

Minutes
League of Women Voters Dane County
January 11, 2023 Board Meeting (Zoom)

Attendees: Sue Fulks, Barb Feeney, Marjorie Schuett, Mara Eisch, Lili Crane, Jill Jokela, Jean Jacobson, Sue Jennik, Exec. Dir. Wendy Hathaway,

Guest: Amy Washbush Hilgendorf from UW-Madison's Center for Community and Nonprofit Studies (The CommNS)

A. Call to Order at 5:33 p.m. (Feeney)

B. Approval of Agenda

Motion to approve agenda made by Eisch, seconded by Jacobson. All are in favor, none opposed. Motion carries.

C. [Approval of Minutes](#)

Motion to approve December 2022 Minutes made by Jennik, seconded by Eisch. No changes. All are in favor, none opposed. Motion carries.

D. [Treasurer's Report](#) (See report below) Jacobson

E. [Finance](#) (See report below) Jacobson

1. Domain Chairs to review current budget and identify approximately \$2k in funds to be reallocated to Strategic Planning. Due date for reallocation is January 18.

F. New Business

1. Amy Washbush Hilgendorf at UW-Madison's Center for Community and Nonprofit Studies (The CommNS) presents results and takeaways from the focus groups. Link to presentation:
<https://drive.google.com/drive/folders/1FvDfug9jgoVSy3y3T0Lf6BgikfsuNEDb>
2. Kick off budget discussion (Jacobson) [Budget Discussion Schedule \(Board Presentation tab\)](#)
 - a. Annual revenue \$116,000, less \$160,000 fixed expenses results in \$44,000 shortfall, less \$50,000 discretionary expenses equals \$95,000 operating loss. This loss is covered by a \$95,000 withdrawal from the Memorial Trust Fund (MTF). Next year, MTF withdrawal is limited to \$68,000.
 - b. Possible approaches to shortfall.
 - Hathaway: Ramp up volunteer fundraising, hire to help fundraising or eliminate ED position. I
 - Feeney: Seek member donations beyond dues, seek major donors, develop a planned giving program, and seek grants and corporate donations.

- Jacobson: Need a sense of urgency.
3. Discussion of Annual meeting - date and format (Feeney)
 - a. Annual Meeting was virtual last year. Proposal to have a two-part meeting with an on-line business meeting followed by a get-together at a park.
 - b. Lively Issues event will be either April 22 or 29, depending on the availability of the speaker(s) and venue. Give out awards at that time?
 - c. Meet-up at Drumlin Ridge February 9th, 2:30 p.m. to 4:30 p.m.

G. Continuing Business

1. [President](#) (See report below) Feeney. **Motion to approve Executive Director Position Description and to put it on file to be reviewed as needed, minimally annually** made by Eisch, seconded by Jennik. All are in favor, none opposed. Motion carries. [Executive Director Position Description Dec 2022.docx](#)
2. [Governance/Vice President](#) (Eisch)

Discussion of proposed by-laws changes concerning:

- Length of terms for board officers and directors and whether staggered
- selecting a consistent title, either domain or committee
- selecting a consistent title, either Director or Chair.

3. Executive Director (Hathaway)

Our application for a Civic Engagement and Community Partnerships Fellow has been approved! (Congrats to Wendy on her work on the application).

4. The Women's March will be held in Madison on January 22, 2023.

H. Adjourn at 7:40 p.m.

Motion to adjourn made by Jacobson and seconded by Eisch. All are in favor, none opposed. Motion carries.

Reports Section

Minutes

LINK: <https://docs.google.com/document/d/1oN9R2eN9WjsENGzi9Ogo48DqmASXtjQC/edit#>

Treasurer's report

December Financials

Balance Sheet: Net Assets total \$698k of which the Memorial Trust Fund constitutes \$641k or 92% of the total. We recognized an unrealized loss of \$29k on our investments for the month. We have experienced an 8% loss in value since February 2022 when eCIO began managing the funds. eCIO will review our performance at a short presentation to the Board in February.

Income Statement: Strong revenue for the month with \$10k in donations and the receipt of the \$5k Evjue Grant. Year to Date, Fund Development has achieved 52% of their budget goal of \$116.8k.

Expenses totalled \$13k of which rent and payroll expenses totalled \$10k. A payment of \$1.5k was made for the completion of the 990 tax return. The result is operating income of \$3k; year to date we have a \$7k loss.

