



To: Democratic Black Caucus Members & Supporters
From: Russell Drake
RE: FDP State Convention 1st Vice President Report
Date: October 12, 2019



Greetings Democrats!

WELCOME! THANK YOU for attending this session, and continuing to support the Democratic Black Caucus of Florida (DBCF). **I am unable to be here in person, but have compiled a report of my activity** over the last two years for your review. I look forward to working with all of you in Building Black Power economically, politically, socially, educationally in the near future – **Let's Build!**

As your First Vice President, I have worked to do the constitutional duties outlined in our Bylaws and to meet platform initiatives laid out when seeking this office – R6 Power Initiative. I've also actively supported Caucus Chapters across the state

Quarterly Executive Board Meetings

- **Have submitted written reports at every quarterly meeting since election (May 2017)**

DBCF Day on the Hill 2018

- **Chaired, Organized and Facilitated DBCF Day on the Hill** in Tallahassee at the Capitol (February 15, 2018)
- **Developed all material** (Agenda, Presentation, Brochures, Bills of Interest) and procured all items for day
- **Presented to all attendees and met with legislators** to advocate for issues and bills of interest

DBCF State Conference 2018

- Mass Marketed on web & social media; **Designed all flyers** (Main, Panels, Gala); **Generated Conference banner**
- Asked questions at Governor Candidate Interviews alongside Chairs Christina Forrest and Trevor Mallory
- **Developed and Facilitated Voter Mobilization Education Session**

Gillum for Governor 2018

- **Organized & Executed Days of Action and Rally Immediately after DBCF Endorsement Announced**
- **Built a strong base of Energized Voters & Volunteers in Central FL –** Canvassing, Phone Banking and more
- **Enthusiastically Hosted and Introduced Mayor Gillum at Several Rallies & Fundraisers to varying crowds**
- **Engaged broader audience by spreading Gillum message via social media and web through live feeding and sharing with all my networks**

R-6 POWER INITIATIVE & PROGRESS

Re-ENERGIZE

- **Target:** Keep enthusiasm up by using web & social media and branding tools in mass form
- **Results:**
 - Very active Social Media – **FOLLOW NOW**
 - Facebook: www.Facebook.com/DBCFlorida
 - Twitter/Instagram: [@DBCFlorida](https://www.instagram.com/DBCFlorida)
 - Created and shared DBCF banners to be utilized at state functions:
 - Two banners exist – One with President Hudson (Hillsborough) and one with 2nd Vice President Alford-Atkins (Okaloosa)
 - Updated State Brochure
 - State Brochure has been updated on website and can be used as template for chapters to develop a local county brochure
 - Updated Website
 - www.DBCFlorida.org Added more content and modern pics

Re-EDUCATE

- **Targets:** Promote trainings to Educate Caucus and Black community
- **Results:** Worked with President Hudson to establish training of this sort
 - 2018 State Conference had 3 great education sessions – Presented at one session myself
 - **Created *DBCFL Power Initiative & Implementation Presentation***
 - **Shared Black History Month Fact Series** on Social Media pages and OrangeCountyDBC.org site daily

Re-ENGAGE

- **Targets:** Engage and Unite chapters – Reach out to assist with best practices
- **Results:**
 - Have visited 15 chapters thus far

- Most recently *Presented DBCF POWER INITIATIVE & Implementation* presentation in Osceola and Miami Dade
- Developed and Shared “*Vote the Whole Ballot*” slate card format and used in 9 counties in 2018 VoteTheWholeBallot.com
 - Brevard, Lake, Okaloosa, Orange, Osceola, Pinellas, Polk, Seminole, Volusia
 - *Goal to expand card to at least 30 counties in 2020 election cycle*
- Drafted bereavement memos for dearly departed members, as well as supportive memos for members under political attack.
- Assisted and advised chapters in completing certification documents, doing audits, organizing civic functions, hosting fundraisers

Re-INVEST

- **Targets:** Put dollars and time into helping local caucuses, Invest in Black media and ensure others invest in them.
- **Results:**
 - Worked with President and Treasurer to ensure line item is in budget for Chapter Support.
 - Attended or supported events in Bay, Brevard, Broward, Citrus, Duval, Lake, Hillsborough, Miami Dade, Okaloosa, Orange, Osceola, Pinellas, Santa Rosa, Seminole, South Dade (Ron Brown), St Lucie, Volusia Counties
 - **Donated to Caucus Members (candidates and incumbents) campaigns across the state**
 - Developing list of Black Media outlets leveraging knowledge and experience from DBCF Media Chair Louis Ward
 - Orlando Times www.orlando-times.com
 - The Orlando Advocate www.orlandoadvocate.com
 - Caribbean American Passport caribbeanamericanpassport.com
 - Florida Sun Newspaper www.floridasunreview.com
 - Florida Courier www.flcourier.com/category/front-page
 - ONYX Magazine www.OnyxMagazine.com
 - Central Florida Rundown www.CFLRundown.com

Re-BUILD

- **Targets:** Be avenue for relationships amongst Black elected officials across Florida; Aid in building relationship with FDP; Visibly support caucus members who are in office or seeking office; Develop BENCH of future workers, leaders and influencers
- **Results:**
 - **Made pivotal relationships** with Black & Democratic Elected Officials and statewide candidates
 - **Highlighted Caucus members in state & local offices on social media**
 - **Recruited more youthful members with potential to lead & organize**

RELATE

- **Targets:** Relate to those we seek to serve; Dismay & destroy barriers (age, race, etc) that prevent working together – Relate through Common Issues
- **Results:** Have **developed list of BLACK issues and these are actually DEMOCRATIC PARTY issues** in the technical sense.
 - * Affordable Health Care
 - * Affordable/Workforce Housing
 - * Economic opportunities
 - * Education
 - * Gun Control
 - * Higher Wages
 - * Racial & civil injustice
 - * Student loan reduction
 - * Transportation
 - * School to Prison Pipeline
 - * Fair Treatment of Black candidates and Black elected officials
 - * Youth Bullying of any sort perpetuated by 45th President
- **Developed “5 Reasons for Joining DBCF” and “5 Reasons for being a Democrat” list** – both adopted by DBCF at Executive Council Meeting

HONORED TO SERVE & LEAD

The last four months have been “interesting” for the DBCF, nonetheless I’ve remained committed to serving and leading, putting any Pettiness Aside to Attain a Greater Purpose! I hold no personal malice nor grudges; I simply look forward to the DBCF going Onward & Upward. Let us not get distracted; let us only focus on reaching & teaching our communities. Thank you all for the continued work & sweat equity invested in the DBCF; YOU are backbone of the Caucus and Soul of the Party! I am Honored to Serve & Lead as Your State First Vice President and any role you elect me to in the future! #LetsBuild #OneLove

That completes my report. Feel free to contact me via phone or email with any concerns or questions. View more First VP activity (reports, pics, video) at: www.TheRussellDrake.com/dbcf-vice-president.html

Respectfully Submitted,

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