

EC Meeting, June 29, 2013

Libertarian Party of North Carolina Executive Committee
June 29, 2013
Logan's Roadhouse, Statesville, NC

Members present; JJ Summerell (Chair), Alex Vuchnich (Vice-Chair), Barbara Howe (Recording Secretary), Britton Correll, Bjorn Pedersen, Brian Irving, Jason Melehani, Kevin Innes, Ginny Godfrey

Members absent: John Caveny (Treasurer), Jon Byers, Eric Raudsep

Directors present: Christopher Dooley

Guests: Raegan Dooley (China Grove)

Call to order: 11:15 a.m.

Agenda: Proposed agenda (Appendix I) was amended.

- Remove B. 5. c.
- Add as a) under C. 2., Job description, move all others down.
- Remove Item C. 4. b (discussed elsewhere)
- Move Item E #4 to #5 and adding as Item E. 4., Discussion of hiring an accounting firm.

Agenda was accepted as amended.

Minutes: Minutes from June 9, 2013 approved. (Appendix II)

B. OFFICER REPORTS:

B. 1. Chair: No specific report. Reporting on other items on agenda at appropriate time.

B. 2. Vice Chair: No specific report. Reporting on other items on agenda at appropriate time.

B. 3. Recording Secretary: Reported that the draft of the minutes of convention are complete and will be placed in files of Yahoo Group (YG) for review and approval online.

B. 4. Treasurer:

- a. Report attached (Appendix III)
- b. Discussion of Piryx and Paypal Jason Melehani discussed that it is possible to set up recurring donors on PayPal. Rates at PayPal much cheaper than Piryx.
ACTION: Switch back to Paypal.
- c. Discussion of accounting program Quickbooks Deferred this to time when we discuss hiring a contractor.

EC Meeting, June 29, 2013

- d. Historic donor lists ACTION: Make an effort to call lapsed pledgers and one time donors.
- e. Job description (No action)
- f. Formal financials (No action)
- g. Outsourcing (Deferred to later in agenda)

B. 5. Membership Secretary report

- a. CRM/CMS Jason Melehani reported on his research into NationBuilder.com as a Customer Relations Management program the Party should engage.

MOTION: (Moved by Vuchnich, seconded by Innes) LPNC authorizes \$70 a month for Nationbuilder.com. Passed unanimously.

- b. 21,000! Number of current registered voters.
- c. Membership Secretary prospects: JJ reported two interested candidates: Brian Clark (Charlotte) and Tim Harris (Chapel Hill). ACTION: JJ committed to speak with Harris and Alec committed to speak with Clark by July 12, 2013.

Noon, recessed for 10 minutes for lunch order. Resumed business at 12:10 p.m.

C. DIRECTOR AND COMMITTEE REPORTS

C. 1. Operations:

- a. Re-title: JJ reported that it had been brought to his attention that since Brett Bittner is not a member of the LPNC, since he is not a resident of NC, he cannot serve as a Director. [Re-titling this position can be part of the re-negotiation of Brett's contract.]
- b. Re-deployment: Discussion of the number of hours we have from Bittner and a need to re-do his job description because others are now doing some of his previous duties. Current contract has Bittner working for 10 hours/month for LPNC and remuneration is \$400/month. Current contract is available in files section of YG. ACTION: JJ is going to contact Brett to verify his hours and discuss what duties he should be continuing under his contract and rewrite his job description.

Recess for lunch 12:34p.m.

Business resumed around 1:15 p.m.

C.2. Communications

- a. Job description: Brian presented arguments for the job description he submitted for Communication Director (Appendix IV). MOTION: (Brian moved, Alex seconded) adopt Brian Irving's revision of the current job description of Communications Director. Passed unanimously.