Summary: Year to date Revenue totals \$104k or 65% of a budget of \$158k; year to date expenses total \$112k or 44% of a budget of \$253k. In reviewing the remaining expenses, I find it doubtful that all will be spent. It would be helpful for Domain Chairs to review remaining expenses and determine which items will not be spent in their entirety.

Executive Director

Strategic Planning

- External Analysis (UW-Madison Center for Community and Nonprofit Studies/Co-Create)
 - Amy Washbush Hilgendorf, PhD (Associate Director for Engaged Research, Center for Community and Nonprofit Studies (The CommNS) at School of Human Ecology | University of Wisconsin-Madison) will be presenting the final results of this study at this January Board meeting.
- Strategic Planning 2022-23 (UW-Extension)
 - Sharon Lezberg (UWEX) and Kimmy Rooney (LWVDC Leadership Development Fellow) are compiling the results of two surveys and the six focus groups that took place in December. They will share preliminary results with the Strategic Planning Work Group (Mara Eisch, Jean Jacobson, Sue Jennik) later in January and with the full Board ahead of the first Strategic Planning retreat on January 29.
 - Strategic Planning Retreats are scheduled for:
 - Sunday, January 29, 2023 | 1-5 p.m. - UW-Extension Offices
 - From 3-5 p.m., a larger group will convene for a visioning exercise, along with the Board. Hand-written invitations were mailed to 50 members the week of January 6.

- Monday, February 13, 2023 | 9 a.m.-1 p.m. - Location TBD
- Monday, March 6, 2023 | 9 a.m.-1 p.m. - Location TBD

I plan to meet with each of you individually (or as domain teams) in the next few months to talk about how our work is evolving and how we can work together over the next six months to evaluate any roadblocks, establish plans to address challenges and set ideas into motion, and share best practices across the org. Watch for calendar invites soon.

Staff

In the coming months, Kerry Helmer and I will be working on bringing more volunteers in the office to help with admin tasks. This will be a good way to improve response/turnaround times, involve more members in the work of the League, and free Kerry up to do other kinds of work, potentially including member-volunteer engagement.

To facilitate this, Kerry and I will work with Mara Eisch, McKenzie Zdrade, and other folks in the Governance area to discuss whether we need a policy or signed agreement to set expectations of confidentiality around member data for those volunteers.

In addition to regular duties and the office volunteers project, Kerry's priorities for January include: continuing to work with Barb and Jean on Donor Acknowledgements (and specifically Memorial Donations), and support on Candidates' Answers and the spring appeal as needed.

Update on office hours: through the month of January, there may be short time periods (1-2 hours) where we do not have coverage. If you need to come in, and don't have a key, I recommend checking in with us first just to make sure one or both of us will be here.

Kimmy Rooney will be back on January 24 when the UW-Madison Spring Semester resumes. After a successful Fall Semester exploring ideas to increase member engagement and improve the member experience, she'll now shift her focus to leadership development and sustainability.

ED Priorities for January to March:

- Strategic Planning (logistics)
- Center for Humanities Fellowship proposal
- Spring FD campaign (TK) and grant funding exploration
- Office volunteers
- Member data project (process and training)

President's Report

The Executive Committee created a revised Position Description for the Executive Director, based on the input of Board Directors. Overall, there are no big changes; more specifics were added and percent time was added to each main task area to help us be realistic about what the ED can accomplish in a 40-hour week. There was some clarification added on "who is the face of the league". See the action time on the agenda with a link to the revised PD.

A new document has been created that will be included in each monthly agenda that summarizes news from LWVUS that might be of interest to Board members and other league leaders.

[LWVUS Reports 2022-24](#)

Governance/Vice President (Mara Eisch)

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Finance Committees

The Federal 990 tax return has been filed. Proof of filing has also been forwarded to the State League.

A person has been identified to perform the financial review of the FY 21-22 financials as required by the Bylaws. We are proceeding under the assumption that the Bylaws did not intend to require a review as defined by Generally Accepted Accounting Principles. Such a review would be expensive and has certain legal ramifications for practicing CPAs. Therefore, we feel it best to proceed with an accountant/bookkeeper level person and to define the parameters of the review so as to limit the hours (and expense) involved. The Finance Committee has given their approval; Julie Allen will be coordinating the project which is expected to be completed in January. It is our intent to limit the cost to approximately \$300 which is expected to be covered by a donation.

DEI Report

The DEI Committee will be invited to review the recording of Amy Washbush Hilgendorf at UW-Madison's Center for Community and Nonprofit Studies (The CommNS) of their survey results and takeaways from the focus groups. From there, the next step will be determined.

