

Minutes
Board of Directors
League of Women Voters Dane County
September 14, 2022 Board Meeting via Zoom

In attendance: Barb Feeney, Wendy Hathaway, Jean Jacobson, Lili Crane, Sue Fulks, Marjorie Schuett, Sue Jennik, Lisa Hassenstab, Mara Eisch.

Guests: Julie Allen, Angie Wright, Kimmy Rooney, Susan Dietzel and Chris Clements.

A. Call to Order 5:33 p.m.

B. Approval of Agenda

1. Feeney recommends removal of consent agenda format because it has not been a useful tool.
2. **MOTION to approve agenda** by Jacobson, seconded by Fulks. All are in favor, none opposed. Motion carries.

C. Announcements

1. Feeney reminds committee chairs to check the calendar to make sure your domain events are listed.

D. [Approval of Minutes](#)

1. **MOTION to accept August minutes** by Fulks, seconded by Jennik. All are in favor, none opposed. Motion carries.

E. [Treasurer's Report](#) (Jacobson)

1. Attached report summarized by Jacobson.

F. Continuing Business (Verbal Reports on Domain Highlights and Requests for Action.)

1. [Executive Director](#) (Hathaway)

A. Lunch and Learn scheduled for technology issues.

B. Kimmy Rooney, our Leadership Development Fellow started on August 23, 2022. We will be hiring a Marketing/Communications Intern for the Fall 2022 and Spring 2023 semesters.

C. On August 18, 2022, Hathaway made a statement to the Dane County Board on behalf of the LWVDC on a proposal to secure county elections facilities.

D. Reimagining Community Outreach. See new Community Outreach mini-website.

2. [President](#) (Feeney)

A. We agreed in the last board meeting to partner with Janesville and Beloit LWV chapters and Beloit NAACP for candidate forum for WI Senate District 15. The debate was canceled because one of the candidates refused to participate.

3. [Governance/Vice President](#) (Eisch)

A. Waiting for grant announcement from UW Non-profit Board Leadership course.

4. [Finance](#) (Jacobson)

A. Committees should look at cross-domain expenses in their budgets.

B. Finance committee members are willing to review domain budgets with committees.

5. [DEI](#) (Hassenstab)

A. Successful trip to American Black Holocaust Museum.

6. [Fund Development](#) (Angie Wright)

A. Findings include 1-1.5% lower giving.

B. Recommendations include seeking smaller grants, partnering with LWVWI and women's groups when seeking grants, prioritizing Madison Community Foundation, keeping in touch with current funders (i.e., Evjue), with civic organizations, and with local corporate foundations.

C. Put this issue back on the agenda in October,

7. [Programs/Advocacy](#)

A. Forum entitled Why Vote? Reproductive and Civil Rights went well for the 30 people who attended in-person at Madison College South. However, there were sound/visual issues for those who attended on-line. Concerns about using this venue for the October forum.

B. Advocacy workgroups getting organized.

8. [Membership](#) (Hathaway)

A. **MOTION to follow the October 1st deadline for lapsed memberships as required by the By-Laws** made by Jennik, seconded by Eisch. All are in favor, none opposed. Motion carries.

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

A. Event Scheduling Team. Plan developed to have a small team responsible for scheduling voter outreach events including talking to the organization, making arrangements, calendaring, preparing materials and emailing trained leads. Leads would be responsible for coaching volunteers. Sue will serve until November. Team members needed.

B. Over 1,000 people registered at Union South.

C. We have hired a 2d UW intern, Amanjot Kaul. She speaks Punjabi and Hindi.

D. Head of BadgerVotes, CC Vang, resigned.

10. [Communications](#) (Hathaway)

A. Bulletin and E-news need contributions from domains.

B. Current editor is leaving. Need a new editor and assistant editor.

G. Other Continuing Business - not covered in domain reports

1. Update on Strategic Planning (Hathaway/Jacobson)

A. See Update and Proposals in ED Report [2022_14 \(September\).docx](#)

1. In-house strategic planning has not moved the LWVDC forward. The current structure is not sustainable. Plan calls for 2 separate projects:

- Status Evaluation and Gaps Analysis. This project looks at the community's current perceptions of LWVDC and it's reputation. This project can be done by CoCreate at the UW Center for Community and Nonprofit Studies. Cost: \$1,500-3,000.
- Strategic Planning for the future. This project will determine the direction of LWVDC for the next 3-5 years. This will assist the organization in decision-making during that period. Working team: Eisch, Jacobson and Jennik. This project can be done by UW-Extension Community Development. Cost: \$3,770.

