

Minutes
League of Women Voters Dane County
November 9, 2022 Board Meeting

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

Guests: Kimmy Rooney, McKenzie Zdrle

- A. Call to Order and Welcome Guests at 5:40pm.
- B. Approval of Agenda **Motion to Approve Agenda** made by Jacobson, seconded by Eisch. All are in favor, none opposed. Motion carries.
- C. Action on appointment of Jill Jokela to LWVDC Board setover because Jill not in attendance and uncertainty about whether she wants to be on the Board, on the VSSC or both.
- D. [Approval of Minutes](#) for September and October not attached, so setover to December meeting,
- E. [Treasurer's Report](#) (Jacobson)
 - 1. The Fall Campaign is responsible for around a \$25,000 increase in our cash balances.
 - 2. Expenses are normal and include the cost of Candidates' Answers.
 - 3. The Memorial Trust Fund increased in value due to unrealized gains.
 - 4. Each domain has a Profit and Loss statement.
 - 5. The League continues to have a strong balance sheet.
- F. Continuing Business (Verbal Reports on Domain Highlights and Request for Action)
 - 1. [Executive Director](#) (Hathaway)
 - a. Update from Kimmy Rooney on [Membership and Leadership Projects and Initiatives PDF](#). Obstacles identified include: engaging the membership, spreading the leadership's workload, and burnout. Project Goals: Volunteer Engagement, Support for Leadership and Enhancing the New Member Experience. Work has begun on steps in Phase I (see PDF above). Kimmy will update the Board again at the December board meeting.
 - b. Strategic Planning. Surveys for both the Internal Analysis (UWEX) and External Analysis (UW-Madison Center for Community and Nonprofit Studies/Co-Create) are beginning in November. Focus groups for both begin in December. The goal is to have an External Analysis report by year-end.
 - 2. [President](#) (Feeney)

Keep in mind that we will need to revisit the Strategic Plan twice a year.
 - 3. [Governance/Vice President](#) (Eisch)

Working with McKenzie Zdrade on the Governance domain. Considering Laws changes.

By-

4. [Finance](#) (Jacobson)

- a. IRAs have been set up for employees to begin contributions on 1/1/23.
- b. 990 return is at Wegner CPA. Request for extension filed as is regular practice.
- c. Finance Advisory Committee to consider measures for sustaining the MTF.
- d. Considering process for allowing a non-League member to review finances. Jean will review Technology Agreement to see if it's adequate to a non-League member access to the donor base information. cover giving

5. [Fund Development](#) (Hathaway) Fundraiser held at Harmony Bar featuring local bands Civil Engineers and The Magic Conch. Over \$800 raised for the League and an opportunity to promote the League to a new audience.

6. [Programs/Advocacy](#) (Jennik/Crane)

- a. Forums. December 6, An Economy for All. Tentative: January, Proposed Constitutional Amendments, February, Impact of WI Caselaw on Voting; March. Court Integrity.
- b. Book Discussions. November is The Night Watchman by Louise Erdrich.
- c. Speakers' Bureau. Developing talking points.
- d. Observer Corps. Adding WEC.
- e. President proposes December discussion of spring elections, including partners, resources and critical audiences
- f. Letter and issue papers to be written.

7. [Membership](#) (Hathaway)

Kimmy Rooney is working on membership issues.

8. [Voter Service](#) (Fulks)

- a. The VSSC has approved goals for the current year.
- b. Celebration of outreach events at over 13 locations in the weeks before online registration ended.
- c. Voter Helpline was very busy during the weeks prior to the election.
- d. The WI Civic Learning Coalition is being formed to support civics education. Sign up for their newsletter. (See link in Report section)

9. [Communications](#) (Hathaway)

a. Thanks to Lauren Surovi, the previous Bulletin editor, for all of her work. Best wishes on your move to the East Coast.

b. Wendy will take over as interim editor of the Bulletin. Consider a contribution from your domain to the [Next Bulletin](#) and to Enews.

c. Question raised about continuing with our Twitter account. LWVDC will follow the lead of LWVUS.

G. New Business (Feeney)

1. DEI. Wendy and Barb will be meeting with DEI members to discuss the future direction for DEI work. One option may be to have a DEI presence in each committee rather than a separate DEI domain.
2. ED Position Description. The process for review of Executive Director's position description has begun with a survey of domain directors and an upcoming meeting of board members. A draft of the PD will be brought for consideration at the December 12, 2022 board meeting.
3. Consider partners to get a holiday thank you.
4. Office hours. The office will be closed for a day in December to reorganize and from the Friday before Christmas until the end of the year for the holidays.

