

## LEAGUE OF WOMEN VOTERS OF DANE COUNTY

### 2019-2020 BOARD MINUTES

February 12, 2020

**Present:** Paul Lindquist, Brook Soltvedt, Mary Anglim, Helen Horn, Mary Ellen Schmit, Joan Provencher, Maria Spinozzi, Mary Anglim, Aileen Nettleton, Marilyn Stephen, Christine Clements, Donna Van Bogaert

**Absent:** Sally Gleason, Marian Matthews

Meeting called to order at 1:30 PM.

#### **Approval of the Minutes – Joan Provencher**

**Motion to approve the minutes:** Van Bogaert **Second:** Lindquist **Approved**

#### **Treasurer's Report – Helen Horn**

Helen presented her monthly reports. She pointed out the following: The January reconciliations have not been completed so there may be minor variations to the reports. The Ogg distribution is included in the reports, as is the Flad contribution of half the additional added rent costs for the next 5 years and payment of the costs of moving. The bill for the lively issues luncheon had not been received by the end of January. Chris reported that without the Ogg fund we are at 60.6% of budget.

#### **Focus Area for February - Membership Mary Ellen Schmit**

Mary Ellen went through a PowerPoint presentation on LWVDC membership. Highlights from the presentation included a 10-year history of membership, which showed a spike in the last two years, going from 303 members to 512 members today. She also noted that there has been improved data collection and analysis including forum attendance. The interest survey data is updated as new members join and submit their information and board members were reminded to check regularly. Demographic data is also available.

January new members = 19

Total membership = 525

#### Welcome Agents

Fourteen members agreed to welcome new and prospective members attending the Lively Issues Luncheon. Unfortunately with weather interfering with attendance, many new members failed to show, and only 4 connections occurred. For future Forums, we'll recruit welcome agents to meet new members upon arrival.

#### **Portfolio Reports**

**Finance - Helen Horn**

The committee has met twice and begun the process of trying to more efficiently integrate the accounting and database functions of LWVDC. We are planning to get at least two opinions from different firms to help us determine better integration and best practices for the accounting and how to implement them. One immediate piece of the problem is the data entry which is being done by Soltvedt. Jean Jacobsen is taking over the data entry into QuickBooks and has agreed to be treasurer for next year. Also, Susan Dietzel is going to do the monthly reconciliation. While this will reduce the need for Soltvedt to do the books, we recognize that simplification still needs to happen so that fewer entries are needed.

**Motion by Soltvedt to add Jean Jacobson as an authorized signer for the banking accounts. Second: Schmit Approved**

The committee also discussed the process for investing the proceeds of the Ogg fund distribution and reviewed and revised the Investment Policy. The board reviewed the new policy.

**Motion was made to approve investment policy by Clements Seconded by Van Bogaert Approved**

The committee is also recommending that LWVDC funds be invested in ESG (environmental, sustainable, governance) funds, the newer term for socially responsible funds. These funds have developed in the past 30 years and their returns now are quite comparable to investments in the general market. ESG funds would allow LWVDC to include its **financial** resources in support of our program goals. The investment of the Ogg funds will be done once the board decides on the policy and then the committee will make decisions about rebalancing the portfolio with either ESG funds, or without regard to ESG.

**Motion to recommend the finance committee prioritize investment in ESG funds per proposed policy Anglim Seconded by Soltvedt Approved**

#### Budget

The board will meet on Wednesday February 26 1:30-3:30 to discuss the budget. All board members should look at the current proposed budget, based on proposals by each of the committees; it is currently short \$36,000. A summary of the proposals can be found on the tab labeled Combined in the file labeled 2020-2021 Budget Worksheets of the 2019-2020 Board.

#### **Program- Mary Anglim**

The Program Committee met on February 8. At the next meeting, March 14, the committee will finalize recommendations.

