

LEAGUE OF WOMEN VOTERS OF DANE COUNTY

2020-21 BOARD MINUTES September 9, 2020

Meeting conducted remotely with Zoom

Present: Chris Clements, Joan Schwarz, Paul Lindquist, Marian Matthews, Mary Ellen Schmit, Joan Provencher, Maria Spinozzi, Marilyn Stephen, Linda Dietrich, Laura Grueneberg, Jean Jacobson, Ingrid Rothe, Georgiana Hernandez

Absent: Bonnie Chang

1. Meeting called to order at 5:33 pm by President Christine Clements

2. August 12, 2020 Minutes--Joan Provencher

Motion by Jacobson to approve the August minutes. Seconded:
Gruenenberg, approved

3. Consent Agenda--Clements

No requests were made to move additional items from the Consent Agenda to discussion. See appendix for reports on these items

Moved by Hernandez, seconded Gruenenberg, approved

4. Programs--Georgiana Hernandez

Georgiana reported that two of the speakers invited to the October 13th forum (Voters Weigh in on the Climate Crisis) are not able to attend. She asked for approval to invite Ayanna Lee, Executive Director, [Youth Climate Action Team](#) (YCAT) in Wisconsin, and [Jennifer Giegerich](#), Government Affairs Director, Wisconsin Conservation Voters.

Motion by Hernandez to approve alternate speakers, seconded by Stephen, approved

5. Communications--shirt project--Laura Gruenberg

Laura and the communications team has looked into designing t-shirts to offer to LWVDC members (and non-members) so that people can serve as “walking billboards”. The shirts will have the voter helpline number on them. Laura is going to move forward with this idea, with the final design to be approved by the board/executive committee. The shirts will be ordered online by those who wish to purchase them and therefore there will be no cost to LWVDC.

6. DEI--Chris Clements

Chris is recommending that Lisa Janairo join the Board of Directors. Lisa is currently not able to join our meetings due to her work schedule.

7. Executive Director--Joan Provencher

Joan reported that a committee has been formed--Joan Provencher (chair), Chris Clements, Marilyn Stephen, Linda Dietrich and Joy Cardin. The committee has met twice and is currently working on a draft job description which will be presented to the board for final review and discussion. At future committee meetings, other members with expertise/experience in these positions will be invited to give feedback. Melanie Ramey, Vice President of the State League has already provided written advice and will join the next committee meeting. As past President of the State League, she led the effort to hire their first Executive Director.

8. Voter Services--in-person voter outreach revisited--Chris Clements, Marian Matthews, Paul Lindquist

An in depth discussion was held regarding our previous decision (in March) to suspend in person activities. Several members have expressed concern to board members that LWVDC has not been as visible as we normally are in regard to voter registration and education.

Motion by Stephen to lift restrictions for voter service and refer any requests for in person activities to the Voter Service Committee. They will make the final decision. Seconded Lindquist. Approved

9. Board domains--member map and member surveys--Paul Lindquist

Paul showed us the new links on the website to show where members currently live and how to find links to their surveys. This will aid us in member engagement efforts.

10. Professional brochure--Chris Clements

Chris stated that she feels LWVDC brochures are outdated and need to be professionally updated and refreshed. She estimates this will cost approximately \$1000.

11. 2021-2022 Board Strategic Planning--Chris Clements

Chris asked for volunteers to serve on this committee. Marilyn Stephen agreed to be the chair. Jean Jacobson volunteered. We need 2-3 more board members to join the committee.

12. Web redesign steering committee--Chris Clements

This committee will start work after the November 3rd election. Cindy Lindquist and Brook Soltvedt have already volunteered.

Meeting adjourned at 7:23pm

Respectfully submitted,
Joan Provencher
Secretary

APPENDIX
CONSENT AGENDA ITEMS

Finance / Development

Nothing new to report in this area as the Finance Committee is not scheduled to meet until September 16. Items to be considered at the first meeting include a review of proposed accounting policies and procedures and consideration of Fiduciary insurance coverage.

Governance

9.6.20 Board Meeting Report

VP Marilyn Stephen

Governance: Drafting and editing a new Employee Handbook is moving quickly. The Executive Committee plus Joan Provencher met to review and edit my draft document. The draft bylaws are complete and awaiting member approval later in the fall. The executive committee review of the draft policies is about 50% complete. Due to the amount of work that everyone has right now, this process is moving slowly. The policies need to be submitted for board approval after the bylaws are approved by the membership.

