



(Unapproved and subject to change)
CALIFORNIA FAIR POLITICAL PRACTICES COMMISSION
Minutes of Digital Transparency Task Force Meeting
Friday, May 21, 2021
10:00 a.m.

Present: Chair Miadich, Brian Brokaw, Rena Davis, Thad Kousser, Amber Maltbie, Jennifer Waggoner, Abby Wood, Katie Zoglin

Staff Present: Sasha Linker, Commission Assistant

Call to Order

Chair Miadich called the meeting to order at 10:01 a.m.

1. Public Comment for items not on the agenda.

2. Approval of April 2021 meeting minutes.

MOTION: Motion to approve April 2021 minutes. Moved by Chair Miadich, seconded by Ms. Maltbie. Motion approved 6-0, with Rena Davis not yet in attendance.

3 Review and Discussion of Draft Task Force Report Containing Recommendations for Legislative and/or Regulatory Policies

In regard to recommendation one, Ms. Waggoner commented that there was no discussion of budget or financial feasibility, and some concerns are with bandwidth, hosting, and staffing costs. Chair Miadich stated that staff is currently looking into it. Chair Miadich stated that he would like to see the addition of how the archive would be used and helpful in order to assist enforcement as a purpose.

In discussing recommendation two, Mr. Kousser discussed the targeting information and asked if it is the intent to limit this information or have that intended audience information be other targeting criteria selected and paid for by the committees. Chair Miadich stated the different

platforms would make it difficult to create a fixed, exhaustive list. Commissioner Wood stated they may look into how the platforms could respond in order to aid the advertisers.

Ms. Waggoner stated that terms like interaction or engagement could make a difference for the front end as well. Ms. Zoglin suggested other term amendments for various paragraphs.

Mr. Kousser discussed the cost efficiency of the digital retention of the ad database.

Ms. Davis discussed possibly transitioning the documents to PDF format after a certain time has passed to ensure retention. Ms. Zoglin agreed with Ms. Davis' comments due to the expansion and maintenance of software that may no longer be in use after some time.

Mr. Brokaw discussed how technology continues to grow and evolve, as the database may become obsolete in a few years.

Chair Miadich suggested shifting the database to an educational institution should funding issues arise, in order to ensure the data will not be lost and could be used later on.

Commissioner Wood discussed content searching and term amendments to ensure wider search capabilities for the public.

Trent Lange, California Clean Money Campaign, stated that they sponsored AB 2188 that put in the requirements for the minimal four-year requirements for the companies because they know the challenges of what they were asking from the companies. Mr. Lange suggested they ask for and store the position held on the ballot measure or candidate. Mr. Lange stated that he did not see any link requirements about disclosure information and the top three funders and also suggested social media automatically transmit their ad databases.

Ms. Zoglin suggested amendments to the title to ensure usability. Mr. Kousser agreed with renaming the study to a recommended disclaimer.

Ms. Maltbie suggested adding an element about providing voters with information and making

recommendations in a manner that takes into account the compliance required by those regulated committees. Chair Miadich agrees that there needs some more clarification in the recommendation.

Trent Lange, California Clean Money Campaign, suggested that they clarify the public comment input periods that should be in place for this kind of study in particular to encourage transparency. Mr. Lange stated that there should be a public hearing where the study's methodology materials and questions they will be asking to different subject are publicly disclosed so outsiders may provide further input.

Chair Miadich asked if the Center for Civic Design did any public hearings and public comments on the methodologies and materials they were using in commissioning the study for California.

Ms. Waggoner stated that they focused on best practices within community input and intentionally sought people out.

The meeting adjourned at 11:35 a.m.

Respectfully Submitted,
Sasha Linker
Commission Assistant
Approved June 8, 2021

Richard C. Miadich, Chair
Fair Political Practices Commission