

# Libertarian Party of North Carolina

Executive Committee Minutes

May 31, 2014

Ruby Tuesday's, 1821 U.S. 70, Hickory, NC

## Opening

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1. Call to order. Chair J.J. Summerell called the meeting to order at 11:15 a.m. Members present were: John Cavney, treasurer; Chris Dooley, at large; Brad Hessel, executive director; Brian Irving, communications director, Bjorn Pedersen, political director, and; Ken Penkowsi, at large. Alex Vuchinich joined via Skype for the purposes of acquiring a quorum. He left the meeting upon the arrival of Mr. Dooley.

2. The committee approved the agenda.

3. Disposition of votes from online polls. The committee determined that the online poll of Feb. 20-23 was void (item 1 in Attachment 1). All other results were confirmed.

4. Brian Irving, acting recording secretary noted that he lost the notes of the April 23 Google Hangout, so there is no formal record of that meeting.

## Officer Reports

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Officer reports are attached.

1. Chair – Attachment 2

2. Treasurer – Attachment 3

3. Membership Secretary – Attachment 4

4. Acting Recording Secretary. Mr. Irving said that from now on he will only post documents to the Google Drive, and not the Yahoo Group. If members submit reports to him before Executive Committee meeting, he will make copies for the meeting. If possible, send the reports as MS word or similar document.

## Director Reports

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Director reports are attached.

1. Executive Director – Attachment 5.

Mr. Hessel also reported since distributing his written report, Aaron Michel had agreed to lead the ad hoc group of libertarian lawyers, including T.J. Rohr and Matthew Lawless, who were willing and available to review specific legal issues and offer guidance on general policy matters with a significant legal component.

2. Director of Communications – Attachment 6.

In addition, Mr. Irving said he had purchased a NC media list from Gebbie for \$55 as an in-kind donation.

3. Political Director – Attachment 7.

Mr. Pedersen also reported that the LPNC has submitted comments to the State Board of Elections

regarding proposed rules for Multi-Partisan Assistance Team (Attachment 8). He, the chair, and Mr. Irving plan to attend the public hearing on the rules June 4 in Raleigh.

4. Outreach Director – Attachment 9.

### **Committee Reports**

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1. Convention Committee. Mr. Innes was not present, but submitted an expense report to the treasure which shows that the convention made a slight profit. The chair requested the executive director to research possible venues and dates for the 2015 State Convention. ACTION: Mr. Hessel.

2. Platform Committee. Mrs. Howe submitted a list of nominees for the committee. Mr. Irving moved, and John Cavney seconded, that the Executive Committee appoint Chris Dooley, Tom Howe, Kent Wilsey, Bjorn Pedersen, Phil Jacobson, Susan Hogarth, Brian Irving, and Aaron Michel to the platform committee. The motion carried unanimously.

3. County Affiliate Funding Committee. Mr. Pederson presented the committee report, which was to abolish the committee and handle requests on a case-by-case basis. He said this made sense, since the LPNC budget included funding for county affiliates. The Executive Committee accepted this recommendation, with Mr. Irving dissenting.

### **Old Business**

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1. U.S. Senate Candidate Forums. Mr. Hessel provided an after-action report on the events. (Closed).

2. WakeLP Pyramid Outreach Project. Mr. Hessel provided an update on the ongoing project.

3. Candidate Treasurer/Disclosure Reporting Service. Mr. Pederson reported that no additional money was needed. He clarified that this was a contract for as-required service. ACTION: Mr. Pedersen

4. Online Fundraising/Fundraising Letter. Mr. Pedersen provided an update on the plan for structuring the online donation pages on the website, as well as a fundraising letter. He recommends purchasing a subscription to Votemapping.com, a voter analysis and selection tool, and will arrange a Google Hangout demonstration of its capabilities. ACTION: Mr. Pedersen

5. Expenses Reimbursement Policy. Mr. Hessel has drafted a policy for consideration. It is posted on the Google Drive. Further action will be taken on the Yahoo Group online discussion group. ACTION: Mr. Hessel

### **New Business**

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1. Declined Donation. Mr. Hessel and Chair Summerell explained the background to the decision to return a large donation from Mr. Roger Mason. Mr. Irving moved, and Mr. Cavney seconded, that the Executive Committee ratify that decision. The motion carried unanimously.