REQUEST: Please let me know as you set your domain goals, establish your committees and recruit volunteers.

Marilyn Stephen

Fund Development

At the beginning of FY20/21 the Fund Development Committee set quarterly fundraising goals, based on established campaigns such as the Valentine and May challenges. The first quarter goal (July 1 to September 30) is \$21,250. This is based on donations only, not donations and dues.

So far this quarter (7/1/20 to 9/6/20), we received \$20,614.09 from 114 donors. That includes:

General donations	\$13,305	106 donors
Grants	\$ 7,109.09	4 grants
Memorial gifts	\$ 150	2 donors
Matching gift	\$ 25	1 donor
Other	\$ 25	State Refund of Change Agent expedited fee

Note: Among the General Donations was the first gift (\$25) in support of the upcoming Making Democracy Work Challenge.

To meet our Q1 goal of \$21,250, we will need to raise \$635.91 by the end of September.

The total for the time period, in both donations and dues, is \$44,042.09, from 437 donors.

Through the generosity of an anonymous donor, the League will launch an \$8,000 “Making Democracy Work” matching challenge campaign to run from September 22 to election day (11/5.) To support the challenge, we developed a communication plan which will include an initial story in the Bulletin (a teaser appeared in the September issue), a letter and emails to members, as well as emails to non-member donors, web/social media placements, and short progress reports in the weekly newsletter.

To prepare for the campaign we have updated the giving levels on the League’s donation page and created a Making Democracy Work campaign fund in Little Green Light.

A special thanks to all the League members who helped with the logistics of the campaign.

In October we will resume the “Why I Give” profile initiative, featuring a non-member donor who made a substantial contribution as his first gift to the League.

Communications

Press release for Dane County Project went out at the beginning of September.

Targeted Social Media for Odyssey Project is incoming. (<https://odyssey.wisc.edu/vote/>) We are co-sponsoring this with the state league. The event is on October 3rd, which will get more attention after our Sept 22nd forum. Odyssey students will read their essays about the

importance of voting; and Lt. Gov. Mandela Barnes, Judge Everett Mitchell, Urban League CEO Reuben Anthony, and Rep. Shelia Stubbs will speak briefly.

In general - Events posted online FB page for all major league events. Instagram stories (24 hours) are also posted day of to remind folks.

Press release for Sept 22 forum going out this week. (week of 9/7)

Program

1. Summary of Recent Activities and Accomplishments

- We produced two virtual forums on the ERA: *Women's Rights and the Fight over the ERA* on 8/27 (with 49 participants) and *The ERA Today* on 9/2 (with 47 participants). The first forum used the Harvard Business School Case Study method for teaching civics education. Because of proprietary propriety issues, we were not permitted to record the forum. We *did* record the second forum, which has been video edited by Maria Spinozzi, and will be uploaded to the website shortly.
- The Book Group (which is a component of Program) held the first of three sessions to discuss *The Untold Story of Women of Color in the League of Women Voters*. 11-12 league members, four of whom are board members, are participating.
- In the past month, we've published four *Swinging for the Fences* blogs: "So What is With Normal?" "Generational Voices and the Equal Rights Amendment"; "LWVWI Working Group on Fair Maps"; and "Faith Groups go Green."

2. Important Discussions and Decisions

- The Program Committee is considering whether or not to produce a forum focused on police reform in December. League members Mary Anglim and Kathy Fullin have both been very active on this issue and in Madison's efforts to create a Civilian Oversight Board. We could draw on their expertise; and this would likely be an issue of wide interest to members and non-members.
- The Program Committee will try to finalize its DEI objectives in the next month or so.

