

League of Women Voters of Dane County

Board of Directors

Meeting Agenda

September 21, 2023

5:30 - 7:30 PM

In the office and online

Zoom Link

<https://lwvdanecounty-org.zoom.us/j/83599458257>

1. Welcome

Attendees: Jill Jokela, Barb Feeney, Julie Allen, Sue Jennik, Beth Fultz, Sadie Dempsey, Amber Rottier

Guests: Amanda Hingst, Rebecca Alwin

Meeting called to order at 5:30 pm.

2. Approve Agenda

Motion to approve agenda by Beth, seconded by Amber.

3. Review and Approve Minutes From [August 2 meeting](#)

Motion to approve minutes by Jill, seconded by Julie.

4. Discussion of Strategic Communications and Messaging

- Beth will be helping lead us with our strategic communications, using her past career work with UW Health strategic communications.
- Need to think about the vehicles of communication as well as the audience for our messaging
- Communication Ideas:
 - Earned media (press release picked up by paper or direct contact we make with a media outlet) such as news media like radio and newspaper, including outlying communities weekly newspapers, letters to the editor/op-ed pieces, event coverage
 - Social media / online
- The group developed core messages:
 - The LWV is the “gold standard” for non-partisan and accurate information about voter registration & elections.
 - Our world is better off when people are actively engaged in all levels of government.
 - Volunteering with LWVDC is personally rewarding and critical to our success. Supporting the League financially is important and personally rewarding.

- LWV does not support political parties or candidates. The League does take positions on issues and is an excellent source of information on many issues of the day.
- The League is an inclusive organization that is welcoming to all.
- Target Audiences
 - Reviewed and discussed target audiences
 - Discussed email situation - Amanda brought up how we can use MailChimp to check the analytics
 - Discussed potentially sharing links to eNews and Bulletin on social media - there is a concern with sharing member's personal contact information that is in the article.
- Barb will review the target audiences document and make changes as needed. It is important that we are identifying correct communication paths for each target audience.

5. ULGM October 6 event and purchase of paver - Barb

- Urban League is having a Caberet event at the Black Business Hub. Barb, Julie, Sue, Sadie will plan to attend. Any League leader that would like to come.
- They are also selling pavers, tickets for the event go to the paver.

6. October 5 program at Goodman Library - Sue

- Hybrid forum 6:00 - 7:30 pm "Preserving Public Education" - have the assistance of the state League's technology resource.
- Julie Underwood, Julie Mead and Kevin Henry Lawrence are the speakers.
- Sue requests the presence of the board in person for the program. Thinking that there will be good online turnout since it's been advertised throughout the state. Wear your name tag if it has arrived.
- If you know someone who is a newer member, feel free to invite them to the forum to meet them in person.

7. Communications Manager Hiring Process

- Have almost 30 applicants for the position! Currently screening resumes.
- Barb will talk to the top candidates about the position to ensure they want to move forward.
- Brook, Sue and Lili are slated to do the interviews at this time and the interviews will be recorded. Finalist interviews will be reviewed by the board and the board will make a decision. Will be asking those that make it to the interview round to provide a writing sample.

9. October/November Agenda

- Review and discuss Draft Code of Conduct
- Review and discuss Governance Charter
- Discuss Organizational Chart
- Strategic Plan progress from 1st quarter

- October 19 Meeting: Communications Manager Hiring Discussion/Decision
- November 16 Meeting: Governance
- December 21 Meeting: skip

10. Miscellaneous

- Feeney requests that the board think about adding a Vice President of Operations to handle some of the day to day duties rather than the President.
- VP of Operations could be overseeing the Operations Manager position, President would be overseeing the Communications Manager position.

11. Copier Purchase

- Note that the Board approved the purchase of a copier effective September 8.

Motion to adjourn by Jokela, seconded by Fultz. Meeting adjourned at 7:03 pm.