2. Donation Acceptance Policy. Mr. Pedersen moved, and Mr. Cavney seconded to delegate the authority to decide which donations to pursue and accept to a committee consisting of the chair, vice chair and political director. The motion carried unanimously.

3. Bylaws Committee. Mr. Irving moved, and John Cavney seconded, to appoint Tom, Howe, Chris Dooley, Bjorn, Pedersen, Brad Hessel, and Brian Irving to the Bylaws Committee. The motion carried unanimously.

4. Candidate Support Policy Committee: Mr. Irving moved, and John Cavney seconded, to abolish the Candidate Support Policy Committee. The motion carried unanimously.

5. Support of U.S. Senate candidate. The committee discussed the importance of this race to the LPNC image, and determined that we want to make all efforts to be included in all candidate debates. The chair and political director will discuss the campaign with Mr. Haugh to determine how strong a campaign he intends to run, and to offer the full support of the LPNC toward that effort. ACTION: Mr. Summerell, Mr. Pedersen

6. Candidate Rating Project (Attachment 11). Mr. Hessel presented this proposal. After discussion the Exec Comm decided not to take this on as an LPNC project, but would be open to working with an independent group who wanted to undertake it.

7. Fundraising Proposal (Attachment 12). Mr. Hessel presented a proposal to hire Mr. Pederson as a fund raiser, to be paid on commission. The consensus was that this was not a good arrangement. Discussion then moved to hiring Mr. Pedersen to serve as political director, given the facts that the Executive Committee would prefer for him to continue to serve in that capacity based on the work he has done thus far but now that he has graduated from UNC, he needs gainful employment and has not been able to find a suitable alternate non-profit opportunity in North Carolina (which theoretically might allow him to continue to serve on a part-time volunteer basis), and so faces the alternative of relocating out-of-state. It was determined that we cannot afford to commit to a long-term arrangement at this point, but that if we can increase our monthly rate of donations from \$500 to \$3,500 by September, we could reconsider.

8. Political Director Contract. Mr. Cavney moved, and Mr. Hessel seconded, that the Executive Committee allocate \$3,000 per month for three (3) months to contract for the services of Bjorn as political director. The motion carried 4-0. Mr. Cavney, Mr. Dooley, Mr. Penkowski, and Mr. Summerell voted aye. Mr. Pedersen and Mr. Irving abstained.

9. State Fair and La Fiesta Del Pueblo. The LPNC will participate in both events. WakeLP will handle recruiting and schedule volunteers for the State Fair. Mr. Irving was appointed the LPNC project officer for both events.

10. The committee adopted this meeting schedule:

- a) July 12 in Raleigh. Mr. Penkowski will arrange the location.
- b) Aug. 23 in Charlotte. Mr. Dooley will arrange the location.
- c) Oct. 4 in Durham (Satisfactions)
- d) Nov. 15 in Wilmington. The executive director will ask Mr. John Evans to arrange the location.
- e) Jan. 10, 2015 in either Forsyth or Cumberland counties.

11. The meeting adjourned at 2:48 p.m.

## **Attachment 1: Online Polls Conducted Feb. 23-May 31, 2014**

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1. Brad Hessel moved (Msg#14989, 2/20/2014) and Pedersen Pedersen (#14991) seconded: that the LPNC designate the sum of \$1,250 to be allocated to fund the initial filings for up to ten qualified candidates to be designated by the political director in consultation with the chair, provided that said funds not actually be expended until a contractual agreement with Powderly Vuchnich & Good CPAs, PLLC or some alternate firm has been executed by both parties. (Full wording found in msg# 14989.) (February 20-23, 2014)

**Vote: Yes-4 (Raudsep, Godfrey, Pedersen, ?)**

**No-3 (Irving, Howe, Dooley)**

*WHEREAS it is in the interests of the LPNC to attract the best qualified candidates to run as Libertarians each election cycle, and once such candidates are identified, to enable them to concentrate their maximum efforts on campaigning and fundraising; and,*

