

## Board Meeting Agenda

### League of Women Voters Dane County Oct. 13, 2021 Board Meeting

1. Call to Order \*\*
2. Approval of Minutes
3. Treasurer's Report
4. Consent Agenda
  - a. Approval of Board Minutes
  - b. Financial Report
  - c. Governance
  - d. Fund Development
  - e. Communications
  - f. Membership
  - g. DEI
  - h. Bulletin
5. Discussion Agenda
  - a. Program/Advocacy
    - i. Forum
  - b. Voter Service
    - i. Domain Goals
  - c. President's Report (Chris) - 5 minutes
    - i. Discussion/ratification of action items
6. Old Business
  - a. Executive Director Search (Maria) - 20 minutes\*\*
  - b. Vendor Policy (Chris) - 5 minutes
  - c. Partnership Policy (Maria) - 5 minutes
  - d. Nominations Process Brief Update (Chris) - 2 minutes
  - e. 2021-2022 **Domain Area Goals**
    - i. Voter Service
    - ii. Update from other Domains
  - f. Review of Planning Document
    - i. Updates on Communications
      1. Editorial Guidelines (Maria) - 5 minutes
      2. Communications Domain
    - ii. Updates on Website
7. New Business
  - a. Position Descriptions
  - b. Club Express (Chris) - 2 minutes
8. Adjourn

**\*\*Request that the Executive Director Search be moved to the top of the agenda to accommodate the presence of non-board search committee members.**

**October 6, 2021**

**LWVDC Board Meeting Minutes**  
**Conducted remotely using Zoom**

**Present:** Chris Clements, Maria Spinozzi, Jean Jacobson, Laura Grueneberg, Bonnie Chang, Joan Schwarz, Barb Feeney, Lisa Janairo, Amber Rottier, Joan Provencher

**Absent:** Pat Patterson

**Guests:** Louise Robbins, Sally Gleason (ED Recruitment Committee)

**Meeting called to order by President Chris Clements at 5:34pm**

**Executive Director Search--Maria Spinozzi**

This item was moved to the top of the agenda to accommodate the guests who are attending the board meeting. Maria presented a Power Point overview of the committee's top two candidates and how they score relative to the League's core competencies and values. The committee recommends that the #1 candidate be interviewed by the full board. After discussion, it was agreed that both candidates will be interviewed by the board. Maria will schedule the interviews for next week.

**Approval of Minutes--Joan Provncher**

[September 2021 minutes.docx](#)

**Motion to approve the minutes by Provencher, second Feeney, approved**

**Treasurer's report--Jean Jacobson**

The balance sheet continues to be strong with a solid cash position and an investment portfolio that performs well. Accounts Receivable was much higher in FY 20-21 due to the anticipated reimbursement from the Dane County Contract related to the voter outreach activities. Accounts Payable in FY 21-22 is less than the prior year due to the earlier submission of membership payments to LWVUS. Finally, net income is lower in FY 21-22 than the prior year as the result 3 factors: absence of an Evjue grant, higher total membership payments to LWVWI and LWVUS and a modest unrealized investment loss vs the significant unrealized investment gain in FY 20-21.

**Actuals vs Budget Income Statement**

**Income:** At the end of first quarter we should be much closer to our membership dues budget as we have completed the annual July renewal period. As noted in the Membership comments, 379 regular and 51 second household memberships renewed.. The budget was based upon 506 regular and 60 second household memberships. It is unlikely we will be able to bridge this gap unless a significant event occurs which prompts people to join.

Fundraising to date includes two gifts totalling \$15k intended to support the Internship program; it is unlikely the internships budgeted for the Program area will be set up this fiscal year so we expect to reallocate funds collected to general operations with the donors consent. Donations of \$2k were

collected to fund the Fair Maps effort and the remaining \$8k in donations were received as general donations. A fall fundraising appeal will be kicked off in November.

To date no activity is taking place in the grant area.

**Expenses:** Year to date expenses total \$60k with the majority supporting general operations/payroll (\$19k) and annual remittances to LWVWI and LWVUS for membership payments (\$32k). Within the Community Engagement category, \$5k was spent on Fair Maps advertising..

**Overall:** Year to date a net operating loss of \$4.2k was recorded.. Quarterly recognition of investment activity reduced our net loss to \$1.2k.

**Prior Year Performance:** September 2020 YTD reflected an operating income of \$15.6k. Excluding the impact of the Dane County Contract on both revenue and expenses (\$40k), revenue exceeded FY21-22 by \$10k and expenses were \$10k less than the current year. The receipt of an Evjue Grant (\$5k) accounts for one half of the revenue overage. The difference in membership payments to LWVWI and LWVUS (\$7.3k) accounts for the majority of the difference in expenses between the two years

### **Consent agenda--Chris Clements**

Three domain topics were moved to the discussion agenda:

1. Program/Advocacy--due to discussion of the proposed Lively Issues speakers.
2. Voter Service--to review the goals submitted
3. Presidents Report--due to items requiring ratification

**Motion to approved the Consent Agenda by Janairo**, seconded by Rotier, approved

### **Program**

Program/Advocacy Board Report – October 2121

## **RECOMMENDATIONS TO THE BOARD FOR DECISION / DISCUSSION**

### **Proposed Speakers for Lively issues**

Background: Members of the Program Committee steering group have been discussing possible speakers for *Lively Issues* since early September. We have intentionally identified people of stature and interest to the League whose areas of expertise entwine the current League priorities of diversity/social equity/inclusion, democracy and climate change. Our objective is to have a credentialed engaging public speaker who can address an overarching issue that engages and informs our three subcommittee efforts, making democracy work, social equity and climate change.

