

Libertarian Party of North Carolina

Executive Committee Minutes

July 12, 2014

Natty Green's, 505 West Jones Street, Raleigh, NC 27603

Opening

1. Call to order.

The LPNC Executive Committee meeting was called to order at 12:20 by Chair J.J. Summerell.

Present: Alex Vuchnich, vice chair; Brian Irving, acting recording secretary; Ken Penkowski, at-large; and Bjorn Pedersen, at-large/political director, and; Chis Dooley, at-large.

Absent: John Cavney, treasurer; Ginny Godfrey, membership secretary; Kevin Innes, outreach director; Erik Raudsep, at-large; Brad Hessel, executive director.

2. Attendance.

Mr. Irving noted that under Bylaws Article V, Section 7, members who failed to attend three (3) meetings in a row, or five (5) meetings total between state conventions are considered to have resigned (See attachment 1). He asked the chair for a ruling on whether those members attending via Skype were consider in attendance. The chair ruled that they were.

Mr. Irving challenged the ruling of the chair, stating that he believed the intention of the bylaws provision was to require physical attendance. The ruling of the chair was upheld 5-1 (Mr. Irving dissenting).

3. Mr. Pedersen requested an addition to the agenda to discuss scheduling a more businesslike venue for future meetings and setting up electronic meetings. The amended agenda was adopted unanimously.

4. Disposition of votes from online polls per bylaws Article IX, Section 2.3.

These votes were approved:

a) Bjorn Pederson moved, and Brian Irving seconded, that the Executive Committee allocate \$2,000 from the General Fund to 2Q14 in a new budget line item called "Direct Mail." (Msg. #15836) Conducted June 5-10. Passed 6-0-1.

b) Motion: Approve the IT Director job description. Conducted June 17-19. Passed 4-0-0.

5. Mr. Irving noted that the minutes of the May 31 minutes had been approved online.

Officer Reports

1. Chair.

Mr. Summerell spoke briefly about the national convention, and noted that an excellent writeup of the event was included in the July newsletter.

2. Vice-chair.

No report. Mr. Irving asked whether this item need to be included on future agendas. Mr. Vuchinich said only if he had something to report.

3. Acting Recording Secretary.

Mr. Irving thanked those who had submitted written reports before the meeting, which were printed and distributed, and asked that we continue the practice.

4. Treasurer. (Attachment 2)
Mr. Irving requested that the Treasurer's Report be edited to change the line item Operations Director to Executive Director. He asked whether that sum included payment for the political director contract. Mr. Summerell said it does. Mr. Irving requested the political director contract be uploaded to the Google Drive. (Note: Subsequent to this meeting, Mr. Pedersen informed the recording secretary that political director contract was incorporated into the executive director contract.)
CLOSED
5. Membership Secretary. Attachment 3

Director & Committee Reports

1. Executive Director. Absent, no report
2. Communications Director. Attachment 4
3. Political Director. Attachment 5
4. Outreach Director. Absent, no report.
5. Acting County Affiliate Development Director. Attachment 6.
6. Platform Committee. No report
7. Bylaws Committee. No report.

Old Business

1. U.S. Senate Campaign.
Mr. Pedersen said he met with candidate Sean Haugh regarding the debates. Mr. Haugh told him he doesn't consider them very important, but would support efforts by the LPNC to insure he was invited. Mr. Haugh has hired a campaign manger. It was the consensus of the committee that if the campaign did not consider the debates a major activity that the LPNC should not expend much time or resources on lobby for inclusion. The LPNC should offer and give support to the candidate as he requests. CLOSED
2. WakeLP Pyramid Outreach Program.
Mr. Hessel was not able to attend the meeting, so there was no update.
ACTION: Mr. Hessel
3. Candidate Treasurer/Disclosure Reporting Service.
Mr. Pedersen said no candidates had requested this service and he doesn't anticipate any will. He will include future updates in his Political Director Report.
CLOSED
4. Update on Nationbuilder implementation.
No report. Future updates will be included in Executive Director's Report.
CLOSED
5. Update on Online Fundraising/Fundraising Letter.
Mr. Pedersen said he expects a final proof from the printer this week. The letter should go out by the end of July or early August.
ACTION: Mr. Pedersen

