



The League of Women Voters of Dane County, Inc.

LWVDC Annual Report, 2014-2015

July 1, 2014 – June 30, 2015

[Issued for the LWVDC Annual Meeting, May 13, 2015, at the Madison Concourse Hotel and Governor's Club in Madison, WI.]

Please bring this report with you to the annual meeting.



LWVDC Annual Report 2014-2015

TABLE OF CONTENTS

LWVDC Board, Off-Board Portfolios, Committee Chairs & Discussion Unit Leaders.	3
Presidents' Report [Kathleen Fullin & Ingrid Rothe].	4
Adopt-A-Highway [Maureen Kind]	12
<i>Bulletin</i> – LWVDC Newsletter [Karen Gunderson].	4
Discussion Units [Diane Martin Liebert]	5
Financial Advisory Committee Report [Helen Horn]	5
Fundraising [Sue Ann Larson].	6
Membership [Mary Anglim]	7
Program [Kathy Johnson].	7
Publicity [Susan Fulks].. . . .	7
Treasurer's Reports for 2013-2014 [Mary Conroy].	8, 9
Voter Service.	10-12
◇ Voter Registration [Gail Bliss]	
◇ St. Vincent de Paul Food Pantry [Karen Faster]	
◇ Outreach To Low Income and Homeless Populations [Gail Bliss]	
◇ Special Registration Deputy Training [Gail Bliss]	
◇ Voter ID [Gail Bliss]	
◇ Candidates' Answers	
◇ Research Activities [Ingrid Rothe]	
◇ Voter Registration at DOT Farmer's Market [Pricilla Thain]	
◇ <i>Know Your Candidates</i> —Madison City Channel TV Interviews [Cheryl Daniels]	
◇ Moderators for Candidate Forums [Priscilla Thain]	
Webmaster [Brook Soltvedt]	12



The League of Women Voters of Dane County, Inc.

LWVDC Board July 1, 2014 – June 30, 2015

Officers:

Co-President	Kathleen Fullin
Co-President	Ingrid Rothe
Vice President	Sybil Better
Secretary	Barbara Mortensen
Treasurer	Mary Conroy

Directors:

Assistant treasurer (appointed)	Helen Horn
<i>Bulletin</i> Editor	Karen Gunderson
Business Systems (appointed)	Steve Ploeser
Fundraising	Sue Ann Larson
Program	Kathy Johnson
Publicity	Susan Fulks
Membership	Mary Anglim
Voter Service	Gail Bliss
Webmaster (appointed)	Brook Soltvedt

Off-Board Portfolios, 2014-2015

Adopt-A-Highway Project	Maureen Kind
<i>Candidates' Answers</i> Volunteers	Laura Chern
<i>Candidates' Answers</i> Questions:	Priscilla Thain & Liz Dannenbaum
Candidates' Forums	Priscilla Thain
Discussion Unit Coordinator	Diane Martin Liebert
"Know Your Candidates" TV-Interviews	Cheryl Daniels
St. Vincent de Paul Food Pantry	Karen Faster

LWVDC Committee Chairs, 2014-2015

Financial Advisory Committee	Helen Horn
Land Use and Transportation Committee:	Connie Threinen
Nominating Committee	Clare McArdle

LWVDC Discussion Unit Leaders, 2014-2015

Merilyn Kupferberg and Barbara Mortensen	Monday Evening West
Diane de Vos	Monday, Middleton
Marie McCabe	Tuesday Afternoon
Dorothy Wheeler	Wednesday, North Eastside
Sally Phelps	Wednesday, Downtown Dinner

Presidents' Report**Kathleen Fullin and Ingrid Rothe**

This past year has been an active and successful year for our Dane County League. We worked on increasing our visibility in the community in several ways.

Our issues forums are now recorded as podcasts, so the recordings can be shared with community radio stations and our members can listen to meetings they missed. (Madison City Channel no longer tapes most of our meetings.) Ingrid Rothe appeared on WISC TV's For the Record with national League President Elisabeth MacNamara to discuss voting issues related to the fall election. The Wisconsin State Journal frequently published letters from us as Co-Presidents.