1. Survey of membership on preferred topics for 2020-2021 Program. Mary will draft a brief questionnaire to distribute on Survey Monkey. We can also take a straw vote at the February 16 and March 4 forums and plug the survey in the weekly emails for Feb 16 through March 8.
2. Georgiana has arranged to purchase microphones and a PA system to use at the February 16 forum. The Program budget will cover the cost (about \$1,650) from the

2019-2020 budget, with the understanding that other users will pay something toward this organizational resource.

### 3. Spring Events

February 1: We had a good turnout at the Saturday forum at Madison College on Unlocking the Vote. In addition to Frank Davis, speakers included Jerome Dillard of Expo and Carl Fields of Racine Hospitality Center. The meeting was audio-recorded and live-streamed.

February 16: McFarland Library. Promise of Ag Stewardship. Study Materials will be discussed at March unit meetings.

March 13-15: Table at Canoeopia (advertising our Climate Change Series and providing voter information).

March 4: Capitol Lakes. The Community Seminar planned for this date has been moved to April 22. Instead we will have Dee Sweet speaking on the Native Vote Project. We also plan to present the Voter Services Award to David Olson. Minimal or no study materials for this forum.

**Motion to** approve the new date for David Olson and substitute Dee Sweet on March 4th. **Moved by** Anglim **Second** Clements. There was discussion about needing a backup plan due to potential bad weather. Mary will check with our February presenters.

#### **Motion Approved**

April 5: Holy Wisdom Monastery. Revenge of the Marshes—Preserving the Wetlands that Protect Us; regular unit meetings third week. Speakers TBA. The board discussed that this location is not accessible by public transportation and also asked Mary to remind the committee to get forum information to the board in a timely manner.

April 22: Community Seminar on Democracy and Women’s Rights in America: The Fight over the ERA (1982)[1]. Speaker: David Olson, Madison Memorial High School. We hope to have a second speaker to talk briefly about current legal issues affecting the ERA. This is the class demonstrating the “case method” that we agreed to sponsor in return for Harvard’s provision of training and expenses last summer. Under Harvard’s rules, we may not make reading materials available on our web site or film or record the class. We will need to advertise for participants and require them to pre-register. Registrants will receive the materials in a personal email. Georgiana is seeking an appropriate venue; Meg Gordon will interview David Olson for a press release/article.

**Motion to approve:** Soltvedt                      **Second:** Clements                      Approved

Fair Maps project presentation – TBD. Fair Maps Tool Kit is now posted at LWVWI: <https://my.lwv.org/wisconsin/member-resources> We did not get any volunteers to attend the Fair Maps training on February 28 at our expense.

May 13 – Annual Meeting

June: Forum on Disinformation

July: Form new Program Committee, map out 2020-2021 calendar

#### **Bulletin and DEI – Maria Spinozzi**

Articles for March Bulletin are due Friday February 21st by 5pm.

Next DEI Committee meeting is Thursday 2/20. The committee plans to reorganize goals into areas/owners so they can be more specific and measurable.

We currently are sponsoring 2 members to attend Justified Anger's African American History Course.

We also are accepting applications for a member to attend Race Forward's Racial Justice Training, no applications have been received yet.

[https://docs.google.com/forms/d/e/1FAIpQLScOjp7LFNEmnLjo4hxGrsEbyEux0du5-yaD9ZVOJC\\_13jOSDw/viewform](https://docs.google.com/forms/d/e/1FAIpQLScOjp7LFNEmnLjo4hxGrsEbyEux0du5-yaD9ZVOJC_13jOSDw/viewform)

### **Action – “Day of Action” - Marilyn Stephen/Mary Ellen Schmit**

Marilyn presented the work of the committees that were formed subsequent to the strategic planning to work on follow up issues.

One committee was created (**Planning Oversight**) to consider how to attack these suggestions and more. The volunteers who agreed to be on the committee are Chris Clements, Donna Van Bogaert, Mary Ellen Schmit and Marilyn Stephen. Georgiana Hernandez agreed to continue her role from strategic planning and facilitate meetings. Aileen Nettleton attends the meetings as ex officio member.

