WHAT I DID LAST SUMMER
10 Lessons from the Road

Commissioner Myron Frans • Minnesota Department of Revenue • June 2014
GOVERNOR DAYTON’S TAX REFORM TOUR

- Listening tour
- Tax Reform Plan

**Goals**
- Proactively engage key audiences
- Frame the issue, create sense of urgency
- Gather feedback
- Build momentum for tax reform
- Draw consensus around and understand the Governor’s tax principles (fairness, simplicity, and economic growth)
- Develop conversation about Governor’s Tax Reform Plan
1. YOU DON’T NEED A STAGE
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It’s more than a town hall

• Gives you a reason to be there
• Leads to other outreach opportunities
  – Legislator meetings
  – Business tours
  – Media interviews
  – Local events
2. PICK POTATOES
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Connect with Legislators

• Invite them to town hall and other events
• Ask them for help with logistics (town hall location)
• Arrange to have 1-1 time (over coffee, dinner at local diner)
• Know your audience before you go
• Use the time to build relationships
• Include them in the town hall (remarks, sign stool)
• Remember the stories for future use (committee meetings)
3. WEAR YOUR SEATBELT
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Meet with businesses and chamber groups
• 1-1 tours of business
• Develop relationships
• Gather real examples for Governor
• Build support for tax reform
4. YOU’RE GONNA NEED A HARD HAT
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Don’t go out there alone

• Form groups of friends (higher ed, transportation)
  • Attend events
  • Submit letters to the editor
  • Be advocates

• Collaborate with other commissioners
• Meet with key constituents
• Involve former revenue commissioners
5. WHAT DID YOU SAY YOUR NAME WAS?
5. WHAT DID YOU SAY YOUR NAME WAS?

Engage the media - if they’re not talking to you, they’re talking to someone else

• Invite them to the town hall
• Meet with editorial boards
• Provide handouts, press releases
• Develop relationships
• Earn positive press
6. WE PICKED ETHEL'S TABLE
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Travel strategy is important
• Tax committee member districts
• Districts of legislators that may be skeptical
• Cultural, economic, social gatherings (Farm Fest)
• Major media markets
• Must visit all areas of your state
7. COMPARE YOURSELF TO DAVID BECKHAM

Demographic change is coming

Myron 28 years ago
Myron Today
Myron 28 years from now
7. COMPARE YOURSELF TO DAVID BECKHAM

Surprise them with a really great presentation
• Make the data approachable
• Have strong visuals, less data
• Present the problems; solutions will come later
• Build consensus around values
• Present at beginning of town hall to direct the conversation
• Be self-sufficient (projector, laptop, etc.)
• End with Q&A
8. A THREE-LEGGED WHAT?
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Have a prop or great visual

- Branding
- Website to find more info
- Sells the framework
- Not created by research
9. DON’T STOP
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You’ll learn along the way
• Better to ask for forgiveness
• Just do it – even if you’re unsure
• “You’re cancelled”
• Long term payoff
10. DQ TEXT IS CRITICAL
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Communicate activities to the Governor, staff & administration

- Collect email addresses from meetings to give updates on tax reform
- Track travel activities (# meetings, locations, legislators, etc.)
- Regular reports to Governor
- Monitor and collect news coverage
- Let them know you’re out working
RESULTS

- 50 Cities
- 153 Meetings
- 84 Legislators
- 7,219 People
- 1 Advisory Group

10 Lessons from the Road
RESULTS: MAJOR TAX REFORM

- Increased the overall fairness (progressivity)
- Reduced property taxes
- Eliminated tax breaks for businesses and leveled the playing field
- Increased taxes on cigarettes and other tobacco products to promote health of Minnesota residents
THANK YOU!