

LEAGUE OF WOMEN VOTERS OF DANE COUNTY  
BOARD MEETING  
February 10, 2010

Members Present: Kathy Johnson (President), Carol Dutton, Helen LeRoy, Pat Levin, Gloria Meyer, Earnestine Moss, Brook Soltvedt, Priscilla Thain, Fred Wade

President Johnson called the meeting to order at 1:00 p.m.

The November minutes were approved with several modifications.

**Treasurer's Report:** Pat Levin presented the Balance/Income sheets and reported that the income from the annual luncheon was \$50 less than the cost of the luncheon. Pat will schedule a budget meeting for next week. New accounting software is being explored. There was some discussion of ways to reduce paper and postage costs, including a possible change in the timing of the membership renewal process and encouraging renewal at the annual meeting in the spring. Soltvedt said Sara should be consulted before changing the timing or process to learn if there is a reason for the current procedure. Meyer suggested taking a hard look to determine where the break-even point might be with bulk mailing and that the web site might replace the paper mailings to a greater degree. She also recommended a publication audit. Moss responded to a suggestion that brochures be cut back by pointing out that there is a relationship between 501c3 status and demonstrating educational functions. The 501c3 status is still pending clarification. Moss suggested inviting Andrea Kaminski of the State League to inform us of the current 501c3 situation. Sara has incurred expenses of \$22 for 4-K DVD packets, which will be reimbursed.

**President's Remarks:** Re: nominations for next year, Kathy Johnson reported that Donna Norton has finished her book and has agreed to be President-Elect in 2010-2011 and President in 2011-2012. There are still no nominees for treasurer, publicity, and fundraising. Johnson also introduced a new poster for the League that could be helpful for publicity purposes.

**Committee Reports:**

**Outreach** – Earnestine Moss has been sick recently and had little outreach activity to report. She invited Board members to attend an upcoming meeting of her sorority at the Zor Shrine temple on Sat. Feb. 15 to learn how their group integrates fundraising with education. Moss reported she moderated a forum for the Stoughton mayoral race that was well-attended.

**Bulletin/Web Site** – Brook Soltvedt provided two reports containing detailed data related to web site activity for the period 1/10/10-2/9/10, including how people reached the site and content of interest. Rose Sime spends a great amount of time and effort in

producing the DVDs of the general meetings that are aired on WYOU-TV. Johnson's husband has been helping Rose with the process. Soltvedt has begun looking into the possibility of additionally streaming Rose's video/audio of the meetings through Vimeo (Vimeo.com), which has two levels of service – one free and the other \$9.95/month. It would be desirable to more easily make the proceedings of the meetings available to people without their having to come to the office. Soltvedt will also look into streaming the video on the web site. Thain suggested it would be helpful to have an index of meetings for the last 3 years. Soltvedt questioned what happens after a meeting in terms of action taken. Moss pointed out that a primary benefit of the meetings is in becoming informed citizens who can contact legislators and take action as individuals. Johnson commented that organizational action takes place more at the State League level. The extensive and dedicated recent efforts of the Children and Families and Education Committees in support of 4K in the Madison school district were acknowledged as an example of LWVDC action. Re: the deadline for the next Bulletin, Thain has provided Sara with the study materials for next month's general meeting. Soltvedt has corrected a misconception with Madison public library web site staff re: an erroneous announcement that the League is no longer providing paper copies of Candidates Issues and Answers. This is true only for the Feb. 16 primary. The material is available on the League's web site.

**Fundraising and Membership** – Fred Wade announced signup for the Memorial weekend Bratfest has begun. After April 1, any unfilled slots will be available to other groups to sign up for. Wade prefers not to be in charge of recruiting League members for Bratfest. Others commented that the signup procedures often have little relationship to what happens at the actual event and that it can be strenuous work. It was recommended that an announcement be put in the Bulletin so individual members can sign up directly with the event organizers if they so desire. In other fundraising matters, Wade suggested it might be time to revisit the Evjue grant request process.

Johnson reviewed membership numbers and categories. There are currently 236 members: 132 local, 13 are second memberships within a household, sharing materials, 65 national recruits, and 26 50-year members. It was noted that an effort should be made to get the national recruits more involved locally. Moss suggested a membership drive where we work hard to get members to invite others to join, with incentives for recruiting more members. It could be coordinated with the September meeting in the fall celebrating the 90<sup>th</sup> anniversary. Re: membership matters, a committee will be convened. Meyer will be a member. She is currently interviewing new members and writing brief profiles for the Bulletin. Dutton asked about a program committee being established also. Perhaps unit members could bring suggestions for next year's topics to the annual meeting.

**Publicity** – Gloria Meyer would like to email members to follow-up on the Feb. meeting by contacting legislators in support of health care. Soltvedt will put an action alert on the web site.

**Program** – Carol Dutton reviewed plans for March and April topics. At the March meeting on early voting and redistricting, Bob Ohlsen, Dane County Clerk will present general recommendations by the GAB and Ken Mayer, UW Political Science professor will also speak. Meyer requested the opportunity to design an interesting/spiffy title. April's title will be: "Racial Disparity in the Dane County Justice System," broken down into juvenile and adult. The speakers will be John Bauman, Juvenile Court Administrator, and Celia Johnson, co-chair of the Dane County Task Force on Racial Disparities in the Criminal Justice System. Moss has been involved in civil rights and should be asked for her input (Note: Moss had left the meeting before this topic came up.)

Dutton discussed the need for topics for next year and suggested having both a program committee and action committee. The program committee will meet at 10 a.m. on Mon. Feb. 22.

Ideas for the annual meeting on May 5th were explored. One possible speaker would be the woman who founded the Women's Study Program at the UW. September program possibilities were also mentioned, e.g., a panel of women from diversified areas of expertise. Dutton and Meyer will handle the development of the annual meeting program and recruit non-Board members to become involved. Johnson mentioned the Inntowner as a possible site. Soltvedt mentioned an "ice breaker" game that might be fun for the annual meeting. Those present are asked to make three statements about themselves, where two are true and one is not.

**Voters' Service** – Priscilla Thain announced that requests are coming in for moderators for the spring election. Helen Horn will handle Mount Horeb on March 10 or 11. She will check with the GAB re: schedule for classes to become certified to register voters. The Downtown Rotary will honor Thain with a Senior Service Award at a luncheon on Feb. 17.

**Other Business** – Exploration of different types of program possibilities for monthly meetings and a 90<sup>th</sup> anniversary celebration continued. Johnson described a very successful past wine and cheese reception thanking local women, e.g., Katherine Lyall, for their contributions in a variety of fields. This sort of activity would reach out to a broader audience in the community. Having water available at the general meetings was reinforced and perhaps having units provide some kind of food for a particular monthly meeting was proposed. The Downtown unit agreed to bring treats to the March meeting, and the Tuesday evening unit will bring them to the April meeting. Levin called attention to the donation envelopes recently used in the Valentine's Day fund drive. Reducing the amount of printing on the envelopes would reduce the cost, but it might also be a good idea to have the envelopes available at the general meetings, as well as the brochures. Suggestions for ways to get more of the members involved, to be more inclusive, were also discussed.

The relationship with the CRANES group was briefly discussed.

The meeting was adjourned at 3:20 p.m. The next meeting is scheduled for Tuesday, March 9, 2010.

Respectfully submitted,  
Helen LeRoy, Secretary