Because of the national- and state-level stature of several of these speakers we are seeking early approval for our speaker suggestions so we may begin contacting them to determine interest and availability.

We are also evaluating dates to avoid conflicts with religious and cultural practices. We would appreciate input on the Saturday luncheon as it impacts Shabbat and possibly other religious holidays.

**People of interest in alphabetical order:**

1. **Stacey Abrams**, *political leader, voting rights activist and New York Times bestselling author*, served eleven years in the Georgia House of Representatives, seven as Democratic Leader. Abrams was the first black woman to become the gubernatorial nominee for a major party in the United States, and she was the first black woman and first Georgian to deliver a Response to the State of the Union. After witnessing the gross mismanagement of the 2018 election by the Secretary of State's office, Abrams launched *Fair Fight* to ensure every American has a voice in our election system through programs such as Fair Fight 2020, an initiative to fund and train voter protection teams in 20 battleground states. In 2019, she launched *Fair Count* to ensure accuracy in the 2020 Census and greater participation in civic engagement, and the *Southern Economic Advancement Project*, a public policy initiative to broaden economic power and build equity in the South.

Abrams is a lifetime member of the Council on Foreign Relations, where she serves on the Subcommittee on Diversity. As a Next Generation Fellow of the American Assembly on U.S. Global Policy and the Future of International Institutions, she also served as a discussion leader, editor, and essay contributor. Abrams is a member of former Secretary of State John Kerry's World War Zero bipartisan coalition on climate change. She has been a featured speaker at the Aspen Ministers Forum, the Kerry Initiative-Yale Jackson Institute of Global Affairs, the National Security Action Forum and The German Marshall Fund, as well as a contributor to Foreign Affairs Magazine. She currently serves on the boards of several organizations including the Lyndon Baines Johnson Foundation, the Marguerite Casey Foundation, the Center for American Progress, and the Women's National Basketball Players Association.

Abrams is the author of *Lead from the Outside, Our Time is Now, While Justice Sleeps*, in addition to eight romantic suspense novels under the pen name Selena Montgomery.

Abrams received degrees from Spelman College, the LBJ School of Public Affairs at the University of Texas and Yale Law School. Born in Madison, Wisconsin, she and her five siblings grew up in Gulfport, Mississippi and were raised in Georgia.

Note: it is rumored that Ms. Abrams might be running for state office, however, she has not declared or filed papers. We therefore assume that at this moment she would continue to be eligible as a potential speaker. If her status as candidate changes we will of course remove her from our suggestions.

2. **Pete Buttigieg**, *U.S. Secretary of Transportation*, was sworn in on February 3, 2021. Prior to joining the Biden-Harris Administration, Secretary Buttigieg served two terms as mayor of his hometown of South Bend, Indiana. A graduate of Harvard University and a Rhodes Scholar at

Oxford, Buttigieg served for seven years as an officer in the U.S. Navy Reserve, taking a leave of absence from the mayor's office for a deployment to Afghanistan in 2014.

Soon known as "Mayor Pete," Buttigieg worked across the aisle to transform South Bend's future and improve people's everyday lives. Household income grew, poverty fell, and unemployment was cut in half. The city established new resources to extend opportunity and access to technology for all residents, and he launched a "Smart Streets" initiative to improve street design in the downtown and the historically under-resourced West Side. This Complete Streets strategy led to benefits that included small business growth along previously neglected corridors, and hundreds of millions of dollars in new private investment in the once-emptying downtown.

His leadership helped spark citywide job growth and facilitated innovative public-private partnerships like Commuters Trust, a benefits program designed to improve the city's transportation experience for workers. He worked to build a South Bend community where every resident could feel safe and included. His initiative on municipal identification cards for residents helped to bring undocumented immigrants out of the shadows, while a small business incubator established in a historically Black neighborhood worked to expand opportunity, and a surge of investment went into repairing or removing abandoned houses in lower-income neighborhoods.

In 2019, he launched his historic campaign for president. Throughout 2020, he campaigned for the election of the Biden-Harris ticket and served on the advisory board for the presidential transition. In December, he was nominated by President-elect Biden to be Secretary of Transportation. He was confirmed by the Senate on February 2, 2021, becoming the first openly gay person confirmed to serve in a president's Cabinet.

Secretary Buttigieg lives with his husband Chasten and their rescue dogs, Buddy and Truman and newborn twins.

3. **Andriana Laurent**, *Campaigner* at Leadnow, Vancouver, British Columbia. *Adriana* talks about the connection between climate change and social justice through a lens of storytelling. Her [LinkedIn](#) page describes her as "Driven and passionate environmental justice advocate dedicated to cultivating collective action around food systems, social justice and climate issues. Three years of experience working on projects related to institutional food waste management, university sustainability and food policy, public engagement on climate justice, and community planning around sustainability issues. Areas of specialty include sustainable food systems, global environmental politics, local and global social justice issues, systems thinking, critical thinking, design thinking, and climate change solution ideation."

Leadnow is an "independent, grassroots advocacy organization that uses technology to help people take action for a fair, responsible and democratic Canada. We're working together to build a stronger democracy that protects our environment, creates economic opportunity while increasing equality, and guarantees that everyone receives the care they need."

Here is a [youtube](#) of Laurent talking about her social justice and climate change.