H. December Agenda to include the following [Quarterly Planning](#) items

- Preliminary discussion of Spring election season (VSSC and P&A)
- Plan for recruitment and election of Board members (Nominating)
- Preliminary Plan for February fundraiser (ED, Fund Development Team)
- Plan for 3rd qtr P&A (P&A)

I. Adjourn. **Motion to Adjourn** made by Jennik, seconded by Jacobson. All are in favor; none opposed. Motion carries.

Reports Section

Treasurer's report

[October Financials](#)

NOTE: A new group of reports, Month End Domain Transactional Detail, is included with the Financials this month. These reports provide a report by Domain by Account Category of all the activity (revenue, invoices, bills, journal entries) charged to the Domain for the period July 2022 through October 2022. The reports will be updated each month with the new month's activity. These reports provide all the backup information to your summary P&L Report. Contact me if you have any questions.

Balance Sheet: Items to note in October include the following:

Cash balances increased due to the influx of funds from the Fall Campaign Appeal. These receipts were partially offset by the monthly withdrawal from the Memorial Trust Fund cash account.

Accounts Receivable increased nominally as the result of the Dane County Contract accrued billing. As expenditures are charged against the Contract, the billing accrual increases in lock step. A partial billing is planned to be submitted to the County in November.

Other Current Assets increased \$2.2k due to the recognition of Fall Campaign revenue which was not deposited to the bank until November.

Memorial Trust Fund Long Term Investments increased \$38k in November as stock market gains of \$38k were recognized.

In summary, the League continues to have a strong Balance Sheet.

Income Statement: Items to note in October include the following:

Revenue increased \$21k over the prior month due entirely to the kickoff of the Fall Campaign Appeal. Year to date revenue stands at \$75.5k vs an annual budget of \$158.7k Membership revenue is basically equal to the annual budget; Fund Development/Grant Revenue (excluding the Dane County Contract) stands at 31% of the annual budget.

Expenses remain fairly consistent with prior month activity. The Community Engagement expense category is slightly higher in October due to Fall Campaign Appeal expenses as well as Candidate Answers. The Membership Payments category will remain at immaterial levels now that the annual LWVWI and LWVUS payments have been recorded.

In Summary, Income from Operations of \$10.5k was recognized in October. Year to date, the League has an Operational Loss of \$8.6k. An Operational Loss of \$95k is budgeted for the year.

Executive Director

Some updates on [Strategic Planning](#):

- For reference: [Strategic Planning Timeline](#)

- Strategic Planning 2022-23 (UW-Extension)
 - Kimmy Rooney and I are working with Sharon Lezberg from UWEX on two online surveys that will launch the week of Nov. 28:
 - One survey will go to all members.
 - A second Organizational Assessment survey will go to a targeted list of ~50 highly engaged members
 - Note: the survey content is different. I know there were some concerns about “survey overload” but I will write the email invitations in a way that stresses how much we appreciate their participation.
 - Focus groups are being scheduled for the week of December 5 with the Board; new members; and highly engaged members. Invitation and details coming soon!
- External Analysis (UW-Madison Center for Community and Nonprofit Studies/Co-Create)
 - Surveys will launch the week of November 14; the UW will send emails to a targeted list, but we’ll also receive an open survey link to share with other external stakeholders, in case anyone was missed in the initial send.
 - Focus groups will be conducted by the UW in early December, with the goal of getting a final report by the end of the calendar year.
- In case you missed it: I highly recommend you check out the [summary of Strategic Planning from 1993](#). Some really interesting insights, including what’s changed as well as which challenges we still face and which strengths we still possess.

Reminder: “**Member Survey Data Training for LWV Leaders**” is coming up on **November 15 at 11 a.m.** Additional technology and operational process trainings will be coming up in January.

I had the privilege of attending [Madison Nonprofit Day](#) with Barb Feeney on November 2. Have a lot to share about volunteer engagement and building capacity—see me if you want to hear more!

Staff/Office Holiday Schedule:

(This information will be posted to the website and included in upcoming issues of Enews)

- The office will be closed Wednesday, November 23, and Friday, November 25, for the Thanksgiving holiday. (I’ll be working on Wednesday if you need me for anything.)
- The office will be closed December 13-15 for cleaning and organizing. (You can, of course, still reach Kerry and I via email, and by phone if it’s urgent, during this time.)
- The office will be closed at the end of the year starting December 23.

Priorities for November/December:

[Wendy Task List \(Working Doc\)](#)

- Strategic Planning (and research project) logistics
- Wrap up Fall Appeal and plan out FD calendar/budget for the rest of ‘22-23 - including grant survey and applications
- Continue working with Kimmy on member engagement and leadership development
- Collaborate on new member orientation (zoom) refresh

- Find/hire a Marketing/Communications intern for Spring 2023 + build out Comms team(s)

- **President's Report**

On November 2 Barb attended the Nonprofit Day conference at Monona Terrace.

