs. Previous 30 Days
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WRTC Technology Report

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## What's Next

- **CONTENT NEEDED**
  - If we are to increase website interaction, we need to keep content fresh.
  - Events Calendar updates needed (WRTC and other interesting things to highlight)
  - Other content i.e. blog posts
  - WRTC Member profiles
- Facebook feed plugin– feedback needed.
- **Website Feedback**
  - What things need improvement
  - What things should be added

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WRTC Technology Report

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# WRTC Profile Page

- Picture
- Name
- WRTC Role
- WRTC Committee Assignments
- Community Service

Example from Westbrook RTC page

Executive Committee	
	<p><a href="#">Harry Ruppenicker, Jr.</a> <a href="#">Community Service</a></p> <p>Chairman</p> <ul style="list-style-type: none"><li>▪ Zoning Commission</li></ul>
	<p><b>Sid Holbrook</b> <a href="#">Community Service</a></p> <p>Vice Chairman</p> <p>Finance Chair</p> <ul style="list-style-type: none"><li>▪ Fire Commission</li><li>▪ Water Pollution Control Authority</li></ul>

From Donna: Theirs look a little stiff... I think ours should have a little bit of relatability to them... A kinder gentler RTC if you will 🤝