4. **Anthony Leiserowitz**, Ph.D. *Senior Research Scientist and Director of the Yale Program Climate Change Communication (YPCCC)*. is the founder and Director of the [Yale Program on Climate](#)

Change Communication and a Senior Research Scientist at the Yale School of the Environment. He is an expert on public climate change and environmental beliefs, attitudes, policy preferences, and behavior, and the psychological, cultural, and political factors that shape them. He conducts research at the global, national, and local scales, including many surveys of the American public. He has published more than 200 scientific articles, chapters, and reports. He has served as a contributing author, panel member, advisor or consultant to organizations including the IPCC (AR6 Report), National Academy of Sciences (America's Climate Choices), the Smithsonian Museum of Natural History, the Harvard Kennedy School, the United Nations Development Program, the Gallup World Poll, and the World Economic Forum, among others. He is a recipient of the Friend of the Planet Award from the National Center for Science Education, the Mitofsky Innovator Award from the American Association of Public Opinion Research, and the Stephen H. Schneider Award for Outstanding Climate Science Communication from Climate One. He is also the host of Climate Connections, a radio program broadcast each day on more than 650 frequencies nationwide.

Here is his [podcast](#) on Science Friday

5. **Carolyn J. Lukensmeyer**, Ph.D., a leader in the field of [deliberative democracy](#), a public servant and social entrepreneur and Executive Director Emerita of The [National Institute for Civil Discourse](#). founded [AmericaSpeaks](#) in 1995, a non-partisan non-profit organization that strengthens citizen voice in decision making. Carolyn was Chief of Staff to Governor Celeste of Ohio from 1986 to 1991. She was Consultant to the White House Chief of Staff for nine months during the Clinton years.

In this interview on Then & Now Revisited - Political Polarization, Civility, Then and Now, Dr. Lukensmeyer and producer, Maia Ferdman to discuss this phenomenon. She describes the historical development of hyper-partisanship in the U.S. describes the opportunities that innovative political engagement offers and suggests ways of healing the seemingly intractable divides in our country to chart a collective path forward.

Here is the [link](#) to the podcast.

Watch her latest project, documentary *Divided We Fall*, [at this link](#). (*Divided We Fall: Unity Without Tragedy*, demonstrates that given the chance, ordinary Americans will “choose unity.”)

6. **Mark Pocan**, U.S. Representative for Wisconsin's second congressional district, was sworn in 2013 following 14 years in the Wisconsin State Assembly. A small business owner, union member, and lifelong advocate for progressive causes, Rep. Pocan is committed to using his life experience to fight for policies that promote economic and social justice and support the families of south-central Wisconsin.

In the 117th Congress, he serves on the House Appropriations Committee where he sits on the Labor, Health and Human Services, and Education Subcommittee; the Agriculture, Rural Development, and Food and Drug Administration Subcommittee; and the Financial Services and General Government Subcommittee. He also serves on the House Education and Labor Committee and the Joint Economic Committee

**The board does not support inviting Congressman Pocan due to partisanship.**

7. **Eric Sundquist**, Managing Director of the State Smart Transportation Initiative, has organized a community of practice that includes many of the nation's most forward-thinking DOT CEOs and sustainability directors. He has led numerous technical assistance efforts, including an industry-leading project to assess trip-making to reduce SOV demand, and a two-year hands-on review of transportation practice and policy in California.

Before assuming leadership of SSTI in 2010, he was a senior associate and policy analyst focusing on transportation and clean energy at COWS. Before his work at COWS in 2007, he worked as a transportation researcher at Georgia Tech, as an instructor at Georgia State University, as an editor for the Journal of the American Planning Association, and as an editor at the Atlanta Journal-Constitution and several other newspapers. Eric holds a PhD in city and regional planning from Georgia Tech; a MS in public policy from Georgia Tech; an MH in humanities from the University of Richmond; and a BA in English from Miami University.

8. **Craig Thompson**, secretary of transportation

In January 2019, Governor Tony Evers appointed Craig Thompson to serve as secretary of the Wisconsin Department of Transportation (WisDOT). WisDOT is one of the largest state agencies, with more than 3,200 employees and a biennial budget of more than \$6 billion. The department supports all modes of transportation, including state highways, local roads, railroads, public transit systems, airports, and harbors. In addition, the department includes the Division of Motor Vehicles, which serves about 50,000 customers each week, and the Division of State Patrol that enforces laws and assists motorists throughout the state.

Previously Craig was the executive director of the Transportation Development Association (TDA) of Wisconsin. He has more than 25 years of experience working with Wisconsin businesses, communities, legislators, and units of government. Prior to leading TDA, he served as the legislative director for the Wisconsin Counties Association, managing legislative initiatives at the state and federal levels.

Craig is a native of Racine and a graduate of the University of Wisconsin-Madison.

**The board does not support inviting Mr Thompson due to his focus on transportation and not on broader climate issues.**

9. **John Wood Jr.** Excerpts from Braver Angels website: John R. Wood, Jr.'s biracial background and bipartisan parents laid the framework for his extensive career working across differences and divides. John Wood, Jr. is a national leader for Braver Angels, a former nominee for Congress, former Vice-Chairman of the Republican Party of Los Angeles County, and a noted writer and speaker on issues of political and racial reconciliation

From Braver Angels website: John is one of the preeminent voices in the bridge building movement today. He is the national leader and ambassador for [Braver Angels](#), a national citizens' movement to bring liberals, conservatives and others together at the grassroots level — not to find centrist compromise, but to find one another as citizens. As host of both The John Wood, Jr.



Show and The Braver Angels Podcast, John sees media as a powerful tool to bridge our political and racial divides.