6. Expense Reimbursement Policy.
Mr. Irving had some suggested edits and changes, primarily to clarify that expenses would only be reimbursed if they had been previously approved by the Executive Committee, or in the budget. He said he would work with Mr. Hessel on these changes, and move for adoption of this policy in an online poll.
ACTION: Mr. Hessel/Mr. Irving
7. 2015 State Convention.
Mr. Penkowski moved and Mr. Pedersen seconded that the state convention be held March 20-22. The motion passed unanimously. The Executive Committee directed the executive director to investigate a venue, and the chair to recruit an event organizer.
ACTION: Mr. Hessel/Mr. Summerell
8. Mr. Vuchnich left the meeting. The committee recessed for lunch at 12:40.
9. The committee reconvened at 1:15 p.m.

New Business

1. 2014 National Convention Report.
Mr. Summerell referred to the report on the national convention in the July newsletter.
2. Discussion on Chair Authority to Appoint Staff.
Mr. Irving said that under the bylaws the chair has no authority to appoint staff. He raised this issue online regarding appoint of Mr. Melehani as IT manger. The Executive Committee approved the job description, and it should have also made the appointment. Alternately, the chair could have asked the Executive Committee to approve the appointment of Mr. Melehani “without objection.”

After discussion, the Executive Committee agreed that this issue should be referred to the Bylaws Committee. Mr. Irving will add it to that committee's agenda. CLOSED
3. One-Time Mailing to Registered Libertarians.
MOTION: Mr. Irving moved and Mr. Penkowski seconded that the LPNC do a one-time mailing to all registered Libertarians in order to obtain their email addresses and telephone numbers. After some discussion regarding costs and benefit, Mr. Vuchnich moved to table the motion. Mr. Irving withdrew the motion, with Mr. Penkowski concurring.
CLOSED
4. Appoint Strategic Planning Committee.
MOTION: Mr. Irving moved that the Executive Committee appoint a strategic planning committee composed of Mr. Summerell, Mr. Vuchnich, Mr. Hessel, Mr. Penkowski, Mr. Pedersen, and Mr. Irving, to prepare a final draft of the strategic plan and present it at the Aug. 23 Executive Committee meeting. The motion passed unanimously.
ACTION: Mr. Summerell
5. Communications Director Job Description. (Attachment 7)
Mr. Irving agreed that the new job description proposed by Mr. Penkowski was a great improvement over the current version, which he wrote. His primary concern regarding the current operation of the position was clarifying the organization and decision-making process in the communications team. However, he said that he did not have the experience and background needed to match the criteria in the proposed job description. Mr. Irving said

he would agree to continue in the position, but would step down in favor of a volunteer who had those experiences and skills.

MOTION: Mr. Pederson moved, and Mr. Penkowski second, that the Executive Committee adopt the new Communications Director Job Description. The motion passed unanimously.

6. Local Affiliate Policy.

The committee discussed the policy draft. Mr. Pedersen will make edits and changes base on this discussion and post a revised draft online.

ACTION: Mr. Pedersen.

7. Finance Director Job Description.(Attachment 8)

MOTION: Mr. Pedersen moved and Mr. Penkowski seconded that the Executive Committee adopt the Finance Director Job Description (attachment X). This will be a paid position, with compensation derived form a salary or commission. The motion was approved unanimously.

Mr. Pedersen will attempt to recruit a person for this position.

ACTION: Mr. Pedersen

8. Meeting Locations and Venue.

Mr. Pedersen said that he though the Executive Committee should meet in a more businesslike setting, an office, conference room or similar venue, even if we had the pay for it. The room should also have the capability to electronic participation and projection. He said we should also rotate our meeting locations between Raleigh, Greensboro, and Charlotte. The Executive Committee concurred and will plan accordingly.

ACTION: Mr. Summerell

9. Leadership Institute.

Mr. Pedersen said he was interested in attending a training program to be conducted by the Leadership Institute in Arlington, Va. July 28-31, and would like to be reimbursed for expenses. Total cost would be about \$250. He will make a motion online.

