

Libertarian Party of North Carolina

Minutes of 1 Mar 14 EC Meeting

Satisfaction • Durham, NC

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

Guest: Sean Haugh

A. Opening

1. Call to order (1100)
2. Set agenda (filed on the Google Drive under LPNC/Meetings/Executive Committee/2014)

Brad and Bjorn each added one item to “New Business”

B. Officer Reports

1. Chair (J.J. Summerell reporting.)

Not disappointed with either the number or quality of 2014 candidates; have never expected 2014 to be a breakthrough year. Strategic focus needs to be on 2016. Also announced that Brad had agreed to cover the county affiliates director (freeing up Brian to focus on communications) and recording secretary (covering for Barbara) roles on a temporary basis and that Kevin had stepped up to handle the 2014 Convention (again covering for Barbara).

2. Vice-chair (Absent; no report.)
3. Recording Secretary (Brad Hessel reporting.)

Brad recounted the story of how Barbara’s house had burned down and stated that she was still very focused on dealing with the aftermath. He stated that Susan Hogarth had been helping Barbara with the process and had volunteered to serve as a go-between with respect to any LPNC business, so as to limit the input that Barbara has to cope with; accordingly please utilize Susan (1-919- 906-2106) as the point-of-contact for any Barbara-related interaction.

4. Treasurer (John Caveny reporting.)

John submitted his written report (filed on the Google Drive under LPNC/Meetings/Executive Committee/2014). He thanked Brian for discovering that a second PayPal account had been created to capture donations made through NationBuilder that John had not been tracking and consequently we have \$500 more than we thought we did (and John will have to submit an amended 2H13 and possibly also an amended 1H13 disclosure report to the SBOE depending on when donations were actually made to us last year). He also stated that Barbara had announced she was closing her campaign committee account and generously donating the \$3000 still there to the LPNC. He stated that we are now getting about \$700/month in recurring income.

Brian moved we accept the report and Ken seconded; the motion passed unanimously.

5. Membership Secretary (Ginny Godfrey reporting.)

Total Libertarian registered voters as of the end of February = 23,264. Unaffiliates are now within

200k of the GOP.

C. Director Reports

1. Political Director (Bjorn Pedersen reporting.)

Bjorn submitted his written report (filed on the Google Drive under LPNC/Meetings/Executive Committee/2014). He pointed out that the list of candidacies was not yet complete on the county level, as not all counties have published a complete list of candidates who have filed. He reported that while efforts to engage debate sponsors on the subject of US Senate candidate debates this Fall are in progress, there has been no positive feedback; he has not yet contacted PBS but will be doing so. Brad suggested that an outside agency such as Free and Equal might potentially be interested in sponsoring a debate that included a Libertarian candidate. Brian opined that Free and Equal are unlikely to be particularly interested in an NC Senate race and are hard to work with in any case, and recalled that Barbara had filed a complaint with the FEC after being excluded from debates during one of her gubernatorial runs and they have yet to respond, so there is not likely to be help from that quarter.

At this point, by unanimous consent we suspended the Agenda to enable Sean Haugh to address the EC, as he had to leave shortly after noon.

Sean stated that he decided to file as a candidate for the U.S. Senate seat held by Kay Hagan because after checking with J.J., he understood that no one else planned to file so far as we knew and he wanted to ensure there was a Libertarian presence at the top of the ticket. Presumably, Timothy D'Annunzio did not know that Sean was filing either (they both filed to run as Libertarians for the seat on the third-to-last day). J.J. stated that he had tried to contact Timothy without success to date.

Sean stated that while he was not anticipating running a primary campaign, he is prepared to do so. He already has a FB page and is planning to launch a website presently. He discussed his primary strategy briefly. He believes he and they are likely to agree on most financial issues but possibly not on social issues. Sean had originally not planned to take any time off but his boss and coworkers are tickled pink he is running and his boss has promised to accord Sean scheduling flexibility to enable him to attend campaign functions as needed. He is very interested in attending whatever forums that the LPNC and affiliates may be able to schedule. He is generally available Tuesdays and Sundays. Any other evenings except Fridays and Saturdays should be doable with a couple of weeks' notice.

