

**LEAGUE OF WOMEN VOTERS OF DANE COUNTY
BOARD MINUTES**

September 13, 2017

Members present: President Brook Soltvedt, Paul Lindquist, Mary Anglim, Diane Liebert, Gail Bliss, Helen Horn. **Absent:** Ingrid Rothe, Sue Fulks, Cathy Berndt, Mike Casey, Dorothy Wheeler

President Soltvedt called the meeting to order at 2:50 PM.

Secretary's Report: Paul Lindquist moved and Helen Horn seconded approval of the August 9, 2017 board minutes after correction of two typos.

Treasurer's Report: We had a good year, with net operating income in the black by \$8,379.97. Our investments also grew substantially. Our assets went from \$292,520.30 to \$349,336.56.

We need to spend some of our reserved funds. Horn proposed 2 options:

- 1) Purchase a large number of the 2017 Wis Taxpayers Alliance "The Framework of Your Wisconsin Government" and give them to members. We discussed options and will discuss further at unit meetings. This book is a civics text specifically focused on Wisconsin government
- 2) Larger print on *Candidates' Answers*.

Other suggestions included:

- 3) Discounts for first year membership
- 4) Raise less money.
- 5) Paid internship? – Who would supervise? We are providing some experiences for the LWVWI intern who is joining us for some events. It was the consensus that we didn't have the staffing or type of projects available to provide a worthwhile internship.
- 6) Spend money on the 100th anniversary celebration in 2020.
- 7) We will need money for moving, but that should not keep us from spending funds on other projects this year.

Program: Wheeler not here. September went well. Twenty-two people expressed interested in the book club. A doodle poll has picked 3 dates. Two will meet at LWVDC office. One at a library.

Jeanine Edwards is doing well on October topic study materials.

Sue Larson is all set for November, except for the representative from Fitchburg (2 are willing, not sure which will do it). Rothe and Wheeler should have information on January and March – but they aren't available today, so it's on hold.

Bulletin: Casey has been in St. Louis. Soltvedt has been working on the online version, prior to her leaving. There was no write up about the last forum. Suggested topics for next month include a report on the new book club.

With the online newsletter, we need more graphics. Board members are encouraged to take pictures at LWVDC events.

Fundraising: Berndt not at meeting. She will be writing to non-members to solicit funds for *Candidates' Answers*. If you have suggestions, send to them Cathy Berndt.

Membership: Anglim reports that based on her conversations with individuals before the forum, most people who haven't renewed don't know if they renewed or not. It would be useful to put the expiration date on the mailing label. Does MailChimp allow for personalization to add "Your membership expires ..."? Lindquist says segment the list & send different messages to each segment.

Text – Unsolicited texts can cost people money. There are regulations about bulk texts. (Wisconsin Voices said there are lots of rules about texting) – Don't do it now.

Soltvedt noted that for people who don't do anything with their membership they treat membership as a donation, and they don't pay attention.

Postcards – The wording needs to be short and snappy. Cost is about \$50.

Make phone calls – We have 140 non-renewals listed, but some are 2nd person on household and aren't correct in Access database.

Anglim also reports that she attended a Workshop at Center for Change regarding communication for donors, and will be going to "How to be a better facilitator." LWVDC is a member of the Center for Change, so board members are encouraged to watch their offerings and can attend at no charge.

Anglim is organizing a jail tour – So far seven are signed up, a maximum of 10 are allowed. Wednesday September 20 at 1 PM.

Voters' Service: Lindquist notes there are lots of opportunities September 26. Community Shares would like to video voter service activities. We will be helping register new citizens at a Naturalization Ceremony at Threshold. It was organized by Open Doors for Refugees, and will include new citizens from Minnesota and Wisconsin. Both allow online registration.

Lindquist reported on MailChimp. It copies the Access database periodically, and can segment it to send e-mail to any group or subgroup of recipients. MailChimp reports which e-mails have been opened, links clicked etc. The free version has no tech support. If we spend \$15/mo we get tech support and don't have to show the MailChimp logo. Expenditure of \$15/mo moved by Bliss, second Anglim. Passed.

Publicity: Fulks provided a written report. The High School Voter Education (HSVE) Team is hoping to work with Inspire US to work through a program on student education and encouragement to register and vote in local high schools. Their permission is necessary before we can use their website and activities. DPI involvement seems to be on hold, perhaps due to the Evers candidacy for Governor. City Clerk is trying to work with MMSD. Fulks hopes to get volunteers to commit to a school. Each school could set its own goals. HSVE meetings scheduled with the Team in August and September.

Website: Soltvedt provided a list of items added or changed on the site.

President's Report: Andrea Kaminski is receiving an award as a Change Maker by Community Shares. LWVDC is one of the sponsors thanks to action by Rothe and Soltvedt.

Soltvedt reported that because we do not provide members with tangible benefits, there is no \$75 limit on our membership fees or tax-deductibility of the fees. If we decide that we want or need to increase our membership fees, there is no tax or legal bar to doing so. Elaine has

removed the \$75 limit from the language in our acknowledgments, receipts, and other member materials.

A new printer and standing desk for Elaine have been purchased.

President's quarterly call – Note issues briefing 10/28/17.

National league "Transformation" will allow National action alerts to feed in. Costs \$250/yr, excluding hosting fees. We are paying much less thru SquareSpace. Consensus to watch and wait on joining the on line "transformation"

The Executive Committee agreed to cosponsor one of a series of "public hearings" Common Cause is putting on around the state on judicial recusal rules Justices Abrahamson and Bradley will speak in Madison October 24th, with Gerald Nichol (former head of GAB) and Jay Heck.

The Madison Institute wants a more formal agreement to mutually co-sponsor events. No specific language proposed at this time.

The Republican Party of Dane County asked LWVDC to Co-sponsor their program "Free Speech isn't Free If It Isn't Protected" Discussion: Do we co-sponsor with partisan groups? We have worked with groups that have taken partisan actions when they are being non-partisan (For example helping with high school voter registration). Mixed feelings, what does State LWVWI say? Is this a real debate, or a presentation of one point of view? Who are these speakers? Decided to pass on this option at this time.

New Business: Need office volunteers for 9/21 – nobody seems to be available. Suggested changing the date of the mailing.

Office Systems – Lists from renewals related to member interests are not working well in Access. Steve Ploeser is working on it. Lindquist will send out the voter service list and can pull others if needed.

Printing – The larger bookmarks and 2-sided business cards will be ready for the naturalization ceremony.

Soltvedt reminded board members to use the calendar to show when they are out of town, or off their e-mail while traveling.

Motion to adjourn by Bliss, seconded by Liebert at 4:30 PM

The next meeting is October 11, 2017 at 2:30 PM at the office.

The November meeting is November 8, 2017 at 2:30 PM at the office.

Respectfully submitted,

Gail Bliss, Secretary