EC Meeting, June 29, 2013

- b. Election: Two candidates for position are Brian Irving and Chris Dooley. Chair asked candidates to speak to their qualifications. Irving reported his history with LPNC and his experience as a public affairs officer in the Air Force. Chris Dooley reported that he would defer to Brian because he is relatively new to the LPNC and thinks Brian's experience would be most useful. MOTION: (Alex moved, Britton seconded) Confirm Brian Irving as Communications Director. Passed unanimously.
- c. Packaging, branding (No action.)
- d. External communications approval process and authority
- e. Issue papers
- f. Blog

Items d,e, and f combined into a general discussion regarding the possible need for some kind of policy regarding our external communications in order to present a consistent message. (No action taken.)

C. 3. Political Director

- a. PAC: JJ reported that Erik Raudsep is developing a candidate training package.
- b. Buncombe: Asheville is hotbed and we need to encourage candidates. ACTION: Jason will distribute lists from Buncombe for EC members willing to make phone calls to touch base with members in Buncombe.
- c. 2020 from county to district format? (No action)
- d. R/D candidate endorsement (No action)

C. 4. County Affiliates Affairs

- a. State funding of counties: Brief discussion of possibly providing counties with a standard amount of start up funds. Current policy is that we provide counties help with postage for the initial meeting. Consensus was that our current policy should continue.

C. 5. University Relations

- a. JJ reported that Alex Matthews is being trained by Students for Liberty to set up campus organizations

C. 6. Convention

- a. Kevin reported that everyone seemed to enjoy the Convention. Submitted some expenses he personally took on with regard to convention and requested reimbursement. MOTION: (Alex moved, Brian seconded) to reimburse Kevin Innes \$473.32 for his out of pocket Convention expenses. Passed unanimously (Kevin and Ginny not voting.)

EC Meeting, June 29, 2013

D. Old Business

- a. Accepted the 2013 electronic votes into the official minutes. See Appendix V.

E. New Business

E.1. Policy matters: Brian Irving submitted a Policy for Director job descriptions

Article V, Section 3 Directors of the LPNC Bylaws states: “Where it is deemed desirable to have a statewide party official with designated responsibilities and authorities beyond the party offices, the Executive Committee may create a position of Director for any area of activity not handled by a party officer. In each case, the position of Director must be assigned specific duties and a specific title.”

Therefore, it is the policy of the LPNC Executive Committee to develop and approve a written job description for the position before appointing anyone as a Director. This job description may be drafted by the Executive Committee, any Committee member, any LPNC member, including any LPNC member wishing to fill the Director position, or by a joint action of any of these. However, no one will be appointed to the Director position until a written job description has been approved by the Executive Committee.

MOTION (Moved by Brian Irving, seconded by Alex Vuchnich): To adopt the above Policy for Directors. Motion passed.

E. 2. Job description for Communications Director (Covered under C.2.)

E.3. MOTION: Discussion of policy for Executive Committee members using their titles when writing letters-to-the editor, ops and speaking to the media. Noted that EC members need to be aware that they may be assumed to be speaking for the Party when speaking to groups and media, even if they think they are talking as individual. No action at this time.

E.4. Discussion of hiring an accounting firm

Alex suggests that we form a committee to hire accounting firm to aid treasurer with monthly bookkeeping, campaign finance reporting, and maintaining records. Possible expense to be in the range of \$250 to \$400 a month.

ACTION: EC respectfully requests that JJ form a committee to investigate an accounting firm to handle financial matters. Barbara Howe, JJ Summerell, and John Caveny will investigate.

E.5. Adoption of a 2013 meeting schedule

EC Meeting, June 29, 2013

Alex moved, Bjorn seconded

MOTION: To adopt a quarterly business meeting schedule of Sept 21 (Raleigh), Dec 14 (Greensboro), and Jan 18 (Charlotte) with additional ad hoc regional meetings to be held Aug 17, Oct 19, Nov 16. See details in Appendix VI.

Ginny opposed, Barbara abstain

Motion passed

Adjourned, 3:30 p.m.