Sean believes the primary is potentially a tremendous opportunity for the LPNC to attract interest and inform both Libertarians and non-Libertarians.

He stated that he intends to use the campaign to say all the things he ever wanted to say and will be maintaining creative control but he is impressionable and willing to listen to feedback and suggestions/requests for emphasis of particular messages. He will try to help folks see the links between national issues and state-and-local issues. He theme will probably revolve around eliminating violence both internationally and domestically.

Sean stated that his campaign committee is named Duck Duck Goose. He has raised about \$700 so far and has about \$1,040 in loans that need to be paid back. He is acting as his own treasurer and will be filing his SEI with the SBOE in the next week or so. He is required to file reports with the Senate, not the FEC, and only if he raises in excess of \$5,000.

At this point, Sean departed and we resumed following the Agenda.

Bjorn stated that he expects to graduate in May and will be in need of gainful employment. He would enthusiastically consider an offer from the LPNC but in lieu of same, is pursuing opportunities with non-profits, potentially to help with fund-raising.

2. Communications (Brian Irving reporting.)

Brian submitted his written report (filed on the Google Drive under LPNC/Meetings/Executive Committee/2014). Noted that the U.S. Senate primary is getting some press play.

3. County Affiliates Director (Brian Irvind and Brad Hessel reporting)

Brian submitted his written report (filed on the Google Drive under LPNC/Meetings/Executive Committee/2014). He explained that his desire to focus on communications in general and in particular to help 2014 candidates lead to his decision to cease acting as county affiliates director.

Brad stated that his willingness to temporarily cover this base is a consequence of how well it dovetails with his other efforts to build capacity for 2016-and-beyond...but that he would be appreciative of any help and on the lookout for someone to take over who could make county affiliates development and support their primary mission. Bjorn volunteered to help given the congruence with energizing activists to support the 2014 candidates. Brad passed around a printout of the Excel spreadsheet (filed on the Google Drive under LPNC/County Organizing) that lists current officer contact info, SBOE registration status, and social media outlets for all currently active county affiliates.

4. Outreach Director (Kevin Innes reporting.)

Kevin stated that he would be working with our candidates to understand their positions in order to be able to make connections with other special interest groups as pertinent. He is also hoping to entice some other groups to staff tables at the Annual Convention.

5. Executive Director (Brad Hessel reporting)

Brad stated that he was primarily focused on three tasks.

The first is upgrading the 2020 Plan into a working business plan that details our mission (which J.J. is working on), the opportunity, how we manage and organize our activities (which Bjorn is helping out with), the marketing strategy (Ken), the political strategy (Bjorn), and financing (which Alex is helping with). He distributed an spreadsheet showing the numbers of registered voters—Democrats, Republicans, Libertarians, Unaffiliateds, and total—from 2003 to 2014 as an example of the level of data research/analysis that is going into the preparation of these sections of the business plan.

The second primary task is organizational, and for now, the focus is on county affiliates and beyond that on mobilizing the 23k Libertarians who are already registered (many of whom do not live in counties with active affiliates). Brad stated he would be working with active affiliates to clone Libertarian engagement programs such as the POP in Wake elsewhere, with the objective of obtaining contact info for all registered Libertarians in counties with active affiliates (at least), working with Bjorn and campaign staff to ensure our activists are maximally engaged in supporting our candidates in 2014, and working to enlist whatever county organizations are interested in the rating-the-2014-candidates project.

The third task is effecting the migration to NationBuilder and enabling the subnation capability. Another informal working group (Brad-Chris-Brian-Ken) is assisting with that effort, which should result in facilitating making pertinent subsets of the Libertarian voter database available to interested counties and campaign organizations as well as cloned affiliate and campaign websites that can leverage the new content we post on our LPNC site and e-mail blast capability. However, there are a number of technical issues that need to be worked through. We had one teleconference last Tuesday at which a number of tasks were identified and delegated and a second meeting is scheduled for Tuesday 4 Mar 14.