2. How to fund strategic planning. Committees should look to domain budgets. Jacobson believes some of the cash on-hand can be used.

3. **MOTION: Move forward with Strategic Plan and find funds to pay for the proposed projects**, moved by Crane, seconded by Eisch. All are in favor, none opposed. Motion carries.

2. Nominating Committee needs one more Board member (Feeney)

H. New Business- none

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

Reports Section

Minutes

LINK: [2022-08 \(August\).docx](#)

Treasurer's report

[August Financial Statements](#)

Year to Date Performance

Revenue: Year to date we have brought in 24% of the annual revenue budget due primarily to annual membership renewals which are at 80% of their annual budget.

Expenses: Operational expenses for rent, staff, and LWVWI membership PMP remittances account for 90% of our expenses to date. In September, we will remit membership fees to LWVUS totalling \$14.5k.

Year to date revenue and expenses offset each other for a net operating profit of \$0. Market gains in July were partially offset in August resulting in a net positive valuation gain of \$16k. Quarterly investment management fees of \$800 were paid in August.

The August Balance Sheet has changed very little from the end of July. The notable exception is the Memorial Trust Fund Investment account which declined \$20k due to the downturn in market values. Beginning in September we will begin to withdraw \$6k per month from the Memorial Trust Fund in support of our commitment to the position of Executive Director.

- **Executive Director**

STRATEGIC PLANNING

Google Drive Folder: [Strategic Planning FY22-23](#)

(Optional Preliminary Research Step)

Co-Create — External Evaluation and Gap Analysis

UW-Madison Center for Community and Nonprofit Studies

PDF: [LWVDC_Status & Gaps_August 2022 SOW.pdf](#)

Est. Cost: \$1500-\$3000

Strategic Planning — strategic direction for the organization for the next 3-5 years

UW-Extension Community Development

[Strategic Planning Proposal_V1_LWVDC.docx](#) - note, this is a draft and is currently being updated to include steps for more in-depth internal stakeholder feedback (including past leaders)

Est. Cost: \$3770

Funding

- Received notification on September 6 that we did not qualify to move on to the next round of applications for the Madison Community Foundation capacity-building grant proposal.

For Discussion:

- I've heard feedback that this process is crucial to planning the future of LWVDC work and several conversations have concluded that some major decisions will hinge on strategic planning. This creates a sense of urgency to complete most or all strategic planning before the end of FY22-23.
- However; we currently have not budgeted for Strategic Planning and just found out we will not have grant funding secured before both projects are set to be underway.
- **Action Item: Does the Board wish to move forward with:**
 - a. Strategic Planning
 - b. External Evaluation and Gap Analysis

STAFFING

Welcome to our **Leadership Development Fellow, Kimmy Rooney**, who started on August 23. Through September, Kimmy will be setting up meetings with volunteers and starting research on member engagement. Watch upcoming issues of *Bulletin* for regular reports on her work and contact me directly if you have questions or want to know more about her work.

We are hiring for a [Marketing/Communications Intern](#) to join us for the Fall 2022 and Spring 2023 semesters. Please see our website for more details and share with anyone who might be interested!

TRAINING & MEMBER SUPPORT

I'm kicking off a series of **training** sessions for Board members and other volunteer leaders, starting with some technology topics. Please share with your teams! These are open to any members, but are probably of most use to those who are on committees and work groups:

[League Lunch 'n' Learn - Schedule & Details](#)

(Reminder: I—and other Board members—are available to cross-train your committee volunteers on topics such as how to use the Community Organizations Database and the new Purchase Requests policy and procedure.)

I invite all Board members to commit to presenting at least ONE TIME during the FY22-23 year. Please see me with ideas on topics and to schedule your session.