*WHEREAS some qualified potential candidates consider the effort needed to comply with the disclosure/reporting requirements to be an obstacle to running; and.*

*WHEREAS the LPNC is negotiating an agreement with Powderly Vuchnich & Good CPAs, PLLC which would provide a service to file campaign committee paperwork, act as treasurer, provide training to each candidate as to what records need to be kept for disclosure purposes, and file the disclosure reports; and.*

*WHEREAS the assurance that such a service will be made available is likely to positively influence every potential candidate considering filing for a campaign and may be a deciding factor for some; therefore.*

*RESOLVED that the LPNC designate the sum of \$1,250 to be allocated to fund the initial filings for up to ten qualified candidates to be designated by the political director in consultation with the chair, provided that said funds not actually be expended until a contractual agreement with Powderly Vuchnich & Good CPAs, PLLC or some alternate firm has been executed by both parties.*

2. Pedersen moves, Hessel seconds: reduce the 2014 budget 1Q14 Postage allocation from \$1000 to \$500; increase the Candidate Training allocation from \$0 to \$1000 (including the unallocated PayPal \$500). (March 6-8, 2014)

**Vote: Yes-7, No-0 (No votes recorded)**

3. Delete budget line item "Professional fees/legal" and transfer the \$600 there allocated to new line item "Director of Communications/Advertising/Online", dividing the funds evenly between Q1 & Q2. (March 9, 2014 Closes on March 11, 2014)

**Vote: Yes-4, No-0 (No votes recorded)**

4. Brad Hessel moves, and Brian Irving seconds, that LPNC loan the Casteen campaign \$1,400 which loan shall be repaid from future contributions to the Casteen campaign. (May 8-12, 2014)

**Vote: Yes-7 (Penkowski, Godfrey, Vuchnich, Innes, Irving, Summerell, Cavney)**

**No-2 (Pedersen, Dooley)**

5. Brad Hessel moved (msg 15680), and Brian Irving seconded, that the Executive Committee approve the job description for Volunteer Coordinator. See <http://bit.ly/1uXmt04>. This is a 2 day poll. (May 13-14, 2014)

**Vote: Yes-5 (Penkowski, Raudsep, Pedersen, Irving, Dooley)**  
**No-1 (Godfrey)**

6. Brian Irving moved (msg #15706), Brad Hessel seconding, that the LPNC join the North Carolinians to End Gerrymandering Now Coalition. (May 15-18, 2014)

**Vote: Yes-6 (Penkowski, Pedersen, Summerell, Irving, Cavney Dooley)**  
**No-1 (Raudsep)**

## **Attachment 2 – Chair's Report**

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1. 2020 is transitioning from an idea to reality. We have an initial, preliminary draft underway and it has generated lots of conversation and ideas. By July the first iteration should be ready for distribution and response for all interested.
2. Fundraising is beginning slowly. I'm in the process of contacting our top 40 donors over the past 10 years, Bjorn is working on a general approach for the entire membership and we are looking into Callfire as a means of contacting new registrants.
3. We have a terrific slate of candidates for 2014. Sean Haughey, our US Senate candidate is polling as high as 19% in the Triangle. Wes Casteen has a major billboard on I-40 about 10 miles from Wilmington which states "tell Washington the 'parties' are over!" Shelby Mood and Windy McKinney are getting quite organized in the western part of NC.
4. We have posted a new job description for Information Services Director. This new position will include the responsibility of keeping all of our various membership records coordinated. Jason Melehani, who is currently helping out in this area, has been invaluable in getting NationBuilder subnations up and running.
5. Cumberland and Forsyth counties are our next targets for organizing. Using our various membership lists and local media, we will invite all contacts from these counties and contiguous counties to an organizational meeting, probably in July.
6. If you have not seen the new website since we transitioned to NationBuilder, you need to check it out. [Www.lpnc.org](http://www.lpnc.org).
7. We are allotted 26 delegates for national convention in Columbus, OH in late June. I have credentialed 13

**Treasurer's Report**  
**Libertarian Party of North Carolina**  
**May 30, 2014**

**Account Balances**

General account balance:     \$ 13,649.08 (\$13,222.78 at BB&T and \$426.30 at PayPal)  
Federal account balance     \$ 1,493.99 (at BB&T)  
Public Finance Fund         \$19,025.26 (at BB&T)  
Total cash on hand         \$34,168.33

**Other Information**

General account: Total income since the 02/28/2014 report is \$9,303.68. Of this, \$1,395.00 is from regular donors, \$3,992.59 is from Barbara Howe closing her gubernatorial account, and \$3,916.09 is from the convention.