Featured in the documentary *The Reunited States*: As a companion series to *The Reunited States*, an acclaimed feature documentary, *Everyday Heroes* profiles civic pioneers across the USA who are creating novel solutions to polarization. <https://reunitedstates.tv/watch> At a time when America is ripping apart at the seams, *The Reunited States* is a powerful and urgent documentary that follows the unsung heroes on the difficult journey of bridging our political and racial divides. .

Listen to him speak at: John Wood, Jr. speaks at the Aspen Institute's [#weave the people](#) series and interviewed on Bret Weinstein's [DarkHorse Podcast #4](#)

## **Voter Service--Barb Feeney**

### **Goals for Voter Service Steering Committee October 1, 2021**

VSSC Mission: To provide leadership and oversight of Voter Service activities

Goal 1: To expand and diversify the voter service volunteer base

- Contact members to find out how they would like to be involved and find meaningful volunteer opportunities for them to participate. Enter data into Little Green Light and in the Volunteer Survey.. [Barb F., Gail Bliss]
- Develop a prioritization scheme/decision tree for undertaking voter service opportunities. [Barb F.]
- Increase the number of senior facilities matched with a volunteer. [Shirley]

Goal 2: To grow new leaders through meaningful opportunities, training, and support

- Add members to the steering committee who will reflect diverse perspectives.
- Create job descriptions (tasks and timelines) for leadership positions. [Barb F.]
- Support library liaisons and work to expand their activities. [Kathy Fullin, Shirley Haidinger]
- Continue to support Helpline volunteers. [Kathy Fullin, Paul Lindquist]
- Expand the cadre of Voter Registration Coordinators through identification of potential candidates, training, continued support and communication. [Sue Fulks]
- Recruit new leaders by inviting volunteers to serve as chair of VSSC subcommittees or task areas according to their interests. [VSSC]
- Recruit a volunteer to oversee UW campus voter registration events. [Beth Fultz has agreed to do bus pass distribution in January as it goes. . . Check to see about other events.]

Goal 3: To expand voter education activities and external communications

- Develop or promote materials on the importance of voting.
- Improve connections with diverse communities. [Barb F]
- Redesign voting information/training materials on website.
- Explore expanding opportunities for information about municipal candidates in [Vote411.org](#).
- Maintain coordination and support with existing voter registration partners (Madison College and beyond).[KF for MATC]
- Let community organizations know what we do and how we can serve as a resource. [Mary A.]

Goal 4: Improve information sharing within VSSC and between LWVDC/LWVWI



- Include reports from VSSC subcommittee, task areas, liaisons, LWVDC Board, LWVWI Voter Service in monthly VSSC agenda. [VSSC Subcommittee chairs]
- Include activity reports in monthly VSSC agendas. [Barb F., Sue F.]

### **Vice President**

No VP report. See Finance and Governance.

### **President--Chris Clements**

#### **EC Approved Official Communications Since the Last Board Meeting**

Email to City of Madison Police Civilian Oversight Board (September 15,2021) Supporting inclusion of policy questions in PCOB facilitated community discussions.

<https://www.lwvdanecounty.org/administration-of-justic>

Two additional speakers approved for November forum

**Zia Brucaya**, Transportation Options Program Manager (Oct. 5)

**Melissa Huggins**, AICP. Principal at Urban Assets (Sept. 29)

[EC Approved Nov. Forum Speakers](#)

**The above actions were approved**

**Meeting adjourned at 7:23pm**

**Respectfully submitted**

**Joan Provencher**  
**LWVDC Secretary**

## Appendix

### Consent Agenda

#### Finance

1. The Finance Committee has identified subgroups to address our four goals and objectives for the year.
  - a. Julie Allen is leading the group documenting and finance policies and procedures. A key focus of the group will be to strengthen internal controls and review responsibilities given the limited number of staff/volunteers dedicated to the finance function.
  - b. Linda Syth is leading the group developing a financial dashboard intended for committee and Board presentations. This dashboard may ultimately include other organizational metrics.
  - c. Susan Dietzel, chair of the FAC is leading the effort to transition to an outside investment firm to manage the Memorial Trust Fund. The FAC will meet with eCIO, a local investment firm specializing in nonprofits on Nov 3rd.
2. Per the League bylaws a financial review of the FY 20-21 financial records has been completed by Susan and Gerry Dietzel. This review was strictly an overview of the financial statements and the accounting processes and was not a financial audit. Their memo outlining their work will be shared with the Finance Committee and the Board in November.

#### Governance

1. Policy Proposals:
  - a. Drafted updates to vendor policy as requested.
  - b. -rafted updated Partnership policy proposal with input from previous proposed policy changes and previous board discussion,
2. Exec Dir Search:
3. The search committee is in the process of interviewing 3 candidates and hopes to have a recommendation for the board on next steps during this October board meeting.