Fund Development

We surpassed our goal of raising \$30,000 in the Fall Appeal! A total of 138 people made 147 donations for a total of \$31,926.75. Donations included \$13,150 in matching money donated by several generous members. Accounting for printing costs and materials (\$1,264.63) we raised a net of \$30,662.12). Thank you to everyone on the Fund Development Committee and the Board, as well as Kerry Helmer and the volunteers who helped with the mailing!

Congratulations and thank you to everyone who submitted (and were awarded!) LWVUS grants!

- Former and Currently Incarcerated Voter Registration – Earnestine Moss and Julia Gilden (Voter ID Coalition)
- Youth Voter Registration - Sue Fulks and high school team
- New Citizens Voter Registration - Barb Feeney

Jean Jacobson and Wendy Hathaway will be in touch this winter for a short training on how to track grant spending through the coming year.

The Fund Development committee is currently re-evaluating appeal plans for the remainder of the 2022-2023 year. The committee will also be meeting shortly to discuss grant we want to apply to (in collaboration with Voter Service and Program/Advocacy) and to identify goals, projects, and team leads for 2023.

Team projects:

- Evaluating/updating donor acknowledgements (Barb, Jean, Kerry)
- Evaluating grant prospects to apply for in Q3 (Wendy lead)—includes working with grant consultant Angie Wright on strategy and proposals/applications.
- Spring appeal TK (Wendy lead)

Encourage the Board and membership to think about who might be a candidate to run for Fund Development Director 2023-25.

Program/Advocacy

Forums:

The January 9, 2023 forum, “State Constitution: Are Changes Necessary?” had the highest attendance of any of our forums to my knowledge. The co-sponsorship with the State League generated interest throughout the state. We also had very good publicity, including an interview on WORT radio the morning of January 9, and publication in The Isthmus and The Sun Prairie Star. Work groups are in the process of planning our upcoming forums:

February 9 - Wisconsin Supreme Court: Why Does Your Vote Matter?

March 9 - Should Judges Decide Cases Involving their Campaign Contributors?

May - Neighborhoods for Social and Racial Equity

In addition, 31 Dane County League members joined the forum we co-sponsored along with 18 other local Wisconsin Leagues. The forum, “Imbalance of Power : How Shifts in State Government Undermine Wisconsin’s Conservation Legacy” was very well done and generated many audience questions.

Discussion Units

The Discussion Units will meet next week to discuss the January 9 forum. All Discussion Units meet via zoom, except for Prairie Ridge which meets in-person:

Unit: Prairie Ridge (Only open to residents at this time)

Time: 3:30 p.m., third Monday of the month

Location: Perennial Learning Center, Oakwood Village Prairie Ridge, 5565 Tancho Dr.

Unit: West / Middleton

Time: 6:30 p.m., third Monday of the month

Unit: Central West

Time: 12:45 p.m., third Tuesday of the month

Unit: Northeast Side

Time: 3:30 p.m., third Wednesday of the month

Unit: Downtown (Capitol Lakes)

Time: 5:30 p.m., third Wednesday of the month

Unit: Outside Madison

Time: 6:30 p.m., third Thursday of the month

Book Discussions

On the Line: A Story of Class, Solidarity, and Two Women's Epic Fight to Build a Union by

Daisy Pitkin

February 11, 10-11:30 a.m. via zoom

February 14, 10-11:30 a.m. in person at Pinney Branch Public Library in Madison

Member Survey

Each year the Program Committee surveys the members to determine the topics to be addressed in our education program in the following fiscal year. Aileen Nettleton is leading a work group which will prepare the survey, subject to approval by the Board. The results of the survey will be presented to the Board and to the Annual Meeting for approval.

Lively Issues Luncheon

A work group has been recruited to plan the in-person Luncheon which will be held either April 22 or 29 depending on the availability of the venue and speakers.

Advocacy Corps - Lili Crane

New Advocacy WebPage launched (thank you Wendy!!)

Judicial Integrity/Campaign Finance Reform Work Groups have been very productive. Have created issue papers and resource materials for WI Supreme Court races to the WI LWV Judicial Integrity Campaign. We will be volunteering for the MLK Jr. event and the UW Public Service Fair in January.

New Advocacy members: Jordan Nickell and Traci Nolan. Jordan is already active with Judicial Integrity Committee and has met with Wendy on the subject of using social media and has touched base with Molly Carmichael from WI LWV.