The Public Finance Fund received interest totaling \$2.01 for February, March and April.

Total expenses since the 2/28/2014 were \$11,356.09.

Bank and credit card processing fees	(\$ 302.56)
Mailchimp	(\$ 250.00)
Nationbuilder	(\$ 470.00)
Executive Director's fees and intern	(\$ 4,000.00)
Executive Director's expenses	(\$ 100.00)
Candidate training seminar	(\$ 1,469.91)
Postage	(\$ 128.00)
Facebook	(\$ 299.58)
Loan to Casteen campaign	(\$ 1,400.00)
Convention	(\$ 2,936.04)



**Treasurer's Report Detail: As of May 30, 2014**

**Income:**

<b>Source</b>	<b>Since last report (02/28/2014)</b>	<b>Year to date</b>
Subscribers and contributions	\$5,387.59	\$6,622.59
Convention	\$3,916.09	\$3,916.09
NC PPF funds	0	0
Interest	\$2.01	\$3.64
Other	0	0
<b>Total</b>	<b>\$9,305.69</b>	<b>\$10,542.32</b>

**Expenses:**

<b>Type expense</b>	<b>Since last report (2/28/2014)</b>	<b>Year to date</b>
Convention	(\$ 2,936.04)	(\$2,936.04)
Legal fees	0	0
Bank and card fees	(\$302.56)	(\$503.68)
Printing and supplies	0	0
Postage	(\$ 128.00)	(\$ 128.00)
Advertising	0	0
Outreach/fairs/county affiliates	(\$1,019.58)	(\$1,366.58)
Insurance	0	0
Office Expense	0	0
Campaign Contributions	(\$2,869.91)	(\$ 2,869.91)
Operations Director	(\$4,100.00)	(\$ 5,975.00)
<b>Total</b>	<b>(\$11,356.09)</b>	<b>(\$13,779.21)</b>

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## **Attachment 4 – Membership Secretary's Report**

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Unfortunately, I am not going to be in attendance at Saturday's EC meeting in Hickory but do want to provide you with a bit of update info regarding my recent MS duties.

First and foremost, I am pleased to report that since this time a year ago, the LPNC has gained 2,869 registered voters, bringing our totals up to 23,678. (Unaffiliateds are hovering around 1,745,855. \_\_\_ We've got to get everybody voting for Sean, obviously, and eyes turned to Wesley Casteen for success in future elections. No problem, right? lol)

What I have been doing for the past four to five months is working closely with Brad in getting all the info coming in to us from national dealt with accordingly and entered into the NationBuilder database. There have been a few glitches, to say the least, but we are chipping away at it, piece-by-piece, in order to get it into a user-friendly format.

A short while back, I established a separate phone number through Google Voice - 828-295-2316 - which I use exclusively for LPNC-MS business, i.e., making cold calls to acquire additional contact info on newly registered Libs, or to follow-up on new inquiries about the LPNC. (Don't want to use my private home line for those purposes.)\_\_\_ The processes for responding to new inquiries has evolved into the following course of action:

1. "Data Dumps" from Robert Kraus at national are being forwarded to Brad for import entry into various databases. It is my understanding that our intern, Nick McAlister, under Brad's tutelage, has been instrumental in getting this task taken care of.
2. All other referrals coming in to me from national - which are being sent to me one at a time and incorporate new volunteer inquiries, potential candidate inquiries, or folks just wanting more info - I have been responding to them individually either by email or postal mail (letter supplied by Brian Irving), using my own postage and office supplies, and including LPNC materials in the mailings when appropriate.\_\_\_ Most everyone is being attended to; success rate with this process is right around 98%.
3. Depending on the nature of the inquiry, I then forward the info on to either Brad, Brian, Bjorn, or Kristyn. What happens to it from there I am unsure of - we are still trying to streamline this process, which brings us up to Step 4.
4. In addition to being the "first responder" to most of these inquiries - and these DO NOT include the inquiries coming in via our lpnc.org website - I have just recently begun to enter their contact info into the NationBuilder database, myself, getting them properly categorized and assigned a Point Person.\_\_\_ The next part of this process will involve my learning how to document my work right on the NationBuilder site itself in ways that everyone with administrative access to our 'nation' can view and utilize. This is going to take me a bit of time to accomplish.
5. The persons for whom I have been assigned as Point Person, I am contacting - either by phone, email, postal mail, or in person...

Looking ahead at a few areas of interest/concern, I remain quite eager to be involved, in some ongoing capacity, in county affiliate development. \_\_\_ Jackson and Swain Counties are being revived -

Buncombe County has more libertarian-leaning folks than they know what to do with - and there has recently been interest expressed from this fellow, William Coates, in Wilkes County. Good contact conversation with new inquirer, Virginia Bell, from Asheboro (Randolph County) wanting to help organize and possibly work as polling site judge. I referred her - and visa versa - to Randolph County LP Chair.

Buncombe County has some excitement going on with the recent upset in their district attorney's office - long-time incumbent Ron Moore was defeated in the primary; the winner will go uncontested unless libertarian-leaning activist-attorney Ben Scales can get 7300 signatures by the second week of June to run as a write-in candidate. (Check out his website - great guy!)

Burke County's district attorney, the highly controversial Jay Gaither, will go into a run-off election in June with conservative (Christian) David Lerner. \_\_ Also in Burke, we have the Morganton City mayor recall election petition circulating - we have me and Richard Evey running for county commissioner - we have Richard Evey causing a ruckus, as usual, at our Burke Libertarian meetings such that our chairperson, Jon Baird, is finally having to reschedule meetings and events at times undisclosed to Richard so he'll stop coming ... hah! (He is SO temperamental!)

And I am starting to show interest in being a Citizens' Grand Jurist ...

Other than that, the only thing I would like to again mention is that of devising/developing our own Libertarian Candidate Training Program; it can be combined with fundraising efforts. We now have access to a wealth of skills and resources...

*Ginny Godfrey*

## Attachment 5- Executive Director's Report

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1. 2020 plan—working with JJ, Alex, Bjorn, and Ken...our objective remains creating a business plan that is comprehensive enough to afford us guidance for both strategic and tactical decision-making, and from which we can derive presentations that tell our story for various audiences, including donors and potential donors, volunteers and potential volunteers, supporters and potential supporters, undecideds and opponents, opinion leaders and media, and educators and students (at least). We have drafts in various stages of the following chapters (with at least one more to come on financing):

- a. Executive summary
- b. Who are we and why are we here?
- c. What's the opportunity?
- d. How we seize the day: organization and management
- e. How we seize the day: marketing strategy
- f. How we seize the day: political strategy

2. Fundraising—working with JJ and Bjorn...researching current contact info for as many “whales” (historically generous donors to the LPNC based on data compiled by Nick McAlister...there are 72 donors who have each cumulatively contributed \$1000 or more to the LPNC) and contacting them to encourage them to resume/continue their donations. Since last meeting, calls by JJ resulted in contributions of \$3300 (although \$500 of that went to the Casteen campaign and we ended up returning the other \$2800)...working with Bjorn with help from Ken to hone a DM fundraising letter aimed at lapsed sustaining donors and the Reason list.

3. Knowledge management—considerable time spent since the last meeting on getting the WakeLP subnation up to speed: there have been a series of teething problems resulting partly from the learning curve and partly from NB tech not working the way either we expected it to or it should... with their help we have implemented workarounds and are now ready to use it to support our POP efforts...we also have our first candidate subnation: Sean Haugh, for whom we are building a NB website for him to populate with content...Jason Melehani has returned to us which is bad news as it means he will not soon be a high tech millionaire able to donate large sums of money to us—his private venture did not pan out—but is good news because he is helping out with NationBuilder.