Workshop on Strategic Momentum ideas:

- Reviewing the organizations' strategic plan should be on the agenda at least twice a year, quarterly is even better. The "plan" is really a framework". Goals and objectives are set based on the framework.
- All decisions made by the organization should be filtered through the goals set in the strategic plan.
- There should be a running list of what was accomplished, what is yet to accomplish and what will get in the way.
- Everything the Board talks about should be strategic in nature.
- Have two people whose job is to keep an eye on the strategic framework.
- Onboarding and orientation for new members is extremely important.
- Treat outgoing members well.
- When recruiting new members, include objectives for their position and connect them to the strategic plan.
- Annually review the strategic plan (framework) and decide what is still relevant, what is new on the horizon and what is not relevant.
- Solicit feedback on how you are doing. Surveys are good and also listening sessions. Keep negative feedback in perspective. Three weeks is a good period for responses and remind if needed.

Workshop on member engagement ideas:

- For the first 20 hours of volunteer work, give people small and simple jobs. They are not "in love" with your organization yet and have little buy-in. They are curious.
- Some of these will come back. Connect them with others. Explore their gifts and look for their strengths. Link them to a team. Empower them by providing resources and setting them free.
- In the third stage (if they have stayed) they are starting to care about the organization's mission and are falling in love. If people have professional skills, at this stage you can start asking them to use them for the organization.

NAACP Freedom Fund Dinner

LWVDC purchased a table. Attendees were Louise Robbins, Laura Jasper and her granddaughter Roza, new member Mary Salisbury, Barb Feeney.

- **Governance/Vice President (Mara Eisch)**

4. Finance Committees

Treasurer is wrapping up the establishment of the LWV of Dane County Simple IRA for staff. Inception date will be January 1, 2023. The League will match up to 3% of participant contributions.

The Assistant Treasurer has submitted all required financial data to Wegner CPAs for completion of the FY 21-22 990 tax return. The return should be available for review by all relevant parties during November. Although the return is technically due on November 15 the customary extension request has been submitted and approved by the IRS. Expect to file the return in December.

Susan Dietzel, chair of the Financial Advisory Committee(FAC), is working on an update to the Investment Policy approved earlier this year. Updates include further clarification of the role of the FAC, the inclusion of a recommended minimum balance to be maintained in the Memorial Trust Fund Investment Account and clarification as to which League body approves certain transactions related to the MTF. Once discussed and accepted by the FAC the policy will be presented to the Board for review and approval.

A Financial Review of the FY21-22 year still needs to be completed. A potential person to complete the Review has been identified. The Treasurer will set up a meeting with the individual in November to discuss the logistics.

5. DEI Report

6. Fund Development

Members of the Fund Development Committee met on 10/31 to talk about strategy for the upcoming year(s) and potential projects to focus on in the next few months. Together, we'll be working on an end-of-the-year letter to members of retirement age reminding them about the option to donate IRA distributions; wrapping up the Fall Appeal (with a thank you around Thanksgiving); and forecasting income/expenses for the remainder of 2022-23. We'll also be working on grants: using our consultant's research to identify which grants to target in the next six months, prioritizing by deadline and workload, and then starting to apply when relevant. LWVUS is offering three programming grants in the voter outreach area, so Fund Development will work with VSSC to identify which, if any, we will apply for, and for what.

Saturday's fundraiser at Harmony Bar, featuring local bands The Civil Engineers and The Magic Conch, raised \$800+ for LWVDC (and was a great opportunity to promote the League to a potentially new audience!).

October's fundraiser through Boulder's Climbing Gym raised (TBD)

Fall Appeal:

As of 11/07/2022:

- Total dollars: \$20,379
 - Includes \$13,150 in match dollars—thank you to Barb Feeney for securing these matching gifts!
- Goal by 12/31/22: \$30,000 (including match)

7. Program/Advocacy

Program - Sue Jennik

The next forum will be presented virtually on December 6, 2022, 6:30 - 8:00 pm, titled An Economy for All: How Can Dane County Excel? The panelists are:

Jason Fields of Madison Regional Economic Partnership
Ruth Schmidt of Wisconsin Early Childhood Association
Blake Roberts of Madison Forward Fund
Sue Jennik, moderator

Spring, 2023

The tentative schedule for the new year is:

January - Campaign Finance
February - Court Integrity
March - Proposed State Constitutional Amendments
April - Lively Issues Luncheon
May - Building Equitable and Sustainable Communities

Book Discussions

November Book Discussion. The November book discussions will take place on November 12 and 15 and discuss *The Night Watchman* by Louise Erdrich.

