



Dennis C. Revell – Chair
Mike Holmes – First Vice Chair
Jim D'Orso – Second Vice Chair
Ken Hubert – Treasurer
Cynthia C. Moore – Secretary
Murriel Oles – Parliamentarian

MIDTERM REPORT

December 30, 2014

When I was asked in late 2012 by members of the Placer County Republican Legislative and Congressional delegations to consider offering my candidacy for Chair of the Placer County Republican Central Committee (PCRCC), I agreed to do it for the same reason I believe they asked me to consider it. We all share concerns for the future of the party in this state and Placer County. When I announced my candidacy for Placer County Chair I said I wanted to see a Central Committee that is focused on:

- o Maintaining an effective, intelligent, aggressive, and permanent Republican campaign structure in Placer County.
- o Registering more Republican voters.
- o Recognizing and assisting all Republican volunteer organizations in Placer County and coordinating their activities with the county party.
- o Bringing a wealth of new volunteers into the Republican Party.
- o Moving away from the personal agenda, infighting and political bickering that so many Central Committees, not just this one, and on both sides of the aisle I might add, are experiencing where its leadership has lost sight of the true purpose and focus that Central Committees are supposed to have.
- o Seeing a Placer County Republican Central Committee that develops a strategy for a new agenda for this party in Placer County and then raises the money to support that strategy. I shared with everyone that I would like to see this party return to at least one and possibly more major fundraising events that support that strategy.
- o Engaging in full disclosure and transparency in all its actions.

- Upgrading its online web and social media presence. I pointed out that in the 2012 election cycle we saw in the Obama Presidential campaign, the Democrat Party campaign committees and the independent expenditures a sophistication of social media which this party has yet to match. I believed that Placer County and this Central Committee had the talents and the capabilities to set a new standard for the Republican Party in California and, if we are to even maintain status quo, we had to move in this direction and commit the resources to attract a younger voting population that is more sophisticated in these technologies than many of us.
- Being a bright beacon. Ronald Reagan so often said that America was that bright beacon or shining city on the hill. Well, Placer County has that opportunity to be the bright beacon for the balance of the Republican Party organizations in this state.
- Working together. I stated that this was a challenge as well as an opportunity that no one individual can do alone. I am not so arrogant to think that I had all the answers, but I know collectively we, all of us, probably do.
- Hard work and commitment. The journey we all embarked on in January of 2013 is going to take a lot of hard work. It's going to take a commitment that, for those elected members of the Central Committee like me who broke our teeth in Republican politics over 40 years ago when I served on my first Republican Central Committee, we never thought we would have to take on at this stage in our life. I asked everyone to join me and muster the energy, the commitment, and the cooperative spirit that we needed to achieve this result.

Well, now as we are approaching the midway point in our four-year term, I am proud to say that virtually all of the members of the Placer County Republican Central Committee accepted that challenge, have embraced a cooperative and collaborative approach and have achieved many of the goals enumerated above. While we still have a long way to go, let's look at what the Placer County Republican Central Committee has achieved:

- The PCRCC now enjoys having one of the most sophisticated web and social media presence of any Republican Central Committee in California. It accomplished this task at virtually no expense to the PCRCC or any Republican elected.
- We established regular meeting locations in Auburn and Roseville to accommodate attendance by as many members as possible, taking into consideration weather conditions and travel times.

- We gave proper and adequate advance notice of all Executive Committee and Regular meetings to all Regular, Alternate, Ex-Officio and Associate members including copies of all relevant documents, draft minutes and agendas as well maintain a calendar of events and meetings on our web site for public review and participation.
- In 2013 the PCRCC had the largest “Salute to Local Republican Electeds” event with the largest participation ever by local Republican leaders. We are now on track to best that effort in the Spring of 2015.
- Our active Young Voters’ Committee organized and implemented two successful Constitution Day events at Sierra College and continued to be active with the Placer County Elections’ Department High School Voter Outreach program established in 1994 which resulted in registering 2010 new Republicans during the first two years of this term.
- We made a concerted effort to recognize and assist all of the Republican volunteer organizations in Placer County and actively sought and gained their support and involvement in all PCRCC activities.
- We staged and pulled off the most inclusive and successful Local Republican Electeds Endorsing Convention this Summer.
- With the support of every member of the Placer County Republican Legislative and Congressional delegations, we were able to mail and email a “member communication,” timed to be received at the same time VBM ballots arrived in every high propensity Republican household, which set forth our support for all of our statewide, Congressional, Legislative and local endorsed Republican candidates.
- A brief rundown of the November 4, 2014 election and the results in South Placer clearly shows that:
 - The Republican tide rolled into Placer County, creating a very strong night for South Placer Republicans.
 - The City Councils of Rocklin, Lincoln, Loomis and Auburn elected Republicans to all 10 available positions. In Lincoln, the two Republican incumbents were re-elected. In Loomis, two new Republicans were elected to the Town Council and an incumbent Republican was re-elected.

- In Roseville, the Republican Mayor, Susan Rohan, was re-elected by a wide margin. The two Republican incumbents facing election in Rocklin were re-elected without opposition.
 - All councilmembers elected on November 4 in South Placer are Republicans, with the exception of Roseville City Councilmember Tim Herman, who has no party preference.
 - For the Democrats, it was a much different night. The Democrat Party supported Rene Aguilera for the Roseville City Council and he came in a distant third. The party also supported two candidates for Roseville Joint Union High School District and one candidate in Rocklin; they were behind their Republican opponents by 15 to 20 percent. A Democrat incumbent in Loomis was defeated in her re-election bid, coming in last place (fifth) and far behind the top three.
- Most significantly, the PCRCC has moved away from the personal agenda, infighting and political bickering that had plagued its performance in the past.

In the second half of our four-year term, we intend to dedicate new energy to the above accomplishments and with the help, support and guidance of our Placer County Republican Legislative and Congressional delegations as well as our local elected Republican leaders, we will tackle the following opportunities:

- Develop and implement, in coordination with Republican political consultants, a more sophisticated voter registration effort that incorporates the best of both old school and new school approaches.
- Recognizing both the necessity and the benefit to reaching out to younger voters, independents/NPP voters, and emerging ethnic/cultural constituencies in Placer County, develop and implement a communication and voter education program targeted at recruiting these voters as well as shoring up our existing support base.
- Develop a collaborative fundraising strategy and effort with the Central Committees for the other 17 counties in the CRP North Region.
- Institute a more consistent two-way communication vehicle with all of the Local Republican Electeds in Placer County.
- Be prepared well in advance of the 2016 primary and general election cycle to be the most competitive possible.

On behalf of all the members of the PCRCC, I would like to take this opportunity to express our collective appreciation for the support and guidance of all the members of the Placer County Republican Legislative and Congressional delegations as well as that of their staff. We look forward to working closely with them over the balance of our term.

Most importantly, please join me in saluting the above hard work and achievements of all the Regular, Alternate, Ex-Officio and Associate members of the PCRCC.

Sincerely,

Dennis C. Revell
Chair, PCRCC