COMMUNITY OUTREACH & COMMUNICATIONS

Have been working with Barb Feeney, Sue Fulks, Beth Fultz, and Marjorie Schuett to reimagine how to staff voter outreach and community outreach events (including thinking about how to encourage people who've already taken training to volunteer for events). This also includes developing Civic Ambassador materials for non-League volunteers who are partnering with us at community events (e.g., congregants in upcoming WIVEC canvass; representatives of Wisconsin Housing Preservation Corp. who will be joining us at Kennedy Heights Apartments for National Voter Registration Day; and student and alumni members of UW's Alpha Phi Alpha fraternity and neighborhood residents in the Allied Drive area of Madison/Fitchburg)

Check out this new [Community Outreach mini-website](#), with:

- Guidelines for Community Outreach
- A link to the Community Organizations Database, plus guidelines and tip sheets
- NEW! [Community Events and Activities Kits](#)—request supplies for Community Outreach events

On August 18, 2022, ED Wendy Hathaway made a [statement on behalf of the League](#) to the Dane County Board on the proposal to amend the capital budget to fund a concept plan for a secure county elections facility. (Thank you to everyone who helped me craft and revise these remarks!)

● **President's Report**

This month I am taking this space to encourage LWVDC leaders to consider ways to balance the use of Zoom meetings for doing business with opportunities for in-person events. Zoom meetings have many advantages, one of them being that it is easier for people who have limited mobility or are traveling or have children at home to attend. There definitely are some equity benefits.

There is some research that in-person meetings offer benefits for meetings where groups are having visioning kinds of conversations.

<https://www.cnn.com/2022/04/27/health/creativity-in-person-remote-wellness-scn/index.html>

In general, I tend to think that the glue that holds us together is stickier when we have made time for face-to-face conversation. Are we more tolerant of differences and quirks, and more willing “to presume good intent” when we have had time together in real life? Do people new to LWVDC feel more connected when they have talked to human beings in person?

So often, I learn the unexpected when I see someone in person.

I hope all the domains will consider planning an in-person event occasionally. This could take the form of two or three committee members picking a venue for a pop-up event, or committee members meeting in a public place and inviting members to come and ask questions about their committee work. Or talk about their pets, vacations, favorite hobby, or that great book they just finished.

In the wake of the white supremacist rally held in Charlottesville that resulted in a tragic death, Rebecca Blank commissioned a study group to research two student organizations from the

1920s with the Ku Klux Klan name. The resulting report recommended further efforts to not only confront the university's history of exclusion, but also highlight the contributions of marginalized people who pushed back. The Public History Project was born in 2019, and its work has culminated in a fall 2022 exhibition at the Chazen Museum of Art and an online digital version.

[Sifting and Reckoning: Opening September 12, 2022 at the Chazen Museum of Art](#)

One of the special events is **An Evening with Clint Smith**, the author of the book How the Word is Passed to be held on Tuesday, November 1, at Memorial Union at 7 PM. (LWVDC had a book study featuring this book. If any of the domains are interested in sponsoring a LWVDC pop-up event at Memorial Union before the lecture, I will be happy to co-sponsor (I am a Union member so I could buy refreshments.). Another option is to hold a pop-up that includes a visit to the Chazen Museum to see the exhibit.

I am always willing to be a co-conspirator in sponsoring in-person events. Just email, call or text me - 608.843,2272.

Final note: I have created a reminder event about inserting your Board report into the October Meeting packet by 4 Pm on Sunday prior to the meeting. Obviously, delete if you don't need it and keep if it is helpful.....

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

Intern Application completed through Nonprofit Board Leadership Course at UW Madison. Partnerships will be announced in October.

4. Finance

Projects currently being worked upon include:

- Setup of a Simple IRA plan for staff. Start date of contributions will be January 1.
- Gathering of financial information to support preparation of Form 990. Actual return to be completed by Wegner CPAs at a cost of \$1,500 (budgeted).
- Identification of budget dollars that could be diverted to support new projects such as strategic planning, training, etc.

Future projects include:

- Quarterly financial support of Domains if desired
- Standardizing vendor contract requirements
- Google Drive organization for permanent records and records needed to be readily accessible to staff and volunteers.
- Development of policy and procedure for unrestricted/restricted gifts.

5. DEI Report

We had 15 LWVDC members sign up for the two field trips to the America's Black Holocaust Museum. Discussions continue regarding future field trips. Maria Douglas from LWVWI has started a statewide DEI committee which will gather for discussing issues and planning of events once a month; the meetings will be held virtually on the second Monday of each month

at 2:00PM. I (Lisa) will not be able to attend these meetings regularly so have asked if someone from the LWVDC DEI committee would be interested in representing our League on the statewide committee.