For the first time, we organized voter registration drives at Epic in Verona, registering approximately 530 voters.

Non-member contributors provided full funding for our fall *Candidates' Answers*. Some members volunteered to solicit contributions from individuals they identified as potential contributors, a successful effort which we would like to expand. (If you can think of a few friends who might be willing to contribute to the cost of *Candidates' Answers*, please let us know.)

We also invested significant time and effort in streamlining our office business systems. Although more work is needed to "iron out the kinks," Steve Ploeser's work to develop an Access data base customized for the League's needs is already starting to pay dividends in terms of providing us with more, and more accessible, data about our members, volunteers, and donors. This helps us stay in touch with our supporters.

We believe all of these efforts by members, our Office Administrator Elaine Sinagra, and the Board contributed to our increase in membership in our last year.

Bulletin - LWVDC Newsletter**Karen Gunderson, Board Director**

Bulletins were produced and distributed for the months of September, October and November, 2014, and for February, March and April, 2015.

We continued the 'Know Your Board Member' column in five of the issues; these were written by the individual board members. The co-presidents provided interesting and informative columns for each bulletin and committee chairs wrote summaries of their committee activities. We included a number of Letters to the Editors from our co-presidents that had been printed in local media. In each bulletin, we listed the names of contributors, volunteers and new members. We also included information about upcoming meetings and events and volunteer opportunities for our members.

Diane Martin Liebert provided summaries of Unit discussions and articles describing Unit Meetings in the past and present. Additional articles were written by Brook Soltvedt, Sara Markham, Connie Threinen, Barbara Mortensen, Ingrid Rothe and Kathy Fullin. I would like to

especially thank Katie Mulligan, who wrote summaries of several forums and stepped in as editor of the October bulletin, and Joanie Kanter, who spent many hours formatting the bulletin.

Discussion Units

Diane Martin Liebert, Coordinator

For the year 2014 we had 7 unit meetings in 5 different locations. The Unit discussions focus on the topic of the month and members are asked to respond to problems and issues that the program committees posed to generate relevant discussions.

Unit attendance averages around 40 members per month. Even though many of the Units are attended by core members, any member is welcome to attend any of the units that meet at a convenient time for their schedule.

Financial Advisory Committee

Annual Report for May 2015 Annual Meeting

Helen Horn, Assistant Treasurer

The figures in this report are for calendar year 2014 in order to have a complete year to assess. The committee met in August 2014 and assessed the performance of the mutual funds in the portfolio. League funds are invested in five Vanguard and two Dodge & Cox mutual funds, all of which are highly rated (4 or 5 stars) by Morningstar.

The committee recommended to the Board that \$15,000 of the approximately \$35,000 in the Anchor Money Market account be invested in the Vanguard Total Stock Market Index Fund, in order to achieve a better rate of return. This was done following Board approval.

Board policy is that up to 4.5% of the value of a 3-year average of the investments may be withdrawn annually based on the organization's needs. Currently shortfalls are covered by the Anchor Money Market account, which has allowed the investment portfolio to grow.

The total value of the funds –

12/31/2013	\$203,893
12/31/2014	\$243,517

Calendar Year 2014-

	12/31/13	Purch/ Sold	Div/ cap gn	Net Return	12/31/14
DODFX 418sh	\$17,595	\$0	\$397 -	\$383	\$17,608
DODBX 437sh	\$41,162	\$0	\$1,885	\$1,767	\$44,813
VFIAX 170sh	\$28,416	\$0	\$591	\$3,285	\$32,293
VIMAX 345sh	\$46,417	\$0	\$670	\$5,719	\$52,806
VTMAX 805sh	\$22,535	\$15,000	\$598	\$3,402	\$41,534
VBIAX 969sh	\$26,136	\$0	\$545	\$2,068	\$28,747
VHCOX 488sh	\$21,632	\$0	\$1,024	\$3,060	\$25,517

(Continued on Page 6.)