3. Activities in Progress and Upcoming Events

Both subcommittees are fleshing out the topics and speakers for forums addressing Making Democracy Work, the Climate Crisis, and Emerging Issues. Upcoming virtual forums, already approved by the Board, include:

How Can We Ensure a Safe, Fair and Accessible November Election (9/22 - National Voter Registration Day);

Voters Weigh in on the Climate Crisis (10/13);

Wisconsin's Path Forward: Election and Redistricting (11/12); and

*Lively Issues – a Centennial Celebration (Title TBD) with Dr. Carolyn Jefferson-Jenkins, author of *The Untold Story of Women of Color in the League of Women Voters.**

Membership

36 new members joined in the month of August 2020

Total Membership is 670 (Life - 28, Student - 64, Additional - 51, Primary - 527)

- Welcome Letters continue to be sent to all new members.
- Two Zoom meetings are set for September 15th at 7:00 PM and September 17th at noon to introduce new members to the activities and committees available. We hope this slide presentation will help to integrate new members into the League more quickly. Amber Rottier helped develop slides of each activity that will be shown, and will facilitate meetings. We are beginning these Zoom meetings with the August and September new members and then circulating back with additional Zoom meetings to pick up the new members from May, June and July.
- On September 16, we will represent the League at the Handshake virtual event on the UW- Madison campus.
- 2020-2021 Membership Renewal Reminder emails were sent out on September 3rd. 167 members had not renewed (not counting students). Since the email 19 have sent their membership payment.
- We sent Renewal letters in July to members who lapsed between 2016-2019. So far 16 of those lapsed members have renewed.

Voter Service

1. **The LWVDC submitted a letter of support for a resolution to the Fitchburg Common Council** to move a polling place for the November election so it is more accessible for voters in District 1 who have had difficulty getting to the current polling place due to lack of reliable transportation. The resolution was drafted by Alders Joe Maldonado and Dorothy Krause and is supported by the city of Madison Clerk who has offered to share polling space and cover many of the costs. The LWVDC Voter Service Committee has committed funds (up to \$1150) to pay for printing and postage of postcards to residents to inform them of the change. We have

received several large donations with a specific request to use the money for voter engagement. The resolution will come before the Fitchburg CC on September 8.

2. **We are partnering with a Girl Scout troop** whose members will be mailing voter information to apartment residents. We are not providing funding but the mailing will be done under the auspices of the LWVDC with the LWVDC office as the return address. The troop leader is working with JoAnn Boushon, Apartment Project Coordinator, to select apartment buildings in low voter turnout neighbors.

3. **Voter Helpline:**

a. The 3 Voter Helpline staff started work on September 3. While they are scheduled to cover shifts Sunday - Thursday, 9 am - 8 pm and Friday - Saturday 9 am - 5 pm, we will still use volunteers to fill in as needed, especially as we get busier closer to the election

b. The Dane County Clerk issued a press release on September 4 to inform the public more broadly about the Dane County Project grant and the value of the Voter Helpline.

c. We now have 31 counties and communities covered in our statewide network with an additional county coming onboard next week.

4. **Candidates' Answers** will now be published as an insert in the Capitol Times with a circulation of 42,000.

5. **National Voter Registration Day**

a. Kathy Fullin is organizing volunteers to help with a voter registration event set-up by Madison College

b. UW Madison is organizing a Vote Week 9/21 - 9/26. Our interns are part of the planning group and will be conducting a Zoom training activity on registration.

c. Our members are volunteering at events organized by the city clerk's office.

DEI Committee

The committee met via Zoom on September 4 to discuss the goals, objectives, and timeline for the committee in the coming year. Lisa Janairo chairs the committee, succeeding Maria Spinozzi, who remains a member.

The DEI Committee goals are to advise the LWVDC domains and to educate LWVDC members on DEI issues. In its advisory role, the committee will 1) research past practices to identify any problematic aspects of the chapter's history and to uncover successes worth celebrating; 2) review current positions through a DEI lens to identify the need for any modifications or new positions; and 3) identify community partners to expand the LWVDC's outreach.

Educational activities will include hosting DEI Cafes and book discussions; identifying and sharing training and other educational opportunities available in Dane County and neighboring communities; including a DEI feature in every issue of the *Bulletin*; and communicating with members through weekly emails.

The work will be conducted by subcommittees. The process will be iterative, with the committee periodically assessing progress in accomplishing the stated goals and making adjustments, as needed.

Coming up this week, Lisa Janairo and Mary Ellen Schmit will be holding an information session with prospective new members on September 10 at 7:30 am. They hope to recruit a few new members to join the committee. Laurie Egre will be scheduling a DEI Cafe in late September. The DEI Committee will meet again via Zoom on October 2 at 12 pm. Activities are expected to pick up after the November election.

Bulletin

October Bulletin due dates:

Monday 9/14 - Article Commitments Due

Monday 9/21 - Articles and Information/Data Due for inclusion in October Bulletin

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