4. County affiliates—we (that is to say, primarily Brian, Bjorn, and I acting as a tag team) are focused on [1] getting affiliates organized in Cumberland and Forsyth counties, [2] upgrading the existing affiliate organizations in Mecklenburg, Guilford, and Durham-Orange, and [3] any other targets-of-opportunity with a particular focus on counties with a history of hosting NC legislature elections that are of high interest to us. We plan to put on pizza parties in Fayetteville (site and date selected by Marty Martin) and Winston-Salem (site and date selected by Marty Hoots) in July featuring all-you-need-to-know lunch-and-learn presentations about organizing affiliates (who-what-where-when-why-and-how) to which every Libertarian in those and neighboring counties will be invited. Once we accomplish this, 60% of all registered Libertarians in NC will live in counties with active affiliates. We will also be rolling the POP program out to the better-organized affiliate organizations. And last

but certainly not least, we have engaged Kristyn Phipps of Catawba County to be our volunteer coordinator; she is in the process of establishing contact with every affiliate and candidate so as to be able to get volunteers situated in optimal circumstances.

5. Miscellaneous—Working on creating an expense policy, a non-disclosure agreement for folks with access to the database to sign in order to protect both our data and the privacy of the people whose data we are compiling, creating an legal advisory group consisting of libertarian-oriented lawyers who can devote some modest amount of time to advising the LPNC on legal policy matters, coordinating the efforts of a communications working group that among other things pulled off the migration of the website from WordPress to NB and the candidates forums, and supervising the work of the intern, among other things.

## **IT Report for 5/31 EC Meeting**

### **Completed Tasks**

Support page ([lpnc.org/support](http://lpnc.org/support)) – change options per discussion with Bjorn and Brad to match fundraising letter.

Fundraising letter – Built network of pages to collect donations, volunteers and other information per Bjorn’s instructions

Volunteer page ([lpnc.org/volunteer](http://lpnc.org/volunteer)) – revised options to be general and much concise per discussion with Kristyn and Brad. Edited existing tags to match new options

Data – Finished state ID and external ID switch.

Note: We have crossed above 5,000 emails and are now in the \$99/month instead of the \$69/month category

### **Ongoing Tasks**

Subnations – Built websites for Sean Haugh and WakeLP, working on finalizing information and transitioning.

WakeLP – worked with NB admin to figure out best way to import data to subnation. Will finalize this weekend

### **Future Tasks**

Assist in the creation of a nondisclosure agreement governing database access and proper usage and keep record of who “signs” it using the NB database itself.

Subnation support – Will set up subnations and provide training to those who request it. Likely next are Shelby Mood’s campaign and Durham/Orange LP

Volunteer Programs – will provide IT support to volunteer program. This will include making sure people have the right information they need to make phone calls or canvass their area.

Ongoing updates and curation of data to keep current and clean

### **To Consider**

Should we begin accepting Bitcoin donations through Coinbase? (this is what Sean uses)

