



STATE OF OREGON

INTEROFFICE MEMO

TO: Governor *Gerry*

FROM: Gerry Thompson

SUBJECT: Strategy Group Meeting June 27

DATE: July 2, 1984

1. Identified key support groups to:
 - a. show initial support;
 - b. establish an organizational structure;
 - b. build organized support among your constituencies.

Attached is the list that was previously developed by the strategy group. The list, in particular the A priority list, are those who the strategy group feels could be the central committee with expansion out into other names. I expressed concern for the lack of broad geographical representation. It was the feeling that the group could make this expansion. This list was narrow and designed to show the initial support with development into an organizational structure at a later date.

2. The poll had been completed and the analysis of that poll will be shared with you at the brown house meeting Monday, July 2.
3. Theme. Several ideas were thrown on the board for development of a theme. Some of the ideas are:

- Enhance Oregon's Dream
- Get Oregon Going
- Get Oregon on the Move
- Education Equals Jobs
- Oregon's Future is Oregon's Kids
- Building Oregon's Future
- Invest in Oregon's Future
- Develop Oregon's Future
- Security for Oregonians
- Secure Oregon's Future
- Quality Life for Oregonians
- Keep Oregon on the Move
- Four-Point Education Program

Jim Sellers, at the instruction of the strategy committee, contributed the following:

- Economic Expansion Through Educational Excellence
- Education Excellence for Economic Expansion
- Education: The Key to Unlocking Oregon's Economic Promise
- Constructing an Educational Greenhouse for Economic Growth

4. Messages need to be developed to fit a 90-second spot as well as consistency in messages given through speeches and public announcements. One of the messages that the group dealt with was the reason you now support a sales tax. Thrown on the board were:

- This sales tax proposal buys something or purchases something and is not just a shift.

Jim Sellers contributed this statement:

- This plan stabilizes the financing of Oregon's schools, invests in educational excellence for Oregon's future, and guarantees major property tax relief to Oregonians.

Another message we dealt with was a response to the question, where were you last legislative session when the sales tax was being considered, or why didn't you propose this last legislative session. Humorous responses suggested were:

- Some good ideas come late in life.
- I have exercised my God-given right to change my mind.
- Times have changed.
- Emerson's quote: Consistency is the hobgoblin of little minds.

Jim Sellers offered:

- One way to keep a clear mind is to change it once in a while.
- Wise people sometimes change their minds; fools never do.

Jim further offered that such a response should be designed around your thoughts that this sort of a change for a good cause is a sign of flexibility, leadership and common-sense, plus the fact that this initiative firmly squares with most of your long-held political and philosophical values.

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5. Gary White is developing a proposal and budget for the video-audio production. Estimated cost will be about \$2,500. Denny Miles is designing a delivery system for the 17 key communities.
6. It was generally decided the announcement should be made much like you did the unitary tax, a major speech to a group like the Salem City Club on July 13 followed by a press announcement the next day of the committee's co-chair and treasurer.
7. Denny Miles will be arranging for key editorial board meetings immediately following the announcement.
8. Co-chairmen suggested were Edith Green and Dr. McVicar, with perhaps a loaned executive from the high tech industry as the treasurer.
9. The poll in general shows that the principles important to the people are:
 - a. stability of school funding;
 - b. enhancement of economic development;
 - c. new academic centers;
 - d. spending limits;
 - e. establishing statewide academic standards;
 - f. reduction of income tax and the imposition of a sales tax.
