

**LEAGUE OF WOMEN VOTERS OF DANE COUNTY
2019-20 BOARD MINUTES**

October 9, 2019

Present: Paul Lindquist, Brook Soltvedt, Mary Anglim, Helen Horn, Christine Clements, Marian Matthews, Marilyn Stephen, Mary Ellen Schmit, Joan Provencher, Donna Van Bogaert, Sally Gleason, Maria Spinozzi

Absent: Aileen Nettleton (on vacation)

1. Meeting called to order at 1:30 PM by Chris Clements (in Nettleton's absence).

2. Approval of the Minutes— some edits were added electronically and approved at the meeting.

Lindquist made a **motion** to approve the edited minutes, seconded by Schmit. All approved.

3. Treasurers Report—Helen Horn—Helen reviewed the financial statements. The board discussed possible plans for how to spend the anticipated \$125,000 Proceeds from the Ogg fund which is being closed. To be discussed further.

A brief discussion was held about the process for individual budgets. Voter Services feels it is working for them.

Helen requested help with preparing the 990EZ form which requires a list of board members and the hours per week spent on League business. A sheet was passed around for people to put in their information.

Finance/development—The committee met last week. The next meeting is Oct 22.

4. Fundraising--Chris Clements

This was the focus for the month of October. The board reviewed the documents Chris included the board packet.

Helen Horn suggested that members be notified that we are suspending the May drive, as some people may be expecting another opportunity to give. This will be announced prior to the Valentine appeal. Chris and the committee are trying to think about doing more strategic fundraising to focus on more specific priorities.

Chris reviewed an analysis of LWVDC fundraising from the Ford Foundation mapping framework. Overall, League fundraising is moderate to strong across categories. People want to give the League money, and effort should be considered that will utilize gifts to enhance mission impact.

Regular fundraising activities are doing well, but there is a need for more strategic fundraising going forward. Recommended protocols were included in materials, and board members were asked to review the protocols and provide feedback.

One of the committees recommendations was to develop a more formal plan for cultivating donors. In this regard, the committee will begin a series of interviews with more recent major donors on “why I gave.”

In addition, the committee will provide examples of possible grant opportunities to be used as inspiration for possible initiatives for future planning and use of funds.

Another area of improvement would be additional data analysis to better understand donors.some info in database. One example is the evaluation of length of membership as a factor in giving behavior.

5. Program—Mary Anglim

Mary reviewed the items in her report.

The October 2 forum on Census 2020 was well received and well attended. Thanks to Louise Robbins, Bonnie Chang, and Janie Rieble for great work on the study materials, to Marilyn Townsend for introductions and thank yous to the speakers, to the Campus Unit for refreshments, to Brook for managing the visuals, and to all others who played a role.

The Making Democracy Work subcommittee will meet on Friday October 11 at the office to coordinate visits to unit meetings regarding the Census 202 forum and to plan for future events. Janine Edwards has suggested that we have a forum on Redistricting in April. This will require some shifting of schedules due to the Gala on March 28 and the planned Climate Change forum in April. The Program Committee will meet on Saturday, October 12.

Capitol Lakes says it will not be able to host us on November 6 in the Great Hall due to remodel delays. Georgiana Hernandez and Mary will investigate other options asap.

We expect the next Climate Crisis forum attendance to be very large. Christ Presbyterian has offered to host and might be a good option. The board agreed that Mary should decide what works best and move forward.

Motion to approve speakers Ralph Petersen, Keith Reoppel and Stacey Reece for the forum. Moved by: by Schmit, Seconded by Stephen. Approved.

6. Bulletin--Maria Spinozzi

Marian Mathews will interview the interns and write an article for the bulletin. Maria went to an event at Madison College to raise awareness of the League to students there. Articles for the next bulletin are due Oct 21st.

7. Membership—Mary Ellen Schmit

Total Membership = 526 (includes 100 non-renewals)

Students = 47

Life members = 27

New members in September = 48

(14 plus 37 students)

The next Info Socials are scheduled for Oct 26th, and in Fitchburg Nov 4th.

234 members completed the survey that was mailed with membership renewals.

Mary Ellen communicated with students at UW regarding their panel on Technology and Elections. We are interested in participating but have not committed yet.

8. Action--Marilyn Stephen

Marilyn reported on Observer Corps training that she attended with Sue Larson. More trainings will be scheduled.

Marilyn's report also included information on the UW panel on Technology and Elections which Mary Ellen Schmit presented (see Membership section above).

9. Voter service—Paul Lindquist and Marian Matthews

The VSC now has a brief article in every issue of the weekly update called *Voter Service Weekly*. The purpose of the article is to remind members who wish to volunteer to check the sign-up calendar and to highlight a registration event, an individual volunteer or a special feature of our registration work.

10. Publicity—Donna Van Bogaert

Donna reported that publicity was created and distributed for the October 2nd Census Forum. She is working with Georgiana Hernandez on publicity for the November Climate Forum. Donna is also working with Mary Ellen Schmit about a promotion strategy for the info socials.

Donna is planning to build tabs for media contacts with certain “beats” that match our topics. She will update us at future meetings.

The members' preference database will be reviewed to identify and reach out to anyone who has indicated an interest in sharing skills related to publicity.

Graduate student member Bonnie Chang has secured an internship with the State league. They are interested in mentoring.

11. Vice President—Brook Soltvedt

Sale of the building was moved to #4 on the agenda. LWVDC was notified that the building was sold to Flad who will be building an apartment building. Our current lease goes through March 2021. Brook, Cindy Lindquist and a few others have already toured some properties, including the Jefferson Building nearby. Flad wants us out April 30th, Brook thinks it should be November or December 2019 due to all the activity that will be associated with the 2020 election. Cindy, Hannah (from PSR), Marilyn Stephen, Mary Ellen Schmit, and Donna Van Bogaert agreed to form a committee to help look for alternative space. It was agreed that accessibility is a deal breaker—thus the Jefferson building is ruled out. The board briefly discussed other criteria and Donna offered to send out a board survey to help the committee establish priorities. The committee will contact Bryant Meyer from Flad who offered to assist with relocation. Flad will also cover moving expenses and other costs related to relocation such as reprinting stationary.

Discussed under #11 on the agenda--We have 2 interns coming on board. Sarah Gavac feels they need supervision from the League and submitted a proposal for a grant to pay her to supervise them. Voter Services has money in their budget to cover this.

Motion: Van Bogaert moved that we approve Sarah Gavic's proposed \$1400 grant, second by Horn. Approved.

12. Website—Brook Soltvedt

Recent revisions to the website include:

- Added Google calendar with all committee meetings and League events.
- The calendar is problematic on mobile devices (it doesn't resize dynamically), so it is on a separate page where it won't distort other content.
- Added the Climate Corner blog.
- Changed how other "blog" items (action alerts / news) are displayed.

13. President's Report--Aileen Nettleton

Aileen was not present. Everyone was reminded to review vote 411 information before the next meeting.

Old business—Guidelines on petitions.... Brook wants to change "should be's" to active verbs. Agreed.

Let Cindy know of any technical training needs for the November meeting.

State committee for national popular vote. Marilyn Stepehn is attending a training meeting in DePere in November. She will publish the information so other members who are interested can attend. There is a meeting on fair maps November 9th in Marshfield. Jean Jacobsen is coordinating carpools.

Motion to adjourn at 3:27 pm: Soltvedt made the motion, seconded by Schmit. All approved.

Respectfully submitted,

Joan Provencher

Secretary