The DEI committee has not met since spring but I am working to find a regular meeting time moving forward. The committee will be co hosting the pop-up event at the Olbrich Biergarten in October.

6. Fund Development

ED Wendy Hathaway is informally chairing the Fund Development Committee and is looking for help! Please connect with Wendy if you know someone who would be a good fit to co-lead this committee.

Our grant consultant, Angie Wright, will deliver a presentation at the September Board meeting.

- Angie helped us prepare a Letter of Inquiry to Madison Community Foundation for a capacity-building grant to help fund strategic planning; unfortunately we were not selected to move forward with this application this year.
- Wendy submitted a grant proposal to the organizers of National Voter Registration Day to fund event supplies and advertising; no response yet.
- Wendy worked with members of the Voter Service Steering Committee (VSSC) to complete this year's application for grant funding from Evjue Foundation for Candidates' Answers in 2023.

Design of the **Fall Appeal** is underway. This will consist of a mailed annual report to members and non-members, followed by two emails. The campaign will run early-mid October through end of November and we will coordinate with LWVWI to make sure timing doesn't overlap too much (which could cause confusion among members/donors). Barb Feeney is leading an effort to create a donor pool that could be used for a matching gift promotion.

7. Program/Advocacy

Program - Sue Jennik

Forums - our first in-person forums since the pandemic will be presented soon. Registration is required for zoom participants, but not for the in-person audience.

1. **Why Vote? Reproductive and Civil Rights**

September 13, 2022, 6:00-7:30 pm

Madison College South Campus, Room 203 and on zoom

2. **Protect Your Right to Vote: Proposed Election Laws**

October 10, 2022, 6:30-8:00 pm

Madison College South Campus, Room 203 and on zoom

One of our planned panelists for this forum, Ruben Anthony, has advised that he will not be able to participate because he is getting surgery shortly before. Greg Jones, President of the NAACP Dane County Branch, graciously agreed to

Speak on the effect of proposed election laws on people of color. Mr. Jones was previously approved by the Executive Committee as a potential speaker.

The Committee has decided that given the importance of the November election and the work being done around that election by many League members, there will not be a November forum. There will be a virtual forum presented in the first week of December on the topic of Economic Opportunities for All.

Unit Discussions will take place in the week following the forums, including a new unit for those living outside of Madison which will be held entirely on zoom.. A new coordinator of the Discussion Units, Karen Michael, arranged a meeting with Discussion Unit leaders in August. Sue Jennik, Lili Crane and Pat Patterson also attended. The group discussed the schedule for Discussion Unit meetings in the fall.

Book Discussions -

September Book Discussion: In September, the book discussion will be about *Policing the Womb: Invisible Women and the Criminalization of Motherhood* by Michele Goodwin. This book is available through Madison Public Library (and the South Central Library System through Linkcat: <https://www.linkcat.info/>) and are also available in the League office.

Thursday, September 15: 7:00-8:30pm, via Zoom and moderated by Louise Robbins
Saturday, September 17: 10:00-11:30am, via Zoom and moderated by Louise Robbins

October Book Discussion: In October, the book discussion will focus on elections, with *Thank You for Voting: the Maddening, Enlightening, Inspiring Truth About Voting in America* by Erin Geiger Smith. This book is available through Madison Public Library (and the South Central Library System through Linkcat: <https://www.linkcat.info/>).

Saturday, October 22: 10:00-11:30am, via Zoom and moderated by Janine Edwards
Thursday, October 27: 7:00-8:30pm, via Zoom and moderated by Janine Edwards

Civic Education Seminar - The seminar will be presented beginning in January, 2023. It will be co-sponsored by the Dane County and State Leagues.

Advocacy Corps - Lili Crane

Members have met in their Work Groups: Voting Rights, Judicial Integrity, Climate-Environmental Justice, Reproductive Freedom and Campaign Finance Reform. A meeting of the Advocacy Corp will be held on September 20 at 6:00 pm.

8. Membership

Volunteers will begin to call people who have not renewed their membership soon. The team has had some preliminary talk about how to enhance our current process for connecting new members and tracking them until they are connected to League activities (if they seem to want that). We talked about the possibility of having some short profiles of League members who are volunteering on the website and/or in the Bulletin.

