

Re-elect Vic Atiyeh Executive Committee
Meeting notes of 5-25-82

Those present: Gerry Thompson, Blake Hering, Len Forsgren, Lee Johnson, Jack Faust, Doug Heider, Ron Schmidt, John Pihas, Denny Miles and Ede Schmidt.

Blake reviewed the Pihas, Schmidt, Westerdahl letter regarding the Primary production costs. Blake was not questioning the expenditures but felt that the amount spent was a lot of money. He said that the campaign will spend what is necessary to win but feels it is important to bring the production costs up at the meeting to elicit any comments/opinions of the group. Denny Miles stated that he felt the expenditures were quite reasonable based on his experience in cinematography. No further comments from the group.

Next on the agenda was the Bill Dawkins situation. Ron felt that there was some over reaction to the overall situation. Dawkins was willing to come before the group and answer any questions. Dawkins felt that his reputation had been besmirched and wanted an opportunity to clear up any questions. Ron asked that Gerry answer any questions. Gerry stated that she did not feel that Dawkins is tainted but the firm he was associated with is tainted and if Dawkins was associated with the campaign it would reflect on the Governor.

Doug Heider said the situation was unfortunate. He had known Bill for a long time and has great confidence in him.

Blake said we should go with the one who will re-elect the Governor. It's time to go forward and talk about people who are being considered. Blake felt that the campaign director should be a man who has power, presence and prestige. A man who can knock heads together. Blake had approached Lee Johnson a few days earlier. He asked Lee to comment.

Lee said he gave the proposal considerable thought but couldn't assume the responsibility.

Blake said other names had come up but one, Denny Miles, seemed to fit the bill since Denny has the Governor's confidence, is dedicated to the Governor and can work the long hard hours that will be required for the toughest campaign ever. He asked Denny for any comments.

Denny stated that he would jump out the window if Governor Atiyeh asked him to but if someone else is available it would be better for him to stay where he is.

Another name was Paul Nordstrom. Ron had someone research the possibility but Nordstrom would not be available.

Blake again said the position takes a man. Lee said Denny is the best but who would replace Denny. Darrel Buttice has been suggested. Consensus of the group was that Buttice was an excellent choice.

Another name was Margo McInerney but Blake repeated that the job takes a man. The campaign director has to be tough.

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Lee moved that the group push for Denny...Ron said that it is going to be Denny if he agrees.

Denny asked for some time to think over and discuss with the Governor. He brought up salary and said with the loss of fringe benefits and dental expenses in the family normally covered by the state would also be lost. He wanted some financial advice. Blake agreed that to counsel Denny and asked what monetary figure Denny was thinking of. Denny quoted about \$4,000 a month.

Denny also asked that problems be dealt with on an up front basis... no ad hoc meetings. The group agreed that everything/problem is to be dealt with openly with all members present.

Denny will report to Gerry.

The Committee will evaluate, review ideas.

Ron asked about the Denny's availability. Possibly 6-15 after the Western Governor's Conference. Placement of Denny would depend on Denny's replacement.

The next item discussed was the survey.

Ron felt that there is an immediate need for an in-depth probe survey. Cost of the survey would range from \$9,000 to \$12,000. Ron, Doug Heider and the group agreed that a survey must be commissioned as soon as possible. There should be a tracking and base survey. Blake put Doug and Ron in charge of commissioning an in-depth survey. Ron said he and Doug would meet tomorrow (5-26-82) to set up an agenda.

John Pihlas asked if anyone was doing an analysis of TK vs Packwood in the 1980 race. John was referring to a precinct by precinct comparison. Jack Faust thought that the information would be of little value.

Lee asked if the electorate has a perception of TK. Jack said yes, and by campaign time will know about him.

Heider knows of a firm that will cross reference old 80 precinct information with new precinct information and will look into obtaining the analysis.

Len Forsgren said \$291,185.15 had been raised to date and wanted to know where it had been spent. Blake had already requested LeRoy Livermore to write a P&L statement with details. It was agreed that once a campaign director is on board that the committee will need a weekly P&L statement.

The Ford visit is scheduled for 9-15-82. Stub Stewart and Bob Booth will pick up \$4,000 of the honorarium and Blake and Len will be responsible for the balance (\$6,000). Denny will follow up on the Governor's letter to Ford.

The Executive Committee retreat was next on the agenda.

Blake the most convenient place was Gearhart. The group could come down Friday for a working session that evening and spend Saturday critiquing Friday's session. There could be a second meeting with top staff and Denny to establish rapport and review campaign strategy.

Jack felt that retreats are not that successful.

Ron suggested discussing the survey results Friday evening and work Saturday.

Doug brought up the fact that all of this would be in vain if Paul Newman is going to be the campaign strategist since he will be the one who makes the decisions.

Gerry said that she will be meeting with Newman on 6-1 or 6-2 and there will be a decision made as to whether or not he will be involved. Newman's fee was questioned (\$900 a day).

Heider again stated that whether the strategist is Stuart Spencer or Paul Newman it is pointless for the committee to go to a retreat or have this type of meeting. He had talked with Spencer briefly.

Blake asked Jack if Paul Newman was worthwhile. Jack said no, the B.P. campaign cut him off but if the Governor feels pressure at the end of the campaign and feels a need for outside help it is important that Newman be there just to give the candidate that added confidence factor.

It was agreed that the Governor should be at the retreat if there is one.

Heider felt that there is a need for a political strategist whether an individual or this committee.

Jack emphasized the need for strategy. Lee said that 75% of the electorate will have its mind made up by July 1.

Position papers: Ron expressed the need for position papers on basic issues such as unemployment. He said since TK was criticized for not having any in the primary he will have them ready to go in 10 days.

Denny stated that we have basic position papers prepared or can be prepared quickly. What is the Governor going to take stands on? What should his future positions/stands be?

Ron stated that this information will come from the survey.

Gerry stated that the Governor wants to start a media campaign now. Doug recommended buying nat'l prime time spots at \$150,000 a spot using the Tourism & Economic Development monies to promote tourism and economic development. The group consensus was yes. Good idea. Gerry stated there is a problem with firm handling tourism promotion. Doug said if tourism goes down development goes down...suggested there be corporate matching funds.

John Pihas said T.K. could rip apart the expenditure of \$150,000 per spot on national TV..... critical of not targetting the audience. Doug felt that the average person doesn't understand targetting.

Blake suggested meeting in another week.

Gerry said there would not be any ^{direct} revenue raising legislation in the Special Session, only budget cuts. The Governor will hold them to their commitments...if they do nothing he will hit them hard...that's it!