Discussion Units

Four discussion units will meet in November for Letter Writing training and to discuss tips for talking with family and friends about politics during the holidays. Presented by Advocacy team members

Advocacy Corps - Lili Crane

- **Three new members joined Advocacy Corp and attended the November 1 meeting.**
- **Completed Judicial Integrity Pamphlet project at Farmer's Market. Gave out about 100 pamphlets. Were only able to staff table for 3 Saturdays.**
- **Presenting Letter Writing Training for 4 Discussion Groups in November**
- **Continue organizing Work Groups – Most Work Groups are meeting at least 1x per month. Reproductive Justice and Climate-Environment Justice need additional leadership.**
- **Organizing Letter Writing Campaign, preparing research & templates for each Work Group & doing outreach**
- **Working on Updating Advocacy page for LWVDC website**

8. Membership

We made phone calls to all lapsed members who had not renewed. A survey is being designed to find out why these members did not renew. Team is working on setting up new member zooms. New members

were sent an email inviting them to the November pop-up events. New members who live on the east north/side of Madison will get a phone call inviting them especially to the east Side pop-up, and west and south side new members will get a phone call inviting them to the West pop-up.

9. Voter Service

Goals for Voter Service Steering Committee – 2022-2023 (approved by VSSC 10/2022)

Celebration of mid-October to Mid-November Voter Outreach events:

MSC Health and Resource Fair; UW VoterPalooza; Vivent Health Madison; UW Chemistry Department; High Schools: West, East, Monona Grove; Willy Street Co-ops North, East, West; Voter Outreach at Dane County DMVs through Oct 19 ; Allied/Dunn’s Marsh Neighborhood Canvass; Odyssey Project “A Celebration of Voting”; Epic - October 14; Reclaim the Vote ; Dane County Farmers’ Market; Westside Community Market

Candidates’ Answers: Distributed in Wisconsin State Journal, Capital City Hues, and on Capital Times racks. Paper copies also distributed to public libraries, multiple locations on campus, larger senior living centers, food pantries, many other miscellaneous locations

Voter ID Coalition Helpline: very busy these past few weeks (Dane County Clerk’s grant paid for signs throughout Dane County and Google ads for the Helpline)

State Street Planter: LWVDC has been invited to decorate a planter on State Street for the holiday season. Please join us in decorating on Monday afternoon, November 14th. Tree lighting will be on November 19 @ 6:08 PM at the end of State Street.

From LWVWI: **Wisconsin Civic Learning Coalition** is being formed in partnership with iCivics and CivXNow. Join to receive monthly newsletters and updates. <http://civicswi.org/>

Draft goals:

- a. *Organize a statewide network of institutional partners and individual advocates who support civics education.*
- b. *Share information and resources related to civics education*
- c. *Educate the public about the practices and value of civics education.*
- d. *Pursue legislation requiring a semester of HS Civics/Government*
- e. *Support civics education through high quality professional development.*

10. Communications

We are still looking to hire a Marketing/Communications Intern for the Spring Semester. We had one promising candidate who unfortunately accepted another position. Please share if you know someone! We are especially in need of help with social media engagement and content, media relations, and marketing. Position description here: [We're hiring! — League of Women Voters® of Dane County](#)

Currently working with Sue Jennik and program team members on promotions for Dec. 6 forum.

Bulletin

ED Wendy Hathaway is assembling a Bulletin editorial team, after the departure of Lauren Surovi. Wendy will take over as interim editor until a replacement can be found; Lauren will be available to answer questions for the December issue.

One member has already stepped forward to join the team and discussions will continue into the new year what a team approach (as opposed to a single editor) might look like.

Please contact Wendy if you know of anyone who might be a good fit! Job description here: <https://www.lwvdanecounty.org/communications>

DECEMBER Bulletin Deadlines				
Sunday	20-Nov	8am	Article Commitments Due	Please confirm by this date what you plan to submit for the Bulletin. Email commitment to bulletin@lwvdanecounty.org
Wednesday	30-Nov	5pm	Articles & Data Due	Please email articles to bulletin@lwvdanecounty.org
Thursday	1-Dec	8am	Editing & Layout Begin	Layout & Editing
Monday	5-Dec	5pm	Editing & Layout End	
Tuesday	6-Dec	5pm	Copy Editing & Board Review	Copy Editor Edits (Simultaneous Board Review for Content)
Monday	12-Dec	5pm	Copy Editing & Board Review End	
Tuesday	13-Dec	8am	Final Updates	Final Updates
Wednesday	14-Dec	5pm	Pre-publication	Editor will send Webmaster an email confirming the bulletin is finalized and ready for publication.
Thursday	15-Dec		Publication Date	Webmaster to publish