

Brooke, Sheryl

From: MJ Lehman <[REDACTED]>
Sent: Saturday, September 7, 2019 10:40 AM
To: Jim Stifler
Subject: Fwd: Candidate Davis

Our responses...

I would add something like.

I'm here to support Hudson. I will not be pursuing a Ohio Representative nomination. You can rely on my dedication to Hudson City Council and not to campaigning elsewhere.

Sent from my iPhone

Begin forwarded message:

From: Nicole Davis <[REDACTED]>
Date: September 6, 2019 at 5:54:17 PM EDT
To: Erika Federmann <[REDACTED]>, MJ Lehman <[REDACTED]>
Subject: Re: Candidate Davis

Hello

Yes! Please make comments! Haha

All feelings aside I have no idea what I'm doing.

I did already print the door tags but if you both feel I can do better- I will hold them back and reprint when the message is stronger. It was not a ton of money and I do want to be in this battle from day one.

Let me read through the remarks you sent Erika and get back to you both.

Thank you both again for the time spent and coaching you've provided this far:)

On Fri, Sep 6, 2019 at 5:14 PM MJ Lehman <[REDACTED]> wrote:

Hi Nicole...

I too have been thinking about what will make a strong campaign and statement. No doubt this will be a very intense battle and your first messages out of the gate have to be right on point and strong in my humble opinion.

Please know we are both very aware this is new territory for you and we want to be sensitive to your feelings but its also a battlefield of sorts and we want to be there to help you as best as we can.

If you are open to making changes to your campaign materials...I am also very willing to layer upon Erika's work here. I think it is critical that the materials are shown to Cassie or Kerry or someone with front line knowledge of what is critical.

I will be mailing you a check for \$100 Remind me how to make it out? And address to mail it.

Please let us both know how you want to move forward. We lose Erika Wednesday for nearly two weeks. I am gone Thursday to Sunday...

Think about it and let us know your opinions. Additionally I think having one person be your mentor/communications person is critical. We can then help and support from there. Rooting for you Nicole!!!

MJ

From: Erika Federmann <[REDACTED]>
Sent: Friday, September 6, 2019 3:47 PM
To: 'Nicole Davis' <[REDACTED]>; MJ Lehman <[REDACTED]>
Subject: RE: Candidate Davis

Hi,

Me again...

Ok, after contemplating your door hang, I really feel strongly that the info on there needs to be a lot tighter and more specific--and it needs to spell out your qualifications for the Council seat more clearly.

I would revise and reprint before distributing.

You need a very targeted message to compete against Beth and it's even more important since she's the incumbent (and incumbents are harder to unseat).

I would stay away from any talk about divisive issues...keep the focus on the positive attributes of listening, communicating and collaborating.

Incorporate all the info about how you communicate and collaborate into your public appearances/talks/conversations with people.

Also, it would be good for you to have a tag line of some sort, to clearly sum up what you're about....something that ties together your respect for the history of Hudson and your focus on keeping it successful in the future. I am not good at coming up with that kind of thing--maybe someone else can help with that?

Here's my 5 minute noodling about what info should be on your door hang--again, this is me coming at this as a voter in Ward 4. Can you ask Casey or someone else who has successfully campaigned to take a look and offer suggestions?

Nicole Davis Door Hang

ON FRONT

As Ward 4 Councilperson I will:

BALANCE Hudson's short-term needs and longer-term priorities in a fiscally responsible manner to ensure our City's continued success.

COMMUNICATE regularly with Ward 4 residents—to collect your input about what's most important to you and our ward and also update you about Council's decisions and actions.

COLLABORATE with Ward 4 residents and my fellow Council members to make well-informed decisions about the best path forward for our Ward and our community as a whole.

ON BACK:

I am:

ENGAGED—in our community through my participation on the Architectural & Historical Board of Review and in the Leadership Hudson Class of 2018.

EDUCATED—here in Hudson, Hudson High School graduate, Class of 2007. Bachelors and Masters degree of Architecture from Savannah College of Art & Design

EXPERIENCED—in developing and managing project budgets, leading large project teams, collaborating with clients and team members, reviewing technical documents and schematics, and communicating with all members of a project team. XX years working for XXX (list the big company you worked for!)

ENTREPRENURIAL—Founder and Principal Architect at NRDesign LLC

ENDORSED--by State Rep. Casey Weinstein (you could include a quote from him)

EXCITED—about this opportunity to serve Ward 4 and keep Hudson on a path for continued success in the future.

From: Nicole Davis [REDACTED]
Sent: Wednesday, September 04, 2019 8:22 PM
To: MJ Lehman; Erika Federmann
Subject: Candidate Davis

Hello Ladies,

Thank you again for taking the time to meet with me today! I am feel much better about getting this campaign rolling!

Here is some fast information we spoke about. Door 'hangs' and me in 30 seconds (plus). This is draft 2 so feel free to question, mark up, and comment on anything that doesn't make sense.

I started looking at the voter registry and will get that marked up version to you shortly.

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Thank you,

Nicole Davis

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Thank you,

Nicole Davis