EC Meeting, June 29, 2013

Appendix I Libertarian Party of North Carolina Executive Committee Agenda June 29, 2013

June 29, 2013 LPNC Executive Committee Agenda

- A. Opening
 - 1. Set agenda
 - 2. Accept minutes

- B. Officer Reports
 - 1. Chair
 - 2. Vice-chair
 - 3. Recording Secretary
 - 4. Treasurer
 - a) Report (included)
 - b) Piryx vs Paypal
 - c) Quickbooks
 - d) Historic donor lists
 - e) Job description
 - f) Formal financials
 - g) Outsourcing
 - 5. Membership Secretary
 - a) CRM/CMS
 - b) 21,000!
 - c) Director prospects

- C. Director and Committee Reports
 - 1. Operations
 - a) Re-title
 - b) Re-deploy
 - 2. Communications
 - a) Election
 - b) Packaging, branding
 - c) External communications approval process and authority
 - I. Website (Several members mentioned a need to discuss website issues.)
 - II. Social media
 - III. Newsletter
 - IV. OpEds/LTE
 - d) Issue papers (philosophical *and* pragmatic?)
 - e) Blog?
 - 3. Political / Outreach
 - a) PAC
 - b) Buncombe

EC Meeting, June 29, 2013

- c) 2020 from county to district format?
 - d) R/D candidate endorsement
 - 4. County Affiliates Affairs
 - a) State funding of counties
 - b) Treasurer/compliance outsourcing
 - 5. Director of University Relations
 - a) S4L campus coordinator training
 - 6. Convention -- Kevin Innes
- D. Old Business
- 1.
 - 2.
 - 3.
- E. New Business
- 1. Discuss policy for setting director job descriptions (Brian)
 - 2. Discuss job description of Communications Director (Brian)
 - 3. Discuss setting a policy for Executive Committee members using their titles when writing letters-to-the editor, ops and speaking to the media. (Brian)
 - 4. Adoption of a 2013 meeting schedule (Alex)
- F. Adjournment
- 1. Next meeting date/location
 - 2. Adjourn

EC Meeting, June 29, 2013

Appendix II

Libertarian Party of North Carolina
Executive Committee Minutes

Sunday, June 9, 2013
Flat Rock, NC

ATTENDANCE:

Present: JJ Summerell (Chair), Barbara Howe (Recording Secretary), Jason Melehani, Jon Byers, Ginny Godfrey, Kevin Innes, Brian Irving, Britton Correll, Eric Raudsep, and Bjorn Pedersen

Absent: Alex Uchnich (Vice Chair), John Caveny (Treasurer)

Guest: Gary Schumaker (Asheville)

Vacant: Membership Secretary

CALL TO ORDER: 11:35 a.m. by JJ Summerell.

DISCUSSION: Gary Schumaker briefly shared with the EC about the opportunities for candidates in Asheville in upcoming municipal elections.

DISCUSSION: The EC briefly discussed the issue of informing the State Board of Elections regarding Unaffiliated voters being allowed to vote in future Libertarian primary. No decision. Discussion deferred to online discussion.

CALENDAR: Next EC meeting scheduled for Statesville on June 29. Goal is to conduct meeting and afterward to make phone calls for Asheville.

CALENDAR: Additional regular EC meeting set for Asheville on August 10. Goal is to conduct business meeting and possibly conduct door to door canvas for any Asheville candidates.

CALENDAR: Additional regular meeting tentatively scheduled for September 21.

Meeting adjourned approximately 12:30 p.m.

EC Meeting, June 29, 2013

Appendix III

Treasurer's Report

Libertarian Party of North Carolina

June 27, 2013

Account Balances

General account balance:	\$ 5,216.16 (\$5045.60 at BB&T and \$171.16 at PayPal)
Federal account balance	\$ 261.01 (at BB&T)
Public Finance Fund	\$21,715.92 (at BB&T)
Total cash on hand	\$27,193.69

Other Information

General account: Total income since the last report is \$6,622.49 (\$877.50 from recurring donors and other contributors and \$5,744.99 directly attributable to the convention). Some of the recurring donors were gained at the convention, but are separated for the purposes of this report.