Dodge & Cox International Stock Fund
Dodge & Cox Balanced Fund
Vanguard 500 Index Fund Inv
Vanguard Mid-Cap Index Fund Inv
Vanguard Total Stock Market Index Fund Inv
Vanguard Balanced Index Fund Inv
Vanguard Capital Opportunity Fund Inv

Committee: Sybil Better, Sally Carpenter, Kathy Fullin, Helen Horn, Caroline Liedtke, Ingrid Rothe

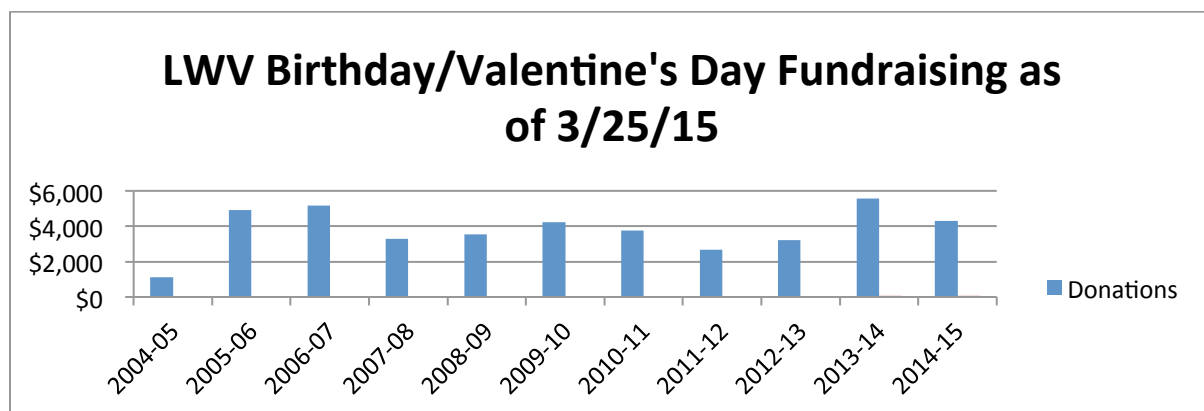
Fundraising **Sue Ann Larson, Board Director**

The LWVCD has completed two successful fund-raising appeals so far this fiscal year. The fall 2014 fund-raiser covered the costs of producing the November 4 election edition of Candidates' Answers. The 2015 Valentine's Day 95th Birthday fund appeal has been successful in reducing operating expenses for the year. Thank you to everyone who has made a contribution for your wonderful generosity!

The fall fund-raiser focused on non-member donors. Eight LWVCD members suggested names of potential contributors to Candidates' Answers and letters mailed to them resulted in donations of \$1,500. A second mailing to 48 prior year non-member contributors resulted in donations of \$500. The total amount received of \$2,000 happily more than covered the production costs for the fall 2014 Candidates' Answers.

The Valentines' Day fund appeal resulted in contributions from 54 members of \$4,300. While not as high as the previous year, it was a solid amount that keeps us moving ahead. Due to the loyalty and terrific support of members and friends, the League is addressing its deficit. But we urge your support for the May member challenge to help put us over the top in meeting our budget for the year!

Thanks to each of you for the hard work and financial support that makes our League the remarkable organization that it is!!



Membership**Mary Anglim, Board Director**

2014 saw healthy growth in membership in the Dane County chapter. Thirty-one people joined the Dane County League between July 1 and December 31, and another eight through early March, 2015. Four are spouses or partners of current members; six are members of new joint households; 29 are new individual members, including three students. Our strongest recruitment month was September (12 new members). Twenty-one 2013-14 members failed to renew their membership for the current year, about the same number as in 2012-13. Some of these subsequently rejoined. As of March 3, 2015, our total membership was 256, a net increase of 32, or about 14%, over our January 2014 membership.