ACTION: Mr. Pedersen

Closing

1. The next Executive Committee meeting will be held Aug. 23 in Charlotte. Mr. Dooley will arrange venue.
2. The meeting adjourned at 2:40 p.m.

Attachment 1 - LPNC Executive Committee Attendance

Article V. Section 7. Resignation

Any member of the Executive Committee who fails to attend three (3) consecutive meetings of the Committee or five (5) meetings of the Committee in the period between Conventions shall be considered to have tendered a resignation. The Executive Committee may accept or refuse such resignation by majority vote.

| Member | 04/06/14 | 05/31/14 | 07/12/14 | 08/23/14 | 10/04/14 | 11/15/14 | 01/10/15 |
|----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| JJ Summerell | P | P | P | | | | |
| Alex Vuchinich | A | A | P | | | | |
| John Caveny | P | P | A | | | | |
| Ginny Godfrey | P | A | A | | | | |
| Chris Dooley | P | P | P | | | | |
| Kevin Innes | P | A | A | | | | |
| Brian Irving | P | P | P | | | | |
| Bjorn Pedersen | P | P | P | | | | |
| Erik Raudsep | A | A | A | | | | |
| Ken Penkowski | P | P | P | | | | |
| Brad Hessel | P | P | A | | | | |

Attachment 2– Treasurer's Report

July 10, 2014

Account Balances

General account balance: \$ 15,706.10 (\$12,334.92 at BB&T and \$3,371.18 at PayPal)
Federal account balance \$ 1,538.04 (at BB&T)
Public Finance Fund \$10,026.18 (at BB&T)
Total cash on hand \$27,210.32

Other Information

General account: Total income since the 3/30/14 is \$3,547.53, including a final bit of income from the convention, in the amount of \$122.53. As a result of JJ's efforts, we received individual contributions of \$2,500.00, \$250.00, and \$210.00. The balance was from recurring donors.

The Public Finance Fund received interest totaling \$0.92 for May and June.

Total expenses since the 5/30/2014 were \$10,505.54.

| | |
|--------------------------------------|---------------|
| Bank and credit card processing fees | (\$ 307.85) |
| Mailchimp | (\$ 110.00) |
| Nationbuilder | (\$ 309.29) |
| Executive Director's fees and intern | (\$ 8,500.00) |
| NC State Fair booth | (\$ 1,100.00) |
| Senate Debate expenses | (\$ 178.40) |

Respectfully submitted,
John Caveny

Treasurer's Report Detail: As of July 10, 2014

Income:

| Source | Since last report (05/30/2014) | Year to date |
|-------------------------------|--------------------------------|--------------------|
| Subscribers and contributions | \$3,425.00 | \$10,047.59 |
| Convention | \$122.53 | \$4,038.62 |
| NC PPF funds | 0 | 0 |
| Interest | \$0.92 | \$4.56 |
| Other | 0 | 0 |
| Total | \$3,548.45 | \$14,090.77 |

Expenses:

| Type expense | Since last report (05/30/2014) | Year to date |
|----------------------------------|--------------------------------|----------------------|
| Convention | 0 | (\$2,936.04) |
| Legal fees | 0 | 0 |
| Bank and card fees | (\$307.85) | (\$811.53) |
| Printing and supplies | 0 | 0 |
| Postage | 0 | (\$ 128.00) |
| Advertising | 0 | 0 |
| Outreach/fairs/county affiliates | (\$1,519.29) | (\$2,885.87) |
| Insurance | 0 | 0 |
| Office Expense | 0 | 0 |
| Campaign Contributions | (\$178.40) | (\$ 3,048.31) |
| Executive Director | (\$8,500.00) | (\$ 14,475.00) |
| Total | (\$10,505.54) | (\$24,284.75) |

Attachment 3 – Membership Secretary's Report

July 12, 2014

Hello, LPNC-EC Friends -

I won't be in attendance at Saturday's EC meeting in Raleigh, but here is a bit of information you might like to be aware of:

Since our last meeting, I have mailed out 17 parcels of LPNC promo materials to the following people: Ronald Chunn, Trevor Kendrick, Joshua Maurer, William Coates, Benjamin Ingle IV, Roland Wyman, Kevin Osbourne, Susan Lowder, Jimi Smith, Ari-Ben Betty, Robert Hing, Robert Lewis, Brandon Priddy, Tyler Smith, Benjamin Pilla, Amanda Evans, and our own Brad Hessel (for content review purposes). An info inquiry response via email to Michele Rose.

