

Libertarian Party of North Carolina
Minutes of the Oct. 4, 2014 Executive Committee Meeting

Opening

1. The Executive Committee of the Libertarian Party of North Carolina meet Saturday, Oct. 4 at 4801 Glennwood Ave, Raleigh. Cair J.J. Summerell called the meeting to order at 11:09 a.m.
 - a) Present: John Cavney, Treasurer; Brian Irving, Communications Director and Acting Recording Secretary; Bjorn Pedersen, Political Director, and; at-large member Ken Penkowski.
 - b) Absent: Alex Vuchnich, Vice Chair; at-large members Chris Dooley and Ginny Godfred.
2. Agenda. Three items were added to the agenda:
 - a) Appoint a budget committee
 - b) Hired accounting firm
 - c) Discuss response to U.S. Senate race in the event Sean Haugh is the margin of difference.
3. These online votes were ratified:
 - a) Aug. 29: Brad Hessel moved, and Brian Irving seconded, that the Exec Com accept the resignation of Kevin Innes as member at-large and Outreach Director. Passed 6-1.
 - b) Sept. 12: Mr. Irving moved, and Mr. Hessel seconded, adoption of the Strategic Plan and approval of the Strategic Planning Committee's recommendations, with an amendment. Passed 3-0 .
4. Minutes of the Aug. 23, 2014 Executive Committee were approved online Sept. 2, 2014 .

Officer Reports

1. Chair – Attachment 1
2. Treasurer – Attachment 2
Mr. Irving requested that the expense listings be synced with the approved LPNC budget.
3. Membership Secretary – Absent. No report.

Director & Committee Reports

1. Executive Director – Attachment 3
2. Communications Director – Attachment 4
3. Political Director – No report

4. Platform Committee (Mrs. Howe) – No report
5. Bylaws Committee
Mr. Irving said the committee has begun discussion on the first proposal, to redefine officer duties, combine secretary positions
6. Strategic Planning Committee
Mr. Penkowski reported that the committee would be working on a donor presentation and a plan for LPNC staff and

Old Business

1. Expense Reimbursement Policy
Mr. Hessel requested this discussion be deferred until the next meeting, as he could not be present.
2. Finance Director Recruitment
Mr. Pedersen has made talked to several potential hires and fund raising companies, and has concluded that our potential revenue does not make it worthwhile for anyone to accept this position. He recommended we close this item for now. ACTION: Closed.
3. Streamlined membership tiers to encourage additional giving
Mr. Penkowski has implemented a new membership tier structure as well as a new web page donation page. ACTION: Closed
4. Local Affiliate Policy
Mr. Pedersen is still working on refining the policy. Several ideas may be incorporated into bylaws changes. ACTION: Open
5. 2015 State Convention
 - a) Mr. Pederson is working with Mr. Hessel. They are looking at several hotel options in the Raleigh area. They are also considering making this a one-day event (Saturday) with an informal reception Friday evening and the banquet Saturday night.
 - b) Mr. Irving noted that we will need a credentials committee and a secretary/recorder for the convention.
ACTION: Open
6. State Fair
 - a) Mr. Irving said we have about half the shifts covered