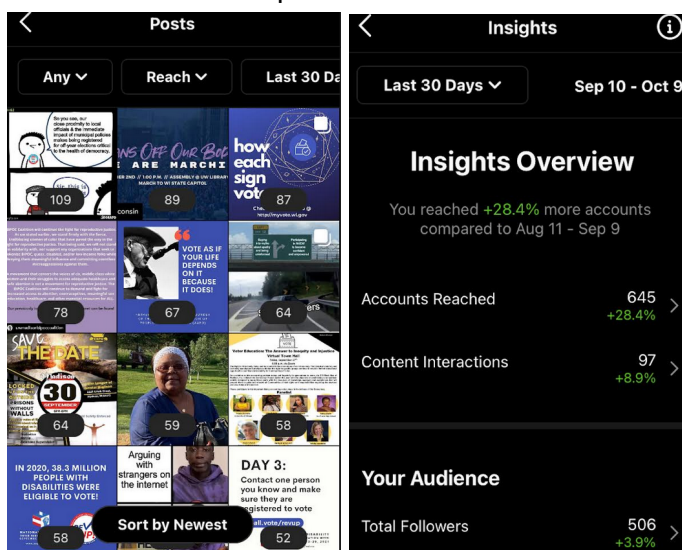
#### Fund Development

1. The Fund Development Committee met on September 28th and made plans to move forward on its fall appeal with the Making Democracy Work (MDW) theme again. Overall fundraising goals for the fiscal year are ~\$72-75,000. Current plans are to do a fall appeal, a Valentine's Birthday Appeal and, if necessary, a May Challenge Appeal. Match funds of \$5000 have been identified for the MDW appeal, although the match would be a transfer of funds from a different account, thus not impacting the fundraising goal.
2. The MDW appeal is scheduled for mid-November. The committee is currently engaged in developing the messaging for this drive, which will align somewhat with Giving Tuesday.

- Membership numbers have declined from last year, but the financial impact of reduced fees is limited due to the small amount retained by LWVDC. However, member gifts with their renewal fees have declined significantly at less than half the amount.
- Please remember that all Board members bear some fund development responsibility as part of our board positions. Please continue to look for opportunities to fund activities via grants or gifts within your areas and embrace opportunities to share the good work of the League. The Fund Development Committee is happy to work with you on these efforts.

## Communications

- Instagram postings from the last 4 weeks focused on promoting DEI, lifting up community events, and sharing voting information. A diverse following continues to grow with the Publicity co-chair's continual virtual presence and active in-person communications with the partners and the public.



- Twitter analytics for September through the beginning of October. Top new follower, the City of Madison's Parks Department with the Publicity's co-chair's active partnership with their summertime events for civic engagement & in-person outreach through their role in the Clerk's Office and 9 City NRTs that targets programing to historically under-resourced communities in Madison.
- Tweets from September had 19.8k impressions, the top tweet featured & top media tweet was highlighting the City of Madison's Redistricting Week in-person and online programing at the Madison Public Libraries.

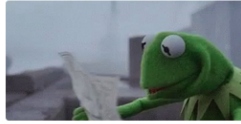
Sep 2021 - 30 days

TWEET HIGHLIGHTS

**Top Tweet** earned 4,897 impressions  
Next week is Redistricting Week!

Want to learn more about redistricting and check out @PlanningMadison's draft maps? Staff from Planning and @MadisonWIClerk will be at @madisonlibrary Sept 20-26.

Locations and hours:  
cityofmadison.com/dpcd/planning...  
#redistricting  
twitter.com/PlanningMadiso...  
pic.twitter.com/gy57Lj9olf



13 1 2

[View Tweet activity](#) [View all Tweet activity](#)

**Top Follower** followed by 6,013 people



**Madison Parks**

@madisonparks | FOLLOW YOU

Follow us for info & updates on events, projects, swimming, golfing, volunteering, cross-country skiing, ice skating and more!

[View profile](#)

**28 day summary** with change over previous period

Tweets **33** ↑ 120.0%

Tweet Impressions **24.6K** ↑ 373.3%

Profile visits **3,607** ↑ 82.7%

Mentions **19** ↑ 35.7%

Followers **804** ↑ 25

Oct 2021 - 9 days so far...

TWEET HIGHLIGHTS

**Top Tweet** earned 3,402 impressions

Carla Dawkins had an incredible impact in Madison and beyond. She was a longtime champion for Black women's health and community advocate. We will never forget her voice and constant support for access to democracy.

Rest in power Ms. Carla.  
twitter.com/isthmus/status...

13 5 11

[View Tweet activity](#) [View all Tweet activity](#)

**Top Follower** followed by 1,465 people



**Liana Eskola, DO**

@LianaEskola | FOLLOW YOU

Palliative medicine doc @uwv\_hemeoncpc @veteranshealth\_wisago APD. She/her. Leader in doctoring while human. Opinions mine, not medical advice. RT endorsement.

[View profile](#)

**Top mention** earned 58 engagements  
**LW-Madison Community Relations**

@UWCommunityRel | Sep 23

Sun is out for #NationalVoterRegistrationDay at the UW South Madison Partnership. If you haven't already registered to vote this year, recently moved, changed your name, or became a citizen, @BadgersVote, @LWVDaneCounty, and @RiseFreeOrg making sure you are #VoteReady.  
pic.twitter.com/6uM9Gpdm3H



12 2 14

[View Tweet](#)

**Top media Tweet** earned 4,224 impressions  
It's Redistricting Week in Madison!

@PlanningMadison & @MadisonWIClerk staff will be at 3 @madisonlibrary locations today with 2 concept maps. Stop by and give important feedback!

Sept 20: Pinney 9am-12pm, Ashman 10am-1pm, & Hawthorne 2-5pm  
bit.ly/3lFujyK  
twitter.com/LWVDaneCounty/...  
pic.twitter.com/yf15oaUOCx

SEP 2021 SUMMARY

Tweets **35** Tweet Impressions **19.8K**

Profile visits **4,558**

Mentions **23**

New followers **18**

**Top mention** earned 24 engagements

**Essie**

@EssieLenchner · Oct 2

@UWBIPOCCo @LWVDaneCounty  
Where can I learn more about what happened?

12 1 1

[View Tweet](#)

**Top media Tweet** earned 26 impressions  
It's Redistricting Week in Madison!

@PlanningMadison & @MadisonWIClerk staff will be at 3 @madisonlibrary locations today with 2 concept maps. Stop by and give important feedback!