D. Committee Reports

1. Convention Committee (Kevin reporting for himself, Bjorn, and Brian)

Kevin suggested that a good approach to getting a handle on what needs to be done would be to analyze Purpose-Method-Preparation-Followup-Financing for the convention. After some discussion, a rough list of events was compiled:

- Candidates press conference—Friday noon
- Friday welcome event/dinner—Friday 6pm
- Jim Lark, guest speaker—Sat AM
- Platform discussion/adoption—Sat
- US Senate Candidates Forum—Sat
- Candidates' stump speech review—Sat
- Jay Gardieux (sp?), guest speaker—Sat PM
- Auction/fundraiser—Sat PM
- Dinner/keynote speaker (TBA)—Sat nite
- Judicial committee meeting—Sun AM
- Election of officers—Sun AM
- National convention delegate appointment—Sun Am
- EC Meeting—Sun noon

Brian stated that he would handle logistics for the Friday press conference, recruit a moderator for the US Senate forum event, and put together a delegate package. Bjorn agreed to bird dog the search for a keynote speaker. Chris and Ken agreed to collaborate on thrashing out website graphics/ticketing/online payment logistics. Kevin committed to finding an auctioneer. Brad volunteered to work through Susan Hogarth to retrieve whatever contract/contact info Barbara may still retain post-fire.

J.J. suggested that other state conventions often give out awards and we might consider doing the same. Brian stated that we used to and committed to digging up what the old lineup looked like.

2. Platform Committee (Brian Irving reporting for himself, Phil Jacobsen, and others[?])

Brian reported that good progress has been made and Google+ Hangout sessions have proved useful. He also stated that he is planning to recommend that the platform committee and the by-laws committee be constituted as standing committees.

3. County Affiliate Funding Committee (Bjorn reporting for himself and others[?])

Bjorn called upon Ken, who submitted a written proposal (filed on the Google Drive under LPNC/Meetings/Executive Committee/2014) from the WakeLP which has not yet been discussed/reviewed by the committee. They will be doing so presently and this topic will be addressed again at our April EC meeting.

E. Old Business

1. LPNC.org ownership (Brad)

Ownership has been transferred from Rick Pasotto to the LPNC by virtue of creating a new GoDaddy account. The \$600 allocated to accomplish this was not needed.

2. LWV (JJ)

Bjorn with some help from Brian is now pursuing multiple debate possibilities. This item per se should be removed from future agendas; it will be addressed by Bjorn as part of the overall debates topic in the course of his political director report.

3. Political Director Job Description (Bjorn)

The committee reviewed Bjorn's draft and after a brief discussion Brian moved it be accepted, Ken seconded the motion, and it carried unanimously.

4. Speaker's Bureau (JJ)

No activity

5. POP update/WakeLP NB Subnation (Brad)

Walklists totaling approximately 50 registered Libertarians have been distributed to the four WakeLP officers along with handout materials and a script. Brad has successfully contacted five of the seven Libertarians registered in his precinct and collected e-mails; we are hoping to have most of the rest of the trial run done in a week or two. Phase 2 will be to e-mail these folks and solicit their feedback on what WakeLP priorities should be, let us know what activities they might be willing to get involved with, and hit them up for a donation. The subnation option is not yet turned on; we will probably do that when we complete the migration unless the latter is delayed.

6. Procedures for connecting with new LP registrants (Ginny)

Ginny stated that she had received 15 inquiries from the national LP since 14 Jan and Brad added that the SBOE had passed us a list of 251 newly-registered Libertarians for the month of January. Ginny detailed that the process she had designed was to call the person if there is a phone number or send them snail-mail if there is no phone number to welcome them to the LPNC and obtain an e-mail address (and, if needed, phone number), and then follow up with an e-mail that is copied to the appropriate affiliate/LPNC/campaign folks to make whatever connection is appropriate for followup, depending on what the individual is interested in doing. Brad commented that 126 of the 251 SBOE January records included a phone number. Ginny to work with Brad on how to get whatever updated info she obtains into NB, and will let us know if she needs help accomplishing the work involved. Brad to pursue attempting to ascertain why we get phone number data from some counties and not others and whether there are more data available we are not receiving but could conceivably be.