The Public Finance Fund received interest payments of \$0.56 (4/30) and \$0.57 (5/31). Payments to Forward Focus Media were made directly from this account.

Total expenses since last report (04/26/2013) were \$7,822.21.

Paid from operating fund:

Bank and credit card processing fees	(\$ 349.82)
Refund for incorrect registration	(\$ 140.00)
NC State Fair	(\$1,100.00)
Convention related expenses	(\$4,335.62)
County Affiliates	(\$ 228.45)

Paid from Public Finance Fund account:

Forward Focus Media	(\$ 800.00)
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Paid from Federal Fund (allocated):

Mailchimp	(\$ 30.00)
Cato Institute (Constitutions)	(\$ 400.00)

Balance on Credit Card (\$438.32 - not yet paid)

Mailchimp	(\$ 50.00)
Asheville Daily	(\$ 100.00)
Mountain Inn	(\$ 288.32)

Respectfully submitted,
John Caveny

EC Meeting, June 29, 2013

Treasurer's Report Detail: As of June 27, 2013

Income:

<i>Source</i>	<i>Since last report (04/26/2013)</i>	<i>Year to date</i>
Subscribers	\$877.50	\$1,293.00
Convention	\$5,744.99	\$5,744.99
Contributions and Memberships	0	\$245.00
Interest	\$1.13	\$2.91
Other	0	0
Total	\$6,623.62	\$7,285.90

Expenses:

<i>Type expense</i>	<i>Since last report (04/26/12)</i>	<i>Year to date</i>
Convention	(\$4,863.94)	(\$4,863.94)
Legal fees	0	0
Bank and card fees	(\$349.82)	(\$725.20)
Printing and supplies	0	(\$399.00)
Postage	0	(\$124.00)
Advertising	0	(\$90.00)
Outreach/fairs/county affiliates	(\$1,808.45)	(\$2,100.86)
Insurance	0	0
Office Expense	0	(\$150.00)
Campaign Contributions	0	0
Operations Director	(\$800.00)	(\$2,400.00)
Total	(\$7,822.21)	(\$10,853.00)

EC Meeting, June 29, 2013

Appendix IV

Libertarian Party of North Carolina Director of Communications

Summary: The Director of Communications shall be responsible for the coordination and conduct of the overall media and public information program of the Libertarian Party of North Carolina, under the direction of the LPNC Chair. This shall include press releases and news media relations, promotional material, and website and social media content.

Primary duties: The primary duties of the Director of Communications shall be to 1) produce and distribute press releases, 2) respond to news media queries, 3) produce, edit and distribute an e-mail newsletter (LPNC Announcements); 4) produce, edit, update and maintain current information and content for the LPNC website and social media, and; 5) produce, edit and distribute the Tarheel Libertarian print newsletter (if the newsletter is reinstated by the Executive Committee.)

The Director of Communications shall supervise and coordinate the activities of the press secretary, webmaster, social media director, and other persons appointed by the Executive Committee to carry out communications and marketing activities of the LPNC

Specific duties:

- Producing, writing, editing and distributing press releases, op-eds and media advisories.
- Preparing, writing and editing responses to news media queries.
- Responding to news media queries, as directed by the Chair.
- Producing, writing and editing fact sheets, position papers, issue papers, outreach materials and other LPNC publications.
- Supervising the website and social media content, to include producing, editing, updating and posting new content to the LPNC website and Facebook page, and distributing such information via the LPNC Twitter account.
- Supervising the social media campaigns.
- Producing, writing, editing and distributing the LPNC announcements e-mail newsletter monthly.
- Producing, writing, editing and distributing other e-mail announcements as directed by the Chair.
- Advising and assisting the Chair, LPNC directors, other Executive Committee members, Libertarian candidates, and LPNC affiliates with media relations and communications activities, including press releases, responding to news media queries, press statements, op eds, speeches, position and issue papers, campaign publications, and outreach materials.
- Supervise and coordinate the work of volunteers and others working on communications, including social media and the website.
- Optional: Producing, writing, editing, and distributing The Tarheel Libertarian newsletter.