The **Oversight Committee** has been, in coordination with the Nominating Committee, collecting and refining position descriptions to learn who is doing what work. This is needed to gauge if additional volunteers and/or paid staff are needed and what their jobs might be. In the future, this committee will focus on member recruitment and engagement, develop a comprehensive communications plan, support fundraising by developing creative ways to tell our story and plan for annual strategic planning. Existing committees may participate or new committees may be created to accomplish these tasks.

Because so many of the tasks pertained to the board, it was decided that a separate **Governance Committee** be formed. This Committee is responsible for detailed review of the board structure, meeting process, board recruitment, assessment, policies and the organization's bylaws. The members of the Governance Committee are Donna Van Bogaert, and Marilyn Stephen. Georgiana Hernandez is facilitating and Aileen Nettleton attends ex officio.

The **Governance Committee** has looked at leadership and committee roles and has created a board organizational chart that broadly captures how we function today. Now the group is considering whether there is a better structure to fulfill our mission, engage new board members, enhance communications among board members and reduce burnout. The bylaws and policy reviews have begun with the goal of keeping them in sync with whatever structural changes are recommended.

Any changes to the bylaws require a vote of the members. This can be done at the annual meeting or at a special meeting convened as set forth in the bylaws. Any change to the board's structure can be approved by the board and does not require a vote of the members.

### **Voter Service – Paul Lindquist**

Paul reported that he attended a meeting at DeForest High School today about registering students. A group of students will be leading the process. More details TBA.

During the UW-Madison Bus Pass registration drive we trained 156 volunteers with 135 ultimately volunteering for shifts. 2,039 voters were registered to vote. Nearly all registrations were fulfilled on our touchscreen tablets and emailed to the clerk's office. Feedback from the clerk's office about this new approach was positive.

In Person Absentee Voting on campus will be Feb 10 - 13 with support from our team at all four polling sites.

UW Voting Interns are recruiting new student team members at the Student Org Fair this week. They have one or more registration events scheduled across campus each week in February.

The high school action team held 7 registration events at area high schools last month.

The next session of our volunteer training on 2/20 - *Everything you wanted to know...* is near capacity (35 seats) and we are in the process of scheduling a session for the end of March.

### **Fundraising – Chris Clements**

The Fundraising Committee has been meeting about the upcoming budget. A number of opportunities were identified to enhance fundraising, although not necessarily to cover the full deficit between income and expenses (\$43,000). Final expense numbers and shortfalls depend on potential staffing changes.

One of our major donors has anonymously pledged a \$10,000 matching gift! Funds from the Centennial and Valentine's Birthday Appeal will be counted toward the match, with the goal of raising an additional \$10,000. If reached, this would push us well over this year's budget projections and potentially help address next year's shortfall.

A total of \$6263 in donations was received in the month of January. The majority were general donations, with one \$1000 gift with a Google match. Memorial gifts totaled \$125.

### **Publicity - Donna Van Bogaert**

In the month of January, work was initiated for public relations work for *Unlocking the Vote*, *The Promise of Ag Stewardship*, the *Centennial Celebration*, and book signing event.

Both the February 1 and February 16 Forums have had media calendar announcements, posters, social media, and press releases sent out. We were able to make a connection with WISC-TV on the Unlocking the Vote Forum. WISC-TV sent a reporter and provided good coverage of the event. Members of the Public Relations Committee are working on social media messages for the February 16 Forum and identifying potential local media interested in TV and radio interviews.

Joe Splinter, recently transplanted from Montana, joined the PR Committee. Joe has an impressive background in school bond campaigns and worked with the League in Montana. He joins Kerry Ferguson, an MBA and entrepreneur with social media background, on the committee.

Marilyn Stephen, Kathy Krusiec, and Donna Van Bogaert collected information for board positions and worked on editing them to a standard template and presentation. In their draft forms, they will be used as a guide to inform potential board members about the positions.

