



Candidate 101 Agenda



June 19, 2017

HOW TO FILE

Presenters:

- Sarah Lutz | Chief Deputy Clerk, Grand Traverse County
- Marty Colburn | Manager, City of Traverse City

Topics to Discuss:

- Filing paperwork - Petition signatures & Affidavit of identity
- Deadlines - 2017 & 2018 elections

9 - 10:30 a.m.

Traverse City Area Chamber of Commerce
1st Floor Meeting Room

ROLE OF COMMISSION

Presenters:

- Tom Menzel | County Administrator, Grand Traverse County
- Jen DeHaan | Deputy County Administrator, Grand Traverse County
- Marty Colburn | Manager, City of Traverse City

Topics to Discuss:

- City Commission & County Commission
 - Role of commissioners and administration
 - Meetings - typical agenda, format, issues discussed, rules
 - Education - brief overview of policy issues/where to learn more
 - Organization of local government
 - Sub-committees

HOW TO RUN A CAMPAIGN

Presenters:

- Herb Lemcool | Former Chair of Board of Commissioners, Grand Traverse County
- Beth Friend | Township Supervisor, East Bay Township

Topics to Discuss:

- Platform - how to develop and share
- Attending community events
- Advertising - yard signs, mailings, social media, door to door
- Fundraising & Developing a campaign team
- Dealing with controversy & How to process feedback