Sept 20: Pinney 9am-12pm, Ashman 10am-1pm, & Hawthorne 2-5pm  
bit.ly/3lFujyK  
twitter.com/LWVDaneCounty/...  
pic.twitter.com/yf15oaUOCx



12 12 12

[View Tweet activity](#) [View all Tweet activity](#)

ADVERTISE ON TWITTER

**Get your Tweets in front of more people**

Promoted Tweets and content open up your reach on Twitter to more people.

[Get started](#)

OCT 2021 SUMMARY

Tweets **2** Tweet Impressions **6,399**

Profile visits **283**

Mentions **2**

New followers **12**

4. Publicity continues to gain followers on all LWVDC socials from a more diverse demographic.
5. Publicity overwhelmingly meets our 21-22 goals and continues to outpace DEI growth and efforts of other domains. We continue uplifting youth, BIPOC, & LGBTQIA+ voices, grow social media following with local BIPOC leaders, and strengthen relationships with community orgs. We continue to hear feedback from BIPOC community leaders that LWVDC members and partners perpetuate white fragility and harm against them. This must end. It is imperative that members,

Board and in general, take this constructive criticism much more seriously. We cannot be the instruments of racism and any other exclusionary acts and in particular not be the actual cause of physical and emotional harm to BIPOC communities. If true change is not made, one of the Publicity co-chairs will begin considering resigning from the Board.

6. Reminder - Events are posted on the LWV Dane County's Facebook page for all major league events. Instagram stories (24 hours) and Twitter are also posted the day of to remind folks. Press releases are sent for Candidates's Answers and all major League forums.

## **PROGRAM/ADVOCACY**

Both the Program and the Advocacy areas of the Committee have had a busy month. All sub committees are meeting every other week to plan forums, and advocacy campaigns. Members of the Making Democracy Work subcommittee were actively setting up and participating in the Fair Maps Lobby Day. The Climate Change subcommittee is finalizing their November forum, "Kicking Carbon to the Curb: Ordinary People Doing Ordinary Things." The Social Equity subcommittee is focusing on housing/evictions in Dane County. All 3 subcommittees are meeting every other week and are continuing to develop forums and advocacy/action campaigns within their areas of interest.

1. Making Democracy Work is preparing to continue to develop their advocacy and actions following the completion of their two forums. Social /equity is focusing their efforts on housing injustice and eviction. Climate Crisis is preparing their first forum, "Kicking Carbon to the Curb: Ordinary People Doing Ordinary Things," and continuing to work on their campaign to reduce vehicle miles.
2. On October 5 the forum "Protect Our Vote!" was held. We had 104 registered and 73 attendees. Of the attendees 25 were outside Dane County and 61 were members of a LWV. This contrasts with our September Forum: "Where Are Wisconsin's Fair Maps?" with 234 registrants, 175 attendees of whom 157 were League members. We had expected more attendance given the popularity of the September Forum and the topic. One difference was that the print publicity went out 2 weeks before the September forum date. We received no notice of what social media postings were and did not get a report. In October, print media went out 5-7 days before and nothing went out on social media until several hours before the event. LWV Dane County posted on social media about another League activity and some non League activities daily. There were no other social media posts. We did not get a report of social media activity related to the forum. In October, when Cindy (as usual) sent out materials to her list of attendees and the press release was sent out, our registration doubled.
3. All 5 Discussion Units met. Total attendance at all discussion units was 8 members. (Note: we have not received attendance from the Capitol Lakes unit. Each unit had a "resource person" available to help lead the discussion. This is a model we hope to continue.)
4. The November Forum, Kicking Carbon to the Curb: Ordinary People Doing Ordinary Things is in the final stages of preparation.
5. The Program Advocacy steering group has identified a list of potential speakers for Lively Issues and is determining the date (either Jan 6 (Tuesday), Jan 8 (Thursday) or Jan 10 (Saturday))

6. The Book Discussion group read **The Sum of Us** and held two discussion sessions about with a total of 20 participants. The next book to be discussed will be **How the Word is Past**, by Clint Smith.
7. The pilot Civic Education Seminar on the stresses on the foundational guardrails of our republic has a full enrollment of 18 members. Joan Schwarz's scheduling conflicts due to Dane County Redistricting Commission participation and Madison Ad Hoc Redistricting meetings have necessitated some rescheduling so the seminar will be held weekly on Thursday evenings, October 14 – December 9.
8. An Advocacy page is now a comprehensive location for notices about the advocacy campaigns. A brief description is available in the weekly ENews with links for action information to the website. Currently, redistricting and voting have been the foci of action items but eventually, the advocacy page will list links to action items to be involved in all three thematic areas. We urge all members to get used to reviewing the advocacy page on a regular basis.
9. The Observer Corps is expanding with new members joining. Members of the subcommittees are being asked to become observers so that proposed actions noticed at city/county meetings are available for League members. The Report Form for observers has been revised. Notice about actions from city/county agencies will eventually be posted on the website.
10. Legal updates on redistricting litigation are available in the monthly Bulletin.

## MEMBERSHIP

Membership as of 10/13/21

- Members - 489
- 386 - Primary
- 52 - Additional Household
- 15 - Student
- 27 - Life
- 9 - Flex Fee

**We lapsed 184** members on 10/7/2021 (A few rejoined right away after email letting them know that we lapsed their membership.)

- 8 Flex members
- 152 Individual members
- 7 Second Household Members
- 17 Students

The membership team and some other very kind volunteers called over 160 members who needed to renew. This (+the email letting them know their membership was lapsed) led to 43 renewals from these members.

