

CRESTED BUTTE FIRE PROTECTION DISTRICT  
MINUTES OF WORK SESSION  
Mt. Crested Butte Fire Station #2  
Tuesday, April 6, 2021  
Approved: April 13, 2021

Attendance

Board Members Present via Zoom: Jack Dietrich, Tina Kempin, Chris McCann, Eric Tunkey, Ken Lodovico  
Guests: Sean Walsh & Todd Vitale – Sean Walsh Consulting

Work session called to order at 5:04 PM.

Changes to Agenda

There were no changes to the agenda

Election Consulting Proposal & Discussion

Board member Chris McCann opened the question and answer session seeking further explanation of the number of participants in the testing group and questions the reliability of the data.

Todd Vitale explains that there are about 2300 votes in an off year election and 150 participants in the testing group would be a great response. Vitale explains that he will utilize a multi-faceted approach to poll voters including: surveys, individual interviews, community outreach to community leaders (zoom call with groups of people with expertise in different interests), with the goal being to gather both qualitative and quantitative data.

Vitale clarifies that polling has proved to be largely representative of the voting pool.

Ken Lodovico asks what the District will receive after polling is complete.

Sean Walsh responds that the CBFPD will receive guidance on messaging, targeting, base vs. persuadable voters, and potential events that could be held to educate voters.

Eric Tunkey asks if the District still has time to accomplish polling before the election and when the board should start engaging the community in discussion about the upcoming bond.

Walsh responds that CBFPD is in a perfect position to conduct polling but that they should get started. As far as community engagement Walsh suggests waiting until after Todd has compiled his survey questions and had initial community feedback before communicating with the voters.

Tina Kempin asks about conducting a virtual town hall to solicit feedback.

Walsh and Vitale are in favor of virtual town hall meetings as well as utilizing other touch points the community is accustomed to like the pancake breakfast.

Kempin asks even with multi-faceted approach to polling, is there a section of voters that is hard reach?

Vitale says yes- there are pockets of voters that are hard to reach but he will know who is under represented as polling samples come in.

Jack Dietrich wonders what the consulting group would recommend if polling is not favorable.

Walsh responds there are several variables that will go into that decision. Once polling is complete the group will determine the best decision for the District and inform the campaign committee.

Motion by Chairman Dietrich to engage Sean Walsh Consulting group for the upcoming bond election. Seconded by Kempin. Motion passes unanimously.

CEO Caffrey will work on finalizing the agreement with Sean Walsh Consulting and getting the voter list from the county assessor office.

Unscheduled Business and Public Comments

No comments from the public.

Work session adjourned at 5:58