



## Legislation Text

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**File #:** 2020-213, **Version:** 1

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### **Resolution - Approval of 2021 Election Communications Plan - M Viesca**

**Submitted By:** Lisa Scarborough on behalf of Mike Viesca

**Department:** Public Affairs

**Financial Impact and Cost/Benefit Considerations:** \$30,000

The Election Policy and Procedures provides that at or before the January Regular Board Meeting, the PEC Communications Department will present to the Board an Election Communications Plan ("Communications Plan"), outlining the communications efforts that will be employed to inform PEC members of the issues in any Non-Director Election and the Candidates. The Communications Plan will include prominent references to the Election on PEC's Internet site, posting of Candidates' biographical materials and conflict-of-interest certification and disclosure form, video presentations of Candidates, use and distribution of printed materials and information on how to obtain answers to Election-related questions, obtain Ballots (including replacement Ballots), and cast Ballots; and PEC Corporate Statistics.

**BE IT RESOLVED BY THE BOARD OF DIRECTORS** that, pursuant to Section 7.3 of the Election Policy and Procedures of Pedernales Electric Cooperative, Inc., the 2021 Election Communications Plan presented, or as modified by the Board this day, is approved; and

**BE IT FURTHER RESOLVED** that the Chief Executive Officer, or designee, is authorized to take all such action as may be necessary to implement this resolution.