Membership tracking has been much improved thanks to work by Steve Ploeser, Elaine Sinagra, and Ingrid Rothe. Targeted mailings to LWV members-at-large (individuals who contribute to the State League but have no local chapter affiliation) and to non-members who volunteered as election observers did not yield significant results. More outreach to individuals who are likely to be interested in voter education and related civic issues and better contacts with new members continue to be important needs. I have been working with Anita Loch, a coach from LWV-WI, to formulate plans for a more structured membership program.

Program**Kathy Johnson, Board Director**

The League of Women Voters of Dane County provided 6 programs at Capital Lakes and the Lively Issues Luncheon at the InnTowner this program year. Special thanks to co-presidents Ingrid Rothe and Kathy Fullin for their contributions to programs this year especially in suggesting speakers and researching our positions that fit each topic.

The fall topics were Race to Equity, Food Safety and Evaluating the 4K programs in the Schools. The Lively Issues Luncheon speaker focused on Marriage Equality in Wisconsin. Spring topics were February-Equal Rights, expanding our State League positions; March-Human Trafficking, and April-Bringing State Government into the 21st Century.

Publicity**Susan Fulks, Board Director**

Publicity for LWVDC forums and meetings consists of flyers, press releases to Madison and Dane County news media, and posting on online event calendars. Flyers are posted on our new web site and are distributed to thirty public libraries through the South Central Library System. Press releases are emailed to Madison newspapers, television and radio stations, and twelve community newspapers. Capital newspapers and the *Isthmus* print our events in their weekly calendar listings. Event information is also posted on the following online calendars: Capital newspapers (madison.com), WISC-TV (channel3000.com), ConnectFitchburg.com, HNGnews.com, isthmus.com, WKOW-TV (wkow.com), and WMTV-TV (nbc15.com).

League of Women Voters of Dane County
Balance Sheet
As of June 30, 2014

	<u>Jun 30, 14</u>
ASSETS	
Current Assets	
Checking/Savings	
1000 · Anchor NOW Checking	16,948.05
1050 · Anchor Payroll Account	2,574.53
1200 · Memorial Fund	218,755.09
1250 · Anchor Money Market	35,775.88
1300 · Petty Cash	50.00
Total Checking/Savings	<u>274,103.55</u>
Total Current Assets	<u>274,103.55</u>
TOTAL ASSETS	<u>274,103.55</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
2100 · Payroll Liabilities	694.00
Total Other Current Liabilities	<u>694.00</u>
Total Current Liabilities	<u>694.00</u>
Total Liabilities	694.00
Equity	
3000 · Unrestricted Net Assets	222,611.48
3100 · Temp restricted net assets	2,000.00
Net Income	48,798.07
Total Equity	<u>273,409.55</u>
TOTAL LIABILITIES & EQUITY	<u>274,103.55</u>

League of Women Voters of Dane County
Income & Expenses
 July 2013 through June 2014

	<u>Jul '13 - Jun 14</u>
Ordinary Income/Expense	
Income	
4000 · Dues	
4001 · Regular Member	14,565
4010 · 2nd Family Member	600
4020 · Dues Reduction	65
Total 4000 · Dues	<u>15,230</u>
4030 · Contributions	
4050 · Member Contributions	
4051 · Valentine contributions	7,045
4052 · May Challenge Grant	5,485
4053 · 50 Yr Donation	2,875
4054 · Memorial Contributions	565
4055 · Birthday Fund	316
4050 · Member Contributions - Other	5,515
Total 4050 · Member Contributions	<u>21,801</u>
4060 · Non-member	1,535
4080 · Candidates Answers-contribution	200
4090 · Ogg Fund	2,073
4095 · Bequests	5,000
Total 4030 · Contributions	<u>30,609</u>
4100 · Grants	
4150 · Pass-thru grant	300
4290 · Carryover to next year	-2,000
4100 · Grants - Other	5,500
Total 4100 · Grants	<u>3,800</u>
4400 · Rental Income-sublet	2,976
4500 · Publication Sales	15
4700 · Miscellaneous Income	
4750 · Annual Luncheon revenue	1,122
4700 · Miscellaneous Income - Other	679
Total 4700 · Miscellaneous Income	<u>1,801</u>
Total Income	<u>54,430</u>
Expense	
5000 · Rent	6,797
5100 · Gas & Electric	1,028
5200 · Equipment Maintenance	1,709
5210 · General Supplies	2,349
5230 · Telephone/Internet Service	1,247
5240 · Office Cleaning	535
5270 · Publication expenses	
5274 · Candidate Answers	3,006
Total 5270 · Publication expenses	<u>3,006</u>
5280 · Special Projects expenses	
5285 · Voter I.D. Expenses	31
Total 5280 · Special Projects expenses	<u>31</u>
5290 · Bank & Govt Charges	207
5295 · Paypals Discount	60
5300 · Local Meeting costs	
5910 · Annual Luncheon Expenses	1,223
Total 5300 · Local Meeting costs	<u>1,223</u>
5310 · Convention Fees	80
5500 · Insurance	703
5600 · Postage	
5610 · Stamps	946
5620 · Bulk (fees, stamped env)	1,022
Total 5600 · Postage	<u>1,968</u>