Editorial Approval: The Communications Director will insure that all material produced, including news releases and changes to the website, are reviewed and approved by the Chair before release or posting. The Communications Director will immediately notify the Chair of news media queries. The appropriate director will have final approval of anything produced by the Communications Director for their area of responsibility.

Metrics: The Communications Director shall:

- Produce and distribute at least 2-3 press releases per month.

EC Meeting, June 29, 2013

- Produce and post at least 2-3 news, information or editorial items for the LPNC website, Facebook, and Twitter account per week.
- Insure that updates, changes and any new information provided by the Chair for the website are posted within 24-hours, or sooner.
- Produce at least 2-3 news, information or editorial items for each issue and distribute the LPNC Announcements e-mail newsletter monthly.
- Optional: Produce and distribute The Tarheel Libertarian quarterly.

EC Meeting, June 29, 2013

Appendix V Electronic votes Jan 2013 through June 2013

Jason Melehani moves (#12428, 01/28/2013), Daniel Chang (#12437) seconds: Jason moves to nominate Erik Raudsep as Political Director of the LPNC.

Created on Jan 29, 2013

8 Aye 0 Nay 0 Abstain Motion passed

Tim Doran moves (#12436, 01/29/2013) and Daniel Chang seconds: I move that LPNC re-join (or just re-affirm our support if we don't have to officially re-join) the Free theVote Coalition.

Created on Jan 29, 2013

8 Aye 0 Nay 0 Abstain Motion passed

Jason Melehani moves (#12616, 03/01/2013) and Tim Doran seconds(#12619): I would also like to make a motion to nominate Jon Byers as the Membership Secretary. Jon was the Membership Secretary about 10 years ago (I believe) and his resume can be found here: <http://www.linkedin.com/in/jonbyers>

Created on Mar 4, 2013

7 Aye 0 Nay 0 Abstain Motion passed

Tim Doran moves (#12696, 03/28/2013) and Daniel Chang seconds (#12697): I move that we allocate \$150 to buy the Reason magazine mailing list for NC. It is a physical list with about 300 Reason subscribers in NC. It would be a great way to target our base for outreach and potential donations.

Created on Mar 28, 2013

7 Aye 1 Nay 1 Abstain Motion passed

Kent Wilsey moves (#12859, 04/28/2013) and Jason Melehani seconds(#12861): to allocate \$360 to have the lawyer send the letter to New Hanover County Board of Elections.

Created on Apr 29, 2013

7 Aye 0 Nay 1 Abstain Motion passed

Kent Wilsey moves (#12860, 04/28/2013) and Jason Melehani seconds(#12862): Kent moves to allocate \$750 to purchase 1000 CATO constitutions. 200 for Guilford County to distribute on the 4th of July, the rest for other distribution.

Created on Apr 29, 2013

6 Aye 1 Nay 1 Abstain Motion passed

Jason Melehani moves (#12943, 05/12/2013) and Geo Smith seconds(#12944): I'd like to make a motion to allocate \$100 and \$200 for Chapel Hill FestiFall and Durham CenterFest. These are the two biggest community festivals in the area. Chapel Hill FestiFall Sunday Oct 6 (registration due at end of May)

<http://www.townofchapelhill.org/index.aspx?page=2098> Durham CenterFest September

EC Meeting, June 29, 2013

21-22 (registration due in July) <http://centerfest.durhamarts.org/> I have solicited donations from our local membership but, I think due to the fact that most of our members are young professionals or college students, we were unable to raise the funds.
Created on May 17, 2013