## **Attachment 6 – Communications Director's Report**

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### Media coverage

- a) Time Warner Cable news covered the Libertarian candidates press conference April 4, prior to the state convention. TWC News also was present at the U.S. Senate Candidate Forum. Dan Way of Carolina Journal attended the candidate forum and wrote a story about it. The convention was mentioned in Friday's Under the Dome column in the Raleigh News & Observer.
  - b) Sean haugh was a guest on Capital Tonight on TWC News (hosted by Tim Boyum) Tim D'Annunzio was invited, but could not appear.
  - c) WWAY TV3 covered the final U.S. Senate Forum in Wilmington.
  - d) Although media coverage of the Libertarian primary was typically poor to non-existent, neither candidate ran an active campaign to generate cover. It should also be noted that the news media barely covered the Democratic primary, focusing almost entirely on the Republican race.
2. Press releases
    - a) March 25: Libertarian US Senate Candidates To Meet In Forum At State Convention
    - b) March 31: Libertarians Will Live Stream U.S. Senate Candidate Forum
    - c) April 2: Media Advisory – Libertarian candidate Press Conference
    - d) April 15: NC Libertarians Support Non-Partisan Redistricting (post-convention)
    - e) April 23: YAL Sponsors US Senate Candidate Debate in Asheville
    - f) May 1: New Hanover Libertarians Set Third US Senate Candidate Forum
    - g) May 13: Haugh Polls 11 Percent in US Senate Race
    - h) May 28: Ope Ed: A Third Option in the Fracking Debate.
  3. Newsletters. In addition to the April and May regular newsletter, we send out seven special editions: three to promote the convention, two to promote the candidate forums, one to promote voting in the Libertarian, and one to promote national convention early bird registration.
  4. Promotional material inventory. Has been updated and is available in the Google Drive Outreach folder.
  5. Speaking Engagement. I was invited to speak at the AP History classes at Southern Lee HS, Sanford, by the teacher, Mr. William Bevins. I have spoken there before. In this session before two classes, I was joined by a Republican Representative, Mr. Womack, a Lee county commissioner. No Democrat responded.

6. Spanish language promo material. We have another volunteer for this project, Angelica Anderson of Winston Salem. I am bringing her up to speed. She has already translated one rack card (gun rights). Unfortunately, we have lost contact with the previous Spanish speaking volunteer, Kathy Sanchez.
7. Website. The transition to Nationbuilder is basically complete. Most bugs and glitches have been worked out. We have adapted a style guide for website blog posts and social media, based on the AP Stylebook. It is available in the G-Drive Communications folder.
8. Communications Team. We are in the process of writing/rewriting job descriptions for the communications director, social media director and other possible positions on the communications team

## Attachment 7 – Political Director’s Report

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### Political Director Report

1. Debate Access
  - a. Debates (so far):
    - a.i. TWC/Charlotte Observer/N&O: Oct. 21 (15% average in three most recent polls)
    - a.ii. LWV of Cape Fear invited Sean to a forum they’re hosting
  - b. 11% in PPP poll (5/13) helps a lot
  - a. Rick Gall (WRAL) conversation
    - a.i. In 2012 WRAL was just the broadcast partner in Rocky Mount Chamber of Commerce Debate. Usually they only plan debates through the North Carolina Association of Broadcasters (NCAB).
    - a.ii. WRAL’s poll will include Sean and they won’t consider those that don’t list him as an option
    - a.iii. Other polls considered include: PPP, Civitas, Elon, Survey USA, other national polls possible
    - a.iv. He said they do consider candidate momentum but he wouldn't commit on whether or not we'd get the benefit of the doubt on margin of error
    - a.v. He told me to contact Lisa Reynolds at NCAB ([lreynolds@ncbroadcast.com](mailto:lreynolds@ncbroadcast.com), 919-821-7300) for more information since he isn't intimately involved in their current efforts. According to the N&O they've already extended an invitation to at least Kay Hagan.
  - c. Criteria:
    - c.i. WRAL, NCAB: 10% support
    - c.ii. LWV: Very inclusive, but flaky
    - c.iii. UNC-TV: Likely partnering with NCAB. Re-contact after short session. Was emailed list of criteria, which was exceptionally vague.
    - c.iv. TWC: 15% in the latest three polls. Capital Tonight host will have Sean on his show at least.
  - d. More extensive pressure by JJ to urge reconsideration of criteria is being planned
  - e. Emailed Elon pollsters to ensure inclusion of Sean in poll questions. If media honchos cannot be swayed, I'll pursue more aggressively.
2. VoterMapping.com
  - a. Eric Cable has been using for his campaign
    - a.i. I'm currently signed up for a free statewide trial which ends June 6th



- b. Combines data visualization with very current voter lists and information

- b.i. Dozens of different info fields based on data mined from other sources, e.g. donation records, magazine subscriptions, etc.
  - b.ii. Can also select based on geography
- c. Cheap (All of NC for <\$99/month)
  - c.i. 3 months: \$297
  - c.ii. 6 months: \$545
  - c.iii. 12 months: \$995
  - c.iv. Info is downloadable for 2.5 cents/voter/year. Rates may be lower if we frequently download a lot of records.
  - c.v. Account starts with download credit equal to subscription fees
- d. I recommend that we get an account ASAP
  - d.i. Additional states only cost \$9.95/month
  - d.ii. One subscription can support multiple user accounts
  - d.iii. We may want to bring other state LPs in on this