The membership team is working on planning an "orientation" event for all League members later this year. The goal of the event is to create an opportunity for all members to learn more about the League and what opportunities they have to get involved, especially as we head into another election year. We would like to engage our liaisons from voter service and program to assist us with this event. We are working on identifying dates and a program for that event.

## DEI

1. Eight members of the League are taking the Nehemiah Center’s “Black History for a New Day” course on Monday nights, with Lisa Janairo facilitating. The course kicked off on September 27th and will run through November 29th. The total cost of the registrations for the League will be \$1,425, which is less than the amount approved. After the course concludes, the DEI Committee will evaluate the value of the experience and make a recommendation to the Board about using the remaining funds to sponsor a second opportunity for LWVDC leaders and members in early 2022 (if Nehemiah offers the course again in the winter or spring).
2. The next DEI Café will provide LWVDC members an opportunity to discuss the [recent article in the Cap Times](#) and the anti-racism mural on Monroe Street that is the subject of the article. The images depicted in the mural and the artist’s explanation in the article sparked some discussion about the League’s role in working with the African American community (and others) and how to make sure our work isn’t displacing the efforts of other people from the very communities we intend to help. Lisa Janairo and Mary Ellen Schmit will co-host the café in November.
3. Liaisons to/from the DEI Committee have been named for each of the domains:
  - a. Fund Development: Lisa Janairo
  - b. Membership: Mary Ellen Schmit
  - c. Program/Advocacy: Aileen Nettleton
  - d. Publicity: Brook Soltvedt
  - e. Voter Service: Wendy Hathaway
  - f. The next meeting of the committee will take place the last week of October.
4. Following up on the DEI Committee’s recommendations to the Board, accepted in July, it is requested that the November Board meeting include an agenda item for the **Bulletin**.

The word limit per article for the November Bulletin is 500 words.

October Bulletin Deadlines				
Saturday	16-Oct	8pm	Article Commitments Due	Please confirm by this date what you plan to submit for the Bulletin. Email commitment to <a href="mailto:bulletin@lwvdanecounty.org">bulletin@lwvdanecounty.org</a>
Saturday	23-Oct	8pm	Articles & Data Due	Please email articles to <a href="mailto:bulletin@lwvdanecounty.org">bulletin@lwvdanecounty.org</a>
Sunday	24-Oct	8am	Editing & Layout Begin	Layout & Editing
Tuesday	26-Oct	8pm	Editing & Layout End	
Wednesday	27-Oct	8am	Copy Editing & Board Review	Copy Editor Edits (Simultaneous Board Review for Content)
Friday	29-Oct	8pm	Copy Editing & Board Review End	
Saturday	30-Oct	8pm	Final Updates	Final Updates



Sunday	31-Oct	5pm	Pre-publication	Editor will send Webmaster an email confirming the bulletin is finalized and ready for publication.
Monday	1-Nov		Publication Date	Webmaster to publish

Domains to report on their progress to date in implementing the recommendations.

## VOTER SERVICE

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1. During September, Voter service volunteers supported voter registration efforts on the UW campus during the first two weeks of the semester, at two different campus locations. We also supported UW campus voter registration on National Voter Registration Day (September 28th) at five locations, and led voter registration events at two Madison College locations.
2. Wendy Hathaway has agreed to serve at the VSSC liaison to the DEI Committee, and will serve on the VSSC also. Bonnie Chang agreed to serve as the official VSSC liaison from the City of Madison Clerk's office, in a role similar to the VSSC liaisons to other LWVDC Domains.
3. The two new LWVDC interns (Tabitha Houghton and Kayla Swartz) working out of the UW Morgridge Center as part of the BadbersVote Team have been busy working on a variety of voter engagement activities.
4. Barb Feeney and Tabitha Houghton held an online mini-training on running college voter registration events for the Campus Voting Summit. Bonnie Chang, Tabitha Houghton, and Kayla Schwartz attended the in-person Saturday conference. This was a statewide event. LWVWI and Common Cause WI, and Rise Free were event sponsors.
5. A VSSC volunteer working at the Downtown Madison Inc information kiosk was asked if LWVDC would like to include something in informational packets being prepared to give to new downtown residents. There was a crash collaboration effort to design a business card that could be used for this purpose and other purposes. One side has information related to voter registration and information while the other side is meant to encourage people to learn more about the League.
6. VSSC volunteers had a table at the UW Madison's Fall Public Service Fair on September 13.
7. At the October 11 meeting, the VSSC approved goals for 2021-22. The goals are a discussion item.

# LWVDC Editorial Guidelines

*This document is owned by the LWVDC Communications Committee.*

## [General Editorial Guidelines](#)

[Copy Editing](#)

[Common Terminology](#)

[Tone](#)

[Images](#)

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## [Publication Specific Editorial Guidelines](#)

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[Bulletin](#)

[Template to add Publication Guidelines](#)

## General Editorial Guidelines

*The general section contains guidelines that apply to all LWVDC communications regardless of medium/platform.*

- Every communication shared by the League should go through a defined content-editing and a defined copy-editing process. These may be combined or separate depending on the communication medium.

