

Libertarian Party of North Carolina

Minutes of 6 Apr 14 EC Meeting
Hilton Garden Inn • Durham, NC

Attending: J.J. Summerell (presiding), Brad Hessel (acting recording secretary), Chris Dooley, Ginny Godfrey, Kevin Innes, Brian Irving, Bjorn Pedersen, Ken Penkowski, and Erik Raudsep

Guest: Barbara Howe

- A. Opening
 - 1. Call to order (1033)
 - 2. Set agenda (filed on the Google Drive under LPNC/Meetings/Executive Committee/2014)

B. Chair Report

J.J. reported that the Convention had been a success and welcomed the newly-elected at-large members Chris Dooley and Ken Penkowski to the EC. Chris suggested that Brian update the LPNC webpage to reflect the new lineup of officers/EC members and also that recruiting notices be posted for the positions that have not been filled such as Recording Secretary, Affiliates Director, Director of University Relations, and Volunteer Coordinator.

C. Director Reports

- 1. Executive Director/Acting Affiliates Director (Brad Hessel reporting)

Brad reported that with the Convention over he was again focusing primarily on fleshing out the strategic plan and on fundraising, while continuing to push critical projects that advanced the ball in either regard such as the POP and county affiliate development. Wake County was set to become our first NB subnation. Brian commented that the LPNC should consider paying the subscriptions for affiliate parties. Several other EC members expressed the view that that question should be folded in to the larger issue of defining the affiliate party-LPNC relationship, which should be a topic of our next meeting.

- 2. Political Director (Bjorn Pedersen reporting)

Bjorn reported that his main focus was on working with candidates and reviewing their campaign plans, several of which he had collected over the Convention weekend.

- 3. Outreach Director (Kevin Innes reporting)

Kevin reported that the Conservative Leadership Conference management seemed interested in accomodating us with a booth at their next event for considerably less than their asking price of \$1000. We almost scored a booth gratis at their Raleigh event last weekend when a vendor nearly canceled; in the event they let us put out literature and when Brian picked up the leavings at the end of the show, some material had disappeared (presumably picked up by show attendees). Kevin also reported that DVDs with video recordings of last year's Convention were now available, and suggested they be offered for sale to raise funds. This lead to a brief general discussion of membership levels and premiums and whether or not it was a good idea to utilize a paywall for content which was tabled. Chris Dooley indicated he would work with Keven to obtain versions of the recordings that could be posted on our Youtube channel.

4. Communications (Brian Irving reporting)

Brian stated he would be updating the website to remove Convention stuff.

D. Old Business

1. POP/NB Subnation (Brad)

Brad reported that WakeLP had cataloged all 200 precincts as to the number of registered Libertarians and were now planning how to recruit enough volunteers to help with the door-knocking campaign to collect e-mail and phone contact info. Bjorn suggested that a Melehani design for a doorknobhanger exists on the Google drive which might prove efficacious. The NB Subnation functionality has been ordered and should be available. WakeLP will be the first affiliate to test it and the Union County affiliate is also interested (as were at least three candidate campaigns).

2. Online fund-raising (Bjorn/Chris)

Bjorn reported the the first online campaign was conducted via FB focused on attracting attendees to the Annual Convention. Chris reported that we actually initiated two campaigns, one aimed at NB folks for whom we possess e-mails and the second to a generally defined FB demographic. We wanted to tie the cost of these ads to conversions—folks who actually signed up for a Convention ticket—but technical incompatibilities between Piryx and FB made that unfeasible so we instead we paid for folks clicking through to our landing page. We got some 200 of these between the two campaigns, but do not believe we actually sold any additional Convention tickets; we expended our full 1Q14 budget of \$300 for these two campaigns. The social media working group will be considering what to try next: Google ad words is a contender. Chris also feels we need a premium to attach to the solicitation. Brian agreed to publish an inventory of potential premium items. Brian also pointed out that there are some inconsistencies in the way the membership levels are presented currently on the website that should be resolved. The social media working group was tasked with drafting a proposed matrix of membership levels with concomitant perks.

E. New Business

1. Consider the recommendation of the Convention delegates re: platform committee. Following a brief discussion, it was unanimously agreed to accept the recommendation of the Convention delegates and authorize J.J. to appoint members to a reconstituted platform committee. Barbara Howe volunteered to chair the committee and J.J. gratefully accepted her offer.
2. Brian and Brad reported that following the forum, several delegates had accosted Timothy D'Annunzio and haranged him about his intimation that if he wins the nomination and Greg Brannon wins the GOP nomination that he—Timothy—might not run a full-throtte campaign in the Fall, or might even endorse Mr. Brannon. Brad stated that Timothy stated that if he were to consider endorsing Mr. Brannon, it would be because in his judgment, that was the best way to invariably trumped advancing the cause of liberty, then he was in the wrong party. After some discussion, it was agreed that J.J. and Brad call Timothy and [a] apologize to him for the rude behavior of the delegates [b] explain that while they arguably may be misguided or wrong, the delegates who believe that it would ALWAYS be wrong to endorse a Republican or Democrat

under any circumstances take that position from the perspective of believing that that IS the best course for advancing the cause of liberty, and c] were Timothy to win the Libertarian nomination for U.S. Senate and subsequently unilaterally endorses another candidate of a different party, that would constitute a serious problem for the LPNC leadership.

G. Closing

1. Next meeting date/location

The next physical meeting is scheduled for 31 May but it was decided to hold a virtual meeting via Google+ Hangout at 8pm Wednesday, 23 Apr.

2. Adjournment

Brian moved the meeting be adjourned and Brad seconded the motion. It was passed unanimously at 1148.