After moving past the Nominating Committee's work, the Position Descriptions will go to the Governance Committee to manage their review and revisions before posting to the web.

### **Website – Brook Soltvedt**

Brook reported that the font for the main text on the website has been changed to something that takes the same amount of space, but is much darker and easier to read.

The website has been set up to sell "tickets" to the Centennial Celebration. Sales and donations cannot be completed on the same order, but messages with links are included in hopes of driving additional donations.

The Donations page is updated with our centennial banner and messaging about the \$10,000 match.

Brook also presented some data on visits to our website including which areas are visited most and how people access information on the site.

Brook also reminded board members to visit [Vote411.org](http://Vote411.org). At a future meeting, we may need to decide about whether to continue to put the candidate information on both the Vote411 site AND in a separate format on our own website. This will be discussed at a future meeting.

### **Vice-President's Report – Brook Soltvedt**

Nothing unique to report here.

### **President's Report – Aileen Nettleton**

#### **Executive Committee/Communications**

-Approved Letter to the Editor thanking the Madison Fire Department for discontinuing use of fire-fighting foam with PFAS, drafted by Wally Brinkman. (State League lobbying for this state-wide.)

-Agreed to Membership Committee proposal to pay for a table at Canoecopia (Alliant Center) for LWVDC outreach on Climate Crisis.

- Approved a bonus for Office Administrator in recognition of her leadership and exemplary work in organizing and carrying out the move of our office in December (Executive Committee acts as Personnel Committee when no Personnel Committee has been appointed.)
- Approved purchase of a banner for the League to use at the Open House, events such as Canoecopia, Centennial Celebration, perhaps on a float for parades.
- Approved gift/proposal from Brook and husband for funding and plan for a Centennial Video with Focal Flame, recommended by Centennial Committee.
- Authorized additional weekly hours for office administrator through the end of March, if needed, in order for her to be able to complete additional tasks related to the many additional Centennial activities she needs to assist with. (acting as Personnel Committee).
- Approved funds for Program Committee to order portable microphone/speaker system. Some funds are already in Program Budget for microphones, costs exceed estimates; suggest costs be shared across the budget, as others may also use the system.
- Approved additional funds decorations/arrangements; graphic design contract for Centennial Program Booklet. (Estimate \$3,000)
- Donations from Centennial Donor Letter, Invite donations have been requested, unknown income.

### **Communications:**

- Completed US League Day of Action online form with information from Marilyn and Mary Ellen, communication with the US financial office to get the \$1,000 drawing prize deposited in our account.
- Sent a letter to Flad Developers expressing that they were good partners in how they “terminated” our lease and assisted in the move. They requested a letter of support for the new proposed development at the Vernon Court site, which we could not do.
- Responded to the request from State for a report on how the \$200 Joyce Foundation Funds were spent
- Quarterly State Presidents’ Phone Conference call...sent on items to appropriate board members.
- Approved Wally Brinkmann’s request to speak on behalf of the League at the County Natural Resources Committee and write letter of support for purchase of land – Black Earth Creek – for flood amelioration, same as the Pheasant Branch approved earlier in the year, consistent with Climate Change position of US, natural resources by state and LWVDC.
- Responded to Room of One’s Own bookstore re: how they can do voter registration, support our program events, offer their space for our future Book Group, etc. Plans sent to appropriate Board members for coordination of future events.
- Following up on request from Interfaith Civic Engagement Project to decline request to partner with them; referred to Dane County Voter ID Coalition and State Elections staff.