Action Item: Paul Lindquist notified Wendy of a discrepancy between our Bylaws and our Policies & Procedures regarding when membership lapses. From the Bylaws lapse date should be October 1, while the Policies and Procedures say November 1

The Bylaws are voted on by members, whereas Policies & Procedures are voted on by the Board. Suggested action will be to follow the lapse date in the Bylaws and revise the Policies and Procedures to be consistent with the Bylaws in this matter by June 30, 2023.

9. Voter Service

Event Scheduling Team: We are advertising for a team of volunteers to do the scheduling of voter outreach events including getting details, organizing calendar, Signup Genius, and materials requests. Volunteer slots for setup/teardown of equipment will be added. Net result is that voter outreach leads will be only responsible for managing their shift and coaching newer volunteers. Advertised twice, so far no response.

Apartment Outreach Leadership Team: A new team of four has held an initial meeting and been introduced to what was done in the past. An initial letter was emailed to apartment liaison introducing the team, providing two PDF resources to share with apt. managers/contacts, asking for tracking, and announcing they will be setting up zoom sessions for introductions and sharing.

UW Madison: Our second intern has been hired – Amanjot Kaur who has participated in a wide variety of political activities since middle school including leadership positions. She is a freshman, passionate about advocacy for voter engagement, gave very specific examples of effective strategies for voter motivation, great oral and written communication skills.

Student voter registration @ Union South has been a great success - 800+ registrations in the first two weeks. One more week to go.

Voter Service partnership with Wisconsin Housing Preservation Corporation is off to a good start with voter outreach planned for September 20 & October 8 at Kennedy Heights Apartments. We are meeting with a WHPC leadership team in late September to discuss options for partnership expansion.

Other planned Voter Outreach September-October: Fitchburg Voter Outreach Event (collaboration with Fitchburg clerk); National Voter Registration Day in McFarland (collaboration with McFarland clerk); Good Neighbor Gathering @ Brittingham Park; Live on King Street; Odyssey Project “A Celebration of Voting”; Allied/Dunn’s Marsh Neighborhood Canvass; Badger Prairie Needs Network Food Pantry Outreach; Madison College campuses; the Beacon; Sikh Temple in Middleton

Allied/Dunn’s Marsh Neighborhood Canvass: We are collaborating with two alders from Fitchburg/Madison and various community groups to canvass the Allied Drive neighborhood. The goal is to pair up one League volunteer trained in registration + one community volunteer (including Alpha Phi Alpha fraternity members and possibly some volunteers from Voces de la Frontera). The idea is that the

community volunteers will take on what we've started to call the "Civic Ambassador" role (Wendy will prepare some tips & tools for them ahead of the canvass) while the League volunteer would be on hand to register voters and answer the tougher questions

Candidates Answers: Brook is working on them. Projected publication October 19 in Wisconsin State Journal. VSSC also authorized Brook to speak with Capital Times for distribution to their grocery store racks.

10. Communications

ED Wendy Hathaway is informally chairing a developing Communications Domain and is looking for help! Please connect with Wendy if you are interested in either helping to build out the committee structure (e.g., recruitment, identifying strengths and challenges) or if you know of anyone who would be a good fit to join this committee.

We are hiring for a [Marketing/Communications Intern](#) to join us for the Fall 2022 and Spring 2023 semesters. Please see our website for more details and share with anyone who might be interested!

Collaborated with Program Advocacy to continue to advance **promotions for forum events**. This included designing and printing flyers that volunteers distributed at Madison College and elsewhere in the community; and personal invitations to community organizations with aligned missions (for September, that includes reproductive justice groups)

Request from our editors: *we need your contributions to make our publications (Enews, Bulletin, website, social media) successful!* Our editors aren't able to be involved in every meeting, etc. and need the Board and committee members to let them know what's happening: whether that's a need for volunteers; publicity for upcoming events; a brief report and/or photos from events; or community issues that our members might be interested in reading about. Please also take extra care to verify information is correct and final before sending to editors.

Bulletin

Thank yous and kudos (anyone can add)

New Volunteers (please add new volunteers who have stepped forward)

Coming Up

October

Set up date and team to look at Google drive organization

November/December

Set up date for Spring election brainstorm with P&A and VS (and anyone else who is interested).

Are there partner we need to thank with a gift?