I have made follow-up contacts to 5 people of whom I am their assigned Point Person - a task manager feature of NationBuilder. They are: William Coates, Benjamin Pilla, Roland Wyman, Kevin Brown, and Kelly Arrup.

Information that comes in from national is being dealt with in the following manner: 'Data Dumps' handled by Brad Hessel and our Information Technology Specialist(?), Jason Melehani. Requests for general info are being responded to by postal mail - a promo package that includes a cover letter (composed by Brian Irving with our new LPNC logo on it), a listing of 2014 Libertarian candidates, a bumper sticker, a rack card, and two LPNC decals, a large one and a smaller one. __ New Volunteer referrals are being forwarded to Kristyn Phipps and, likewise, those who are interested in running for office are being forwarded to Bjorn Pedersen. __ In all three instances, I am entering the info into our NationBuilder database. __ There has been one miscellaneous mailing to go out and that was a congratulatory letter to Ben Scales, Buncombe County's write-in candidate for District Attorney; he's on the ballot!

As for me, in general, when I'm out and about I am usually engaged in dialog, about one dimension of Libertarian politics or another, with those whom I am accompanying. Yesterday's outing took me to Hickory, a little sandwich shoppe, where Sean Haugh's front page interview in the Charlotte Observer (? ... sorry) was the buzz. The paper was circulating the restaurant.

Hopefully, the next occasion for me to meet with the EC will be in Winston-Salem on August 2nd at Brad's Lunch & Learn event.

Respectfully submitted,

Ginny Godfrey
LPNC Membership Secretary 2014

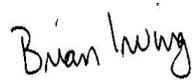
Attachment 4 – Communications Director's Report

To: LPNC Executive Committee

Re: Communications Director Report

July 12, 2014

1. Media coverage. Sean Haugh, Libertarian candidate for U.S. Senate, is getting national media coverage, while N.C. media continue to ignore him.
2. Press releases & Op Eds
 - a) May 13: “Haugh Polls 11 Percent”
 - b) May 21: “Libertarians join End Gerrymandering Now Coalition”
 - c) June 7: “There's a Third Option in the Fracking Debate” Op ed published in the Fayetteville Observer.
 - d) June 28: “Duke Dilemma: Can utility companies be clean and safe and keep costs down?” Op ed published in News & Observer. Note: The N&O actually published a year-old op ed concerning the tax cut bill passed by the N.C. General Assembly by mistake. The corrected the error, then printed this op ed.
3. Newsletters. In addition to the June and July regular newsletter, we sent out two special notices to contacts in the Forsyth County and the Cumberland County regions promoting the upcoming Liberty Lunch & Learn county affiliate organizing events.



Brian Irving

Communications Director

Attachment 5 - Political Director's Report

July 12, 2014

1. Candidates
 - a. 2014
 - a.i. Consistent communication with candidates has been difficult to establish
 - a.ii. SBOE filings for 2nd quarter are not yet online
 - b. 2015
 - b.i. Goal is to recruit 25 candidates by end of October
 - b.ii. Current list of around 150 prospects
 - b.iii. Scheduling training from Evan McMahon, LNCC Executive Director, for December/January
 - c. "Preparing to Be a Candidate" presentation is in development
 - c.i. Will include input from Evan McMahon and TJ Rohr
 - c.ii. Supplement with insights from attending Future Candidate School at Leadership Institute (July 28th-31st)
2. VoterMapping.com
 - a. See previous reports for full description of benefits
 - b. Summary
 - b.i. Cheap, high-quality voter records that are precisely chosen for less than \$100/month
 - b.ii. Major boon to fundraising and outreach efforts
 - b.iii. Plays well with NationBuilder
 - c. Company is very open to customizing system, particularly as regards multiple users on the same account