F. New Business

1. Treasurer/disclosure reporting service for candidates (Brad/Bjorn)

Brad reported that an informal agreement was in place with Alex's firm, Powderly Vuchnich & Good, by which they agreed for \$125/campaign to file the paperwork setting up the campaign committee, appoint Alex (or equivalent at Powderly Vuchnich & Good) as treasurer, and brief the candidate and any members of his or her entourage on how to collect and expend funds legally and what records to maintain to enable disclose filings. For an additional fee per report, they will also file disclosure reports; the base charge there is \$65/report and it scales up based on how much money is raised. We had some issues with the price schedule at the high end and that is still under negotiation.

Conceptually, the LPNC is on the hook for the initial \$125 and after that, the campaign management must decide whether or not the service is worthwhile. If so, they pay Powderly Vuchnich & Good. If not, they need to designate their own treasurer, file the appropriate paperwork reporting the change with the SBOE, and henceforth handle their own disclosure filings.

2. Candidate support (Bjorn, Brad, Brian)

Brian reported that he would be offering press relations support to every Libertarian candidate.

Brad said that in addition to the treasurer service, we will be effecting the NB subnation functionality ASAP and making that available to any campaign that is willing to pay the \$20/month charge.

Bjorn stated that he is working on a framework for what we offer and what we need from candidates, so that we avoid funding campaigns that do not meet the threshold for effectiveness. He also mentioned that he was trying to organize a group of candidates to attend training in VA 31 Mar-to-1 Apr (\$250/candidate) but that it might only turn out to be he who can go; he will be making a funding motion once it is clear who can attend. Brian asked if it would be possible to have some sort of candidate training at the LPNC Convention; Bjorn will look into that. J.J. asked if the SBOE would consider running treasurer training at the Convention; Brad will inquire about that but the answer will probably be no as they do offer both online training and regional training sessions.

3. Online fundraising (Bjorn)

Bjorn to work with Ken to come up with a specific proposal for FB/Google ad tests in the realm of \$200-to-\$300. If 1Q14 funds are already allocated in the budget, those will be used; otherwise there will be an online motion offered.

4. Public LPNC pages posting policy update (Brian)

Brian stated that he was concerned that “official” posts by the LPNC not take/endorse positions that are contrary to the platform such as boycotting establishments that ban guns. In the course of the discussion, it came up that we have informally engaged a volunteer to post on the LPNC corporate FB page by the name of Kimberly King Schimmel, who is supervised by Chris. After some discussion, a consensus was reached that so long as any “official” posts covering organizations, individuals, or topics that may not be consistent with the LPNC platform are couched as questions or alerts and not endorsements, stirring up discussion/controversy is generally a good thing, and Chris should pretty much keep on doing what he is doing. Chris encouraged more EC members to post, particularly on the corporate FB page.

Brad stated that we have one corporate FB page (which we control) and that there are two LPNC group pages (which no one was sure who controls). Ginny stated that a second LPNC page exists (not a group), which no one else seemed to know about. Brad committed to investigate and report back to the group.

5. Online polls policy (Brian)

[I think we inadvertently skipped this topic; in any event I have neither notes about nor any recollection as to what was discussed.]

6. U.S. Senate primary (Brad)

After some discussion, it was agreed that we need to emphasize the need for the LPNC and affiliates to maintain a neutral position with respect to this race and that nothing should be offered to one candidate that is not made available to the other. This policy was already communicated on Thursday via an e-mail from J.J. but it needs to be reinforced.

7. Expenses policy (Bjorn)

Bjorn suggested that there should be a policy covering under what circumstances expenses in pursuit of LPNC business would be reimbursed. After a brief discussion, it was agreed that Brad should put together a draft policy for the consideration of the EC.

G. Adjournment

1. Next meeting date/location

The next meeting will be held immediately following close of the Annual Convention at the same site (Hilton Garden Inn, Durham).

2. Adornment

Brian moved the meeting be adjourned and Ken seconded the motion. It was passed unanimously at 1455.