### Copy Editing

- Follow AP Style Guidelines
  - LWVDC has a subscription to the AP Style Book. Contact the office if you need access.
- Follow the LWVUS Style Guide
  - A copy of this style guide is in the "LWVDC Communications-->Editorial Guidelines and Style Guides-->LWVUS Reference Material"
  - LWVUS has not updated their style guide since 2013, so use discretion and reference AP Style guidelines when needed.
- Common Items:
  - Use Oxford comma
  - No double space before new sentences
  - No superscript th, st, rd on dates example: August 16 not August 16th

### Common Terminology

## **Report from the Executive Committee Meetings**

### **September 15**

1. Reviewed the outcomes of the September board meeting and next steps
2. Discussed the Partnership Database (Wendy Hathaway) presentation and how to manage access and updates
3. Regarding Board discussion of the Vendor policy, we agreed to write up a policy to include in the Policies and Procedures for consideration by the Board. The policy should state that considerations are union status, DEI, local ownership. Maria will write a draft. And Chris will review it with Cindy before it goes back to the Board.
4. The nominations process was discussed. A draft document from board discussion will be created. Feedback will also be solicited from the Nominating Committee. Position descriptions will need to be updated so members can make informed decisions. Chris shared that new PDs were developed and approved in spring 2020 but never posted on the website. These need to be reviewed by current board members and updated.
5. Regarding the Communications Meeting update, the discussion on 9/14 covered the Blog and the Bulletin. Some decisions will need to be deferred to the Communications Committee. Some individual conversations will need to take place to get additional editorial guidelines for Enews, Publicity, Program, etc.
6. Maria provided an update on the Executive Director search. Applications are slowly coming in. After closing on Oct. 1, interviews with the committee will take place, followed by Board input.

### **October 6**

1. Discussed and approved the agenda for the October Board Meeting
2. Discussed the nominations process. A draft was reviewed with unanswered questions about who should be included on the final slate. Chris contacted Karen Gunderson, who provided answers to how the nominating committee operated during her leadership and useful insights from her experience. Chris will also contact Kathy Fullin to get her insights. Both have significant experience with the process. It was decided based on the timelines in Karen's response that this discussion can be deferred to the November board meeting after Kathy's input is received. In the meantime, Chris has an article in the November Bulletin sharing openings with the membership and encouraging them to consider nominating themselves or others for leadership positions.
3. Position Descriptions were updated and approved by the Board in spring of 2020 as part of the changes recommended in the strategic planning meeting of the 2019-2020 board. These PDs have been shared with current board members for updates, with a submittal date of Oct.1. These descriptions will be linked in the Bulletin article about open board positions in 2022-2023.
4. Barb shared that VS was excited to begin using the partnership database. Many updates have recently been added and this is an excellent and evolving resource. DEI has been encouraging the use of the database to expand partnerships.

### **Goals for 21-22**

1. Assure that the Planning Goals approved by the Board from the Winter 21 planning meeting are met. (#3,4,5 below)
2. Hire a new executive director - in process, with ED Search Committee interviews wrapping up.

3. Provide recommendations to improve the nominations process; increase awareness of and opportunity to participate as a board member and/or officer - in process
4. Review and revise if necessary, partnership policy - Hope to have this endorsed at the October board meeting following discussion at the September Board Meeting
5. Build Communications infrastructure to reduce conflicts and enhance effectiveness:
  - a. Develop a Communications Domain and Committee
  - b. Develop editorial guidelines around communication tools - this is currently in process
  - c. Redesign web pages for greater effectiveness - work in this area includes the Club Express discussion
6. Complete planning process for 22-23 - To take place in late winter/early spring

### Thank You's

1. Megan Syverson for her work on messaging for the fall fundraising appeal
2. Mary Anglim and Kathy Fullin for their diligent tracking of City Council meetings and, in particular, the Police Citizen Oversight Board
3. To Maria Spinozzi, Barb Feeney, Jean Jacobson, Bonnie Chang, Louise Robbins and Sally Gleason for their ongoing efforts on the ED search, recently including candidate interviews.
4. To Voter Service for exceptional work on domain goal setting
5. Karen Gunderson for her guidance on the nominations process
6. To Programs for another excellent Forum

### **Old Business**

1. Vendor Policy [Vendor Policy](#)
2. Partnership policy discussion [For Board review October 2021 DRAFT UPDATED PARTNERSHIP POLICY- LWVDC Policies and Procedures.docx - Google Docs.pdf](#)
3. 2021-2022 **Domain Area Goals**
  - a. Voter Service delayed sharing their goals with the Board by one month so they could spend more time in development. They will share their progress.
4. Review of Spring '21 Planning Document
  - a. Updates on Communications
    - i. Editorial Guidelines [Editorial Guidelines](#)
    - ii. Communications Domain

### **New Business**

1. Position Descriptions [Position Descriptions Draft](#)
- 2.
3. Club Express - A group of individuals (Brook, Cindy, Paul, Jean, Amber) met to discuss whether or not LWVDC should consider adopting CLub express, a membership organization management software. We are currently using multiples systems and many have custom programming (by Paul) to integrate them. In order to operate in a more sustainable way as people move in and out of League positions, it may be better to have one system that manages everything. Club Express is endorsed by the national League. The group developed a spreadsheet of questions and will be meeting with the Milwaukee League, since they are in the process of onboarding the Club Express system. After this conversation takes place, the group will talk to the Club Express representative.

## **Calendar**

### **October**

Close of ED Posting  
Deadline for November Study Materials  
Deadline for *Bulletin*  
Non-renewed memberships lapse  
Planning for Lively Issues Luncheon

### **November**

Final Planning for January Lively Issues Luncheon (date, time, location, speaker)  
Deadline for early December mailing: Lively Issues Reservation Form  
General Election on November 3  
Schedule Spring CA with Isthmus  
Formulate CA for candidates

### **December**

Formulate CA questions for candidates  
Mail Lively Issues reservation form  
Nominating and Budget Committees begin deliberations  
Spring CA preparations  
(Planning for February General Meeting, if any)