League of Women Voters of Dane County
Income & Expenses
 July 2013 through June 2014

	<u>Jul '13 - Jun 14</u>
5700 · Membership Payments	
5710 · LWVUS-PMP	5,580
5720 · LWVWI-PMA	5,400
Total 5700 · Membership Payments	<u>10,980</u>
5900 · Miscellaneous Expenses	142
6560 · Payroll Expenses	14,543
Total Expense	<u>46,609</u>
Net Ordinary Income	7,821
Other Income/Expense	
Other Income	
7000 · Short Term Interest	54
9000 · Memorial Mutual Funds	
9005 · Div, Int from Securities	4,136
9010 · Cap Gains<Losses>	36,787
Total 9000 · Memorial Mutual Funds	<u>40,924</u>
Total Other Income	<u>40,977</u>
Net Other Income	<u>40,977</u>
Net Income	<u><u>48,798</u></u>

Voter Service

Gail Bliss, Board Director

With both fall 2014 and spring 2015 elections it has been a busy year for voter service. Registration has gotten more complicated due to legislative changes that required proof of address from all people, not just those registering within 20 days of the election, and that eliminated the statewide Special Registration Deputy system.

Voter registration has been a major focus:

Location	# registered	# unable to register	Comments
Downtown Farmers Market	119	168 (not complete when busy these didn't get counted)	No reports for 4 weeks, estimate 25 more registered.
Hill Farms Market	17		Based on only 5 weeks of reports, probably registered double this #
Epic	500	Not a problem	35 more before spring election
Madison College	41	29	Lowest previous total was 75 – clearly proof-of-address was an issue
St Vincent de Paul Food Pantry	47	51	Does not include spring
Edgewood High School	17		
West High School	~30		
Other known	25		6 more for spring
	794		41 known for spring
Other Estimated Fall	50-75		

Total voter registration for the year over 800, possibly 900.

Our relationship with Epic has grown over the years, and this year's expansion was phenomenal!

The St. Vincent de Paul Food Pantry: Throughout the year, volunteers have been staffing the League's voter registration table at the pantry on Fish Hatchery Road in Madison. Five days a week a volunteer talks with people as they wait for their turn to select food at the pantry. The volunteers answer questions about whether people need to register, how they can provide proof of residence, and to clarify that no photo identification is required to vote in the April 7 election. They also have supplied information about how to learn about health insurance and the federal Affordable Care Act. Karen Faster, coordinator.

Outreach to low income and homeless populations Volunteers have visited homeless shelters, the central library & other day programs, providing information about voter registration & voter ID. Gail Bliss, coordinator.

Special Registration Deputy training: For the second time since the repeal of statewide SRD certification, we worked with the Dane County Clerk's office to provide multi-muni SRD training on June 11, 2014. Over a dozen municipalities were there, representing 73% of Dane County residents. By law, all of these certifications expired December 31, 2014, so SRD training will be a continuing issue.