Continue to resolve technical/Google docs learning curves (thank you Paul!) and to organize Advocacy folders and documents for Letter Writing Campaign.

Membership - Barb Feeney

- The membership team met on December 19. Kimmy Ronney presented her proposal for member engagement. The team was enthusiastic and will review the presentation. At the next meeting on January 12, the group will decide which initiatives to tackle first.
- An email or letter will go out to lapsed members on February 1, inviting these people back with the opportunity to rejoin and get five months of membership free (due to the way that membership is reported to LWVUS).
- At the next meeting, a date will be set for a new member Zoom.
- In the meanwhile, outreach will continue to new members who indicated an interest in serving or leading on their survey.
- Committee members are encouraged to think about who might be a candidate to run for Membership Director.

Voter Service

Voter Outreach Commitments planned to-date:

- Voter Outreach at the DMV - January 2-30; February 22-March 15

- UW Bus Pass @ Union South - January 24-February 1
- Madison College (Truax) - March 8
- Epic - March 10
- Girl Scout Day at the Capitol 2023 - March 11

Voter Service Event Scheduling Team has been formed and will begin work in January

Marian Matthews is updating our **Voter Service Training Powerpoints** posted on our website. She and Paul Lindquist plan to redo the video segments in January.

Youth Voter Registration Grant from LWVUS was approved for \$750.

Grant goals:

1. To train student teams to assist peers with voter registration
2. To work with student teams to plan and implement a minimum of two voter registration and/or election literacy activities before the April 4, 2023 election
3. To provide students with information outlining the roles, responsibilities, and duties of Wisconsin Supreme and Appellate Court justices, school board members, and other officials listed on the community's April ballot

Materials for our voter outreach have been ordered from LWVDC (including the Judicial Court brochures); bookmarks for the Spring election have arrived and were distributed to public libraries (Madison & Dane County communities), large senior centers, and at the DMV (limited quantities remain and we may have to reorder)

Link to LWVWI [Spring Judicial Toolkit](#), which has educational resources, digital content, LTE templates and more!

Candidates Answers: Work has begun for the Spring Elections edition: probable 36 pages although we are investigating some design changes

Know Your Candidates video interview series in collaboration with Madison City Channel: Scheduling of 3 for mayor, 39 for alder, and 2 for school board is underway.

Communications

Have been working with Sue Jennik, Janine Edwards, Brook Soltvedt, and others to think through how to create a Program (Forum)-specific publicity team.

Coming up, will also be working with Advocacy to discuss how to use social media more in that area. In December, worked with Lili and her Advocacy team to update their landing page on the website: <https://www.lwvdanecounty.org/advocacy>

Upcoming Communications projects in 2023 may include:

- LWVDC Style Guide
- Adding DEI guidance to our Editorial Guidelines

- Adding additional volunteers to our roster of copyeditors
- Kicking off a website redesign project with webmaster Brook Soltvedt and others

Bulletin

Welcome to Amanda Hingst, the newest member of our Bulletin team. Amanda will be taking the lead as editor of our Winter 2023 (Jan/Feb) issue of Bulletin. She brings a great deal of professional experience in communications and has already been a big help creating publicity and resource materials for Forums. As the year moves on, we'll also be working together to expand the editorial team with some more copyediting and/or graphic design help. If you have questions, please email Amanda at bulletin@lwvdanecounty.org

WINTER ISSUE (Jan/Feb 2023) Bulletin Deadlines				
Monday	9-Jan		Email Contributors/Editors	(Bulletin Editor)
Sunday	15-Jan	5pm	Article Commitments Due	Please confirm by this date what you plan to submit for the Bulletin. Email commitment to bulletin@lwvdanecounty.org
Wednesday	18-Jan	5pm	Articles & Data Due	Please email articles to bulletin@lwvdanecounty.org
Thursday	19-Jan	8am	Editing & Layout Begin	Layout & Editing
Tuesday	24-Jan	5pm	Editing & Layout End	
Wednesday	25-Jan	8am	Copy Editing & Board Review	Copy Editor Edits (Simultaneous Board Review for Content)
Monday	30-Jan	5pm	Copy Editing & Board Review End	
Wednesday	1-Feb	8am	Final Updates	Final Updates
Wednesday	1-Feb	5pm	Pre-publication	Editor will send Webmaster an email confirming the bulletin is finalized and ready for publication.
Thursday	2-Feb		Publication Date	Webmaster to publish