**Centennial Celebration Planning** -Earnestine Moss, Chair Active committee members: Cindy Lindquist, Brook Soltvedt, Jan Anderson, Melanie Ramey, Kathy Krusiec, Aileen Nettleton

- Arrangements for Dr. Jefferson-Jenkins to give a book talk for community members, cooperation of African-American Churches and First Unitarian, Monday, March 30. Other arrangements: radio interviews, attend several African-American congregation services.
- Invitations to members mailed out through printer; Brook and Cindy created link for online reservations. Invitations to community partners/friends/govt officials, state league presidents and staff, etc. will be mailed out Feb. 20.
- Letter to potential donors sent out to solicit funds from community businesses (references and follow-up – Melanie Ramey).
- Planning Publicity with Donna for Centennial event and Book Talk at First Unitarian Society.
- Planning Committee reviewed plans from Kathy Krusiec for decorations/hosting/arrangements and planning with Park Hotel. Volunteers will assist from noon with set-up, hosting, clean-up.

- History sub-committee completed “Historical Highlights” – Text and newspaper, state LWV historical periodicals and scrapbook visuals.
- Program booklet with evening program schedule, biographies, etc. completed to send to graphic designer.
- Committee recommended acceptance of Brook’s gift to contract with Focal Flame to do a video of Centennial activities, interviews to use for future League publicity, member orientations, etc.

**Centennial Parade participation:**

- Sue Larson has agreed to coordinate League participation in several Dane County community parades; located float base, beginning design ideas for float, marchers with sashes; developing budget for entry fees, some float decorations, sashes, costumes for those on floats, etc. (Coordinating with Kathy Krusiec - share Centennial Gala decor)
- \*\*Proposed budget to be discussed at budget meeting: \$800 estimate for float related expenses, sashes etc. for marchers, entry fees.

**Annual Meeting Planning** (Joan, Aileen, Mary)

- May 13 - Capitol Lakes 5:30 Social/food; 6:30-8:30 Program and Annual Business Meeting
- March 25 - Committee Reports Due - Packet mailed out to members 1 month prior to meeting- April 13
- Social gathering/food; Speaker; Presentation of Carrie Chapman Catt Award; new 50-year members; Business Meeting; Membership votes on 2020-21 Program, Budget, Elections
- Short program possibilities (15-20 min.) - “Local Voices Network” speaker (Colleen Butler or Abigail Becker): project recording conversations about public issues (Kathy Cramer initiative) or Voter Service Video or State League Centennial Video (to be ready to preview next week).

**Calendar**

**February**

**Feb. 14 Day of Action / Open House**

**Feb. 26 - Extra Board Meeting to Approve Budget**

- Reserve meeting space for next year’s Issues Forums
- Final Planning for March Issue Forum, Study materials
- Planning for April Issue Forum/general meeting
- Deadline for March Bulletin
- Member Valentine/Birthday Fund Drive
- Annual Meeting Preparation
- Changes in dues rates must be approved by Board 2 months in advance of Annual Meeting.
- Spring Primary Election, non-partisan
- CA online; prepare CA text for *Isthmus*
- KYC interviews recorded

**March**

- Final Planning for April General Meeting
- Board approves budget for upcoming year (Must be approved by Board 1 month before Annual Meeting)
- Board selects Carrie Chapman Catt award winner
- Due date for Annual Report, Annual Meeting materials (agenda, proposed budget, nominating committee slates of candidates, candidate bios
- Bulk mailing of CA to all candidates and to members who request it
- Deadlines for April *Bulletin* (including call for self-identifying 50- year members), study materials
- Deadline for Annual Meeting documents (March 25, 2020)**



Annual Meeting Agenda must be mailed 1 month before Annual Meeting

**April**

Annual Meeting preparation

Annual Meeting materials must be provided to members 30 days in advance of meeting

Deadline for new 50-year-member survey answers

Deadline for Carrie Chapman Catt Award

Spring Election-nonpartisan

Deadline for May Bulletin, if any

Formulate questions for fall CA in even years

Develop, print, and mail May Member Challenge letter, if one is planned

Old Business

none

New Business

Wisconsin Historical Society exhibit on Women and Voting rights opens Feb 18

**The meeting was adjourned at 3:44pm:**

Respectfully submitted,

Joan Provencher, Secretary