Bjorn Pedersen

Attachment 6 - County Affiliate Director's Report

July 12, 2014

1. Affiliate Policy
 - a. See attached pages. Text in red are comments or requests for further content. They won't be part of the final policy.
 - b. Comments and suggestions welcome.
2. POP
 - a. Wake has begun to pilot the program and has met with some initial success
3. Liberty Lunch & Learns
 - a. Cumberland County, July 19th
 - b. Forsyth County, August 2nd
 - c. It was agreed that Brad would handle these as, for the most part, he organized them before the transition
4. Volunteers
 - a. Kristyn is attempting to establish contact with each affiliate to let them know of volunteers in their area
 - b. I'm planning projects for those volunteers whose counties are not already organized. These include:
 - b.i. Contacting new registrants, either in person or by phone
 - b.ii. Assisting with Sean and Wes' campaigns
 - c. New volunteers are still coming out of the woodwork due to discovery of past records and they are being added to NationBuilder as they are found

Bjorn Pedersen

Attachment 7 – Communications Director Job Description

Communications Director

Summary

The Communications Director is responsible for fostering a positive brand and facilitating effective outbound messaging across the variety of strategic channels in which the Libertarian Party of North Carolina is engaged. The position reports to the Chair.

Primary Responsibilities

1. Communications Strategy

Develop, maintain and execute a comprehensive and effective communications strategy. Anticipate and evaluate new channels and new opportunities. Evaluate resource availability and channel opportunities to effectively maximize reach and impact of communications programs.

2. Communications Team Management

Assemble, manage and develop a team with the capabilities and perspectives that the communications strategy demands. Develop and implement a culture that reinforces that strategic orientation. Continuously assess the functional capabilities of the communications team in light of changing needs and adjust accordingly.

3. Brand Management

Ensure that the organization's culture, values and beliefs are integrated into communications programs and consistently represented across all channels and programs. Represent the brand and stakeholder communities in discussions across the entirety of the organization's activities.

4. Communications Infrastructure

Leverage the effective use of current and new communications platforms. Evaluate existing channels and integrate new technologies to address audience communities. Continually assess the channel mix for impact and resource requirements, eliminating those that underperform.

Communications Team Responsibilities

1. Media Relations (Team Lead: Press Secretary)

Develop relationships with key media influencers. Generate and distribute press releases. Field media inquiries. Assist in the development and authorship of opinion pieces and speeches.

2. Content Marketing (Team Lead: Content Coordinator)

Generate valuable information resources for the purpose of building trust, communicating the brand, creating awareness and facilitating positive sentiment. Types of content typically include position/issue papers, blog posts, email newsletters, presentations, podcasts, and social media posts, among others.

3. Social Media (Team Lead: Social Media Coordinator)

Grow our social media reach and maintain a vibrant social media community. Analyze social media channels and recommend effective ways to engage our audience. Facilitate content authorship and endorsement via appropriate social media channels. Monitor and respond to interaction on social media channels.

4. Creative Services (Team Lead: Design Coordinator)

Work in conjunction with various teams to assist in the publication of digital, print and environmental projects. Develop and advocate identity standards and guide other teams in their use. Provide layout and production assistance to internal and external messaging programs. Ensure consistency and creativity in the presentation of the LPNC identity.

Attachment 8 - Finance Director Job Description

Finance Director

The Finance Director (FD) is responsible for creating recommendations and strategies to increase the number of donors to the Libertarian Party of North Carolina and the amount those donors give. The FD is in charge of planning, organizing, and executing all fundraising activities, including but not limited to:

1. Cultivate and maintain relationships with donors and identify individuals within the membership that have existing relationships with donors.
2. Personal appeals to major donors
3. Organize and direct the Finance Committee
4. Events targeted at high- and medium-dollar donors
5. Phone banking and direct mail solicitation of small-dollar donors
6. Online advertising and email campaigns