Voter ID has been another significant issue. On September 12, 2014 the 7th Circuit Court of Appeals ruled that the WI voter ID law could be implemented for the November 4, 2014 election. We scrambled to rewrite the Voter ID information for Candidates Answers. Then, October 9, just before going to press, the Supreme Court put the ID requirements on hold due to the proximity to the November 4 election. Candidates Answers' was published in the October 16, 2014 Isthmus with the correct information. Again, March 23, 2015, the Supreme Court declined to hear the ACLU voter ID case, which re-reinstated voter ID, just weeks before the April 7 election. Thankfully, all parties agreed that it was too late to implement the requirements for the April 7 election, and the court concurred. We will have only ten months to develop and plan and raise funds so we can work effectively with folks who will need an ID to vote prior to the next regularly scheduled election, February 16, 2016.

Candidates' Answers: As noted in the web report, we are now using the internet to collect all the candidate information for our on line and in print publication. Thanks to Brook Soltvedt for her tireless efforts in updating our processes. We have streamlined the voting information in *Candidates' Answers* in order to make it a more concise, readable publication. Through all the back and forth on Voter ID, the staff at Isthmus, LWVDC volunteers and board members put in extra time to see to it that our name was associated with the best available information.

We were able to publish *Candidates' Answers* in *Isthmus* for both general elections this year. Material for the primary elections was on our website. We have been working on raising the profile of the on-line CA.

Laura Chern and her crew provided proofing and distribution for the printed versions that came out in Isthmus October 16, 2014 and March 19, 2015.

Research Activities

Ingrid Rothe, Co-president

More than 4000 Dane County registered voters received a letter from the League, encouraging them to vote in the fall 2014 election as part of a study designed to test alternative ways of encouraging voting turnout. This study was partially paid for with a grant from the Evjue Foundation that also included funding for Candidates Answers. Prof. Rick Matland was testing whether relatively new voters who receive letters assuring that the ballot is private from either a trusted non-profit organization, such as the League, or from a public official, such as Scott McDonell, the County Clerk, would increase the likelihood that these voters would vote in a subsequent election. Matland was also testing whether letters that acknowledge and thank the citizen for voting in a previous election would increase the likelihood that they would vote again. We look forward to learning the results of this experiment in the coming year.

Voter Registration at DOT Farmer's Market

Pricilla Thain

League members registered voters at the DOT Farmer's Market in the summer and fall before the fall 2014 election. Priscilla Thain coordinated.

Know Your Candidates – Madison City Channel TV Interviews

Cheryl Daniels

Know Your Candidates had tapings in the Fall elections for primaries in the 78th Democratic Assembly District and the Dane County Sheriff's races. We also taped the general election shows for the 2nd Congressional District and the 78th Assembly District. In spring, we had tapings for both primaries and the general elections for the City of Madison Mayor and certain Common Council Districts. Along with that, we also assisted moderating shows for the Monona Grove School District races. Thank you very much to the following moderators: Jim Cain, Owen Daniels, Diane Martin Liebert, Melanie Ramey and Michael Rosenberg.

Moderators for Candidate Forums

Priscilla Thain, Project Coordinator

League members moderated three candidate forums in the spring 2015, before the spring election. There were no requests for moderators for the fall 2014 election. Priscilla Thain coordinated the requests for moderators.

Webmaster

Brook Soltvedt, Board Member

In January our website moved to a new platform. The new site is more visual, has a more user-friendly eCommerce system, and easily integrates with Google apps and social media such as Facebook and Google Plus. The new website allowed us to collect the *Candidates' Answers* responses directly through our site for the spring election, saving a great deal of time, paper, and office time. We are exploring having a Facebook site for our league, integrated with the website. A vibrant electronic presence is an important tool for recruiting new members and disseminating information. There is much to look forward to next year!

Adopt-A-Highway

Maureen Kind

League volunteers cleaned our section of Highway 14 in May and in October 2014. Sue Hoffenberg stepped in to recruit volunteers and to organize the October outing.