## Attachment 8 – Letter to State Board of Elections Regarding Multipartisan Assistance Teams

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George McCue  
State Board of Elections  
P.O. Box 27255  
Raleigh, NC 27611-7255

Dear Mr. McCue,

The Libertarian Party of North Carolina would like to comment on the proposed permanent Rules on Multipartisan Assistance Teams. We believe the proposed permanent rules discriminate against and unfairly disadvantage the Libertarian Party and unaffiliated voters by giving preference for team membership to the Democratic and Republican parties.

Therefore, we propose that the section title 08 NCAC 13 .0202 TEAM MEMBERS, item (1)(a) and (b) lines 23-33 be changed to read as follows:

The team shall be composed of one (1) registered voter affiliated with each of the political parties recognized by the state. If a County Board of Elections finds an insufficient number of voters available to comply with this requirement, the County Board, upon a unanimous vote of all of its sworn members, may appoint an unaffiliated voter to serve in lieu of the Team member representing any of the political parties recognized by the state.

All registered voters, regardless of party affiliation or non-affiliation, should be afforded equal opportunity to serve in any position in the electoral system established by statute. No party should be given preferential treatment in the management of the electoral system.

As written, the proposed rule would exclude registered Libertarians and unaffiliated voters from a two-member Multipartisan Assistance Team, which would not only be a contradiction in terms, but an overt act of discrimination and preferential treatment.

We have two other comments regarding this proposed rule. In section 08 NCAC.0203(c) we suggest adding a provision to provide timely notification to team members of any new training requirements. This may be contained elsewhere in the rules, but it should also be included in this section.

Finally, in section 08 NCAC.0204(b) we suggest adding a provision to explain what happens if a team cannot visit a facility within seven days of the day requested.

We welcome the opportunity to present this suggested rule change to the State Board of Elections on June 4.

Sincerely,

J.J. Summerell

Chair, Libertarian Party of North Carolina

## Attachment 9 – Candidate Rating Program Proposal

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I am proposing for the consideration of the EC that the LPNC undertake a project to survey, rate, and publish the “libertarianess” ratings of all non-judicial candidates for office in North Carolina in 2014. The way this would work is as follows:

- Enlist one or more volunteers in each county to handle local candidates
- E-mail or snail-mail a short survey (WSPQ or variant of same) to each candidate: LPNC handles Federal candidates; local volunteers handle county candidates and multi-county state candidates (with LPNC making specific assignments on case-by-case basis for the latter)
- For candidates who do not respond, we fill out the survey ourselves: LPNC handles Federal candidates; local volunteers handle county candidates and multi-county state candidates
- Publicize the project via a series of issue-related press releases in order to build interest and attention...for example, if there were ten total questions on the survey, we might issue press releases discussing the aggregate responses for two questions at a time—the first PR might talk about the candidates’ positions on the Drug War and marriage equality; the second PR about corporate welfare and free trade—over the course of a few weeks
- Publish the individual ratings results on the internet (indicating whether the rating is based on the candidate’s/campaign’s response or our estimate of how he or she would have responded)

The benefits of pursuing this project include:

- Provide a valuable public service to citizens interested in libertarian issues (which should be all of them!)
- Raise the visibility of libertarian issues per se
- Extend an LPNC presence to every race on the ballot, not just the 10 races where a Libertarian is running
- Put non-LPNC candidates on notice that these issues matter and they will be asked about them
- Give our affiliates a fun project to offer their activists and attract recruits that will yield visible and valuable results in short order and enable them to contribute to a state-wide effort
- Afford volunteers an incentive to learn about local candidates and issues which will better prepare them to help in our own campaigns or even possibly run themselves

I do not foresee any material out-of-pocket costs to pursue and complete this project. It would require support time on the part of the the volunteer coordinator, communications director (to handle press releases), acting IT director (to build the results webpage).