8 Aye 0 Nay 1 Abstain Motion passed

Jason Melehani moves (#12951, 05/20/2013) and Alex Vuchnich seconds (#12960): On behalf of the Wake County group, I would like to make a motion to give \$154 to Wake County to help fund their Direct Mailer campaign. There are just over 2700 registered Libertarians in Wake County making it our largest county by total number. The Wake County team is planning on sending out two versions of a post cards (mock up attached), one regular sized and one oversized, to 1000 people (500 of each). They are funding the printing and address labels themselves and just need help with the postage which they anticipate costing 15.4 cents per piece, total \$154. Based on the initial trial of 1000 post cards, they hope to recoup this cost and garner information about how to proceed in contacting the remaining 1700 voters in their county.

Created on May 23, 2013

8 Aye 0 Nay 1 Abstain Motion passed

Jason Melehani moves (#12984, 05/26/2013) and David Speight seconds (#12986): I would like to make a motion to allocate \$1400 to the State Fair booth. I believe it is absolutely critical we maintain our presence at this event.

Created on May 26, 2013

9 Aye 0 Nay 1 Abstain Motion passed

Brian Irving moves (#13083, 6/17/2013), Jason Melehani seconds (#13084): I move that the Executive Committee of the Libertarian Party of North Carolina allow unaffiliated voters to vote in Libertarian primaries. I further move that the committee direct the chair to send the following letter to the State Board of Elections: Mr. Joshua B. Howard Chairman, State Board of Elections PO Box 27255 Raleigh, NC 27611-7255 Dear Mr. Howard, In accordance with General Statute §163-119, Voting by Unaffiliated Voter in Party Primary, the Executive Committee of the Libertarian Party of North Carolina has voted to continue to allow unaffiliated voters to vote in Libertarian primaries. Sincerely, J.J. Summerell Chair, Libertarian Party of North Carolina

Created on Jun 18, 2013

9 Aye 1 Nay 0 Abstain Motion passed

EC Meeting, June 29, 2013

Appendix VI

Libertarian Party of North Carolina
Proposed Executive Committee Meeting Schedule
Created 6/26/2013

Meeting types:

EXECUTIVE COMMITTEE BOARD MEETING –

Meeting time: 11AM – 3PM

Attendance: All EC members

Location: Rotating throughout state (Raleigh, Greensboro, Charlotte)

Travel and Meals: Lunch to be provided for attendees. Teleconferencing option.

Purpose: To provide meeting time for EC members to report on activities since the last Executive Committee Board Meeting and to plan and assign work to be performed prior to the next Executive Committee Board Meeting. The meeting for which we formally conduct party business to adopt policies, approve motions and other party business.

REGIONAL WORKSHOP MEETING –

Meeting time: 9AM – 1PM

Attendance: EC members in the region to attend their regional workshop

Location: Concurrently held throughout state in identified ad hoc regions

Purpose: To provide a specific time to conduct the work of the Executive Committee. Activities will fluctuate based on perceived need, but example activities are phone banking, envelope stuffing, script/letter writing, data entry, attendance at festivals/fairs, door hanging, canvassing, etc. The idea is that some sort of political campaigning activity occurs at these meetings instead of reports.

Proposed dates and meetings:

Saturday, August 17th, 2013 – Regional Workshop – Membership outreach (phone banking)

Saturday, September 21st, 2013 – Executive Committee Board Meeting (Raleigh)

Saturday, October 19th, 2013 – Regional Workshop – Candidate support (Canvassing)

Saturday, November 16th, 2013 – Regional Workshop (2014 Budget Retreat)

Saturday, December 14th, 2013 – Executive Committee Board Meeting (Greensboro)

Saturday, January 18th, 2014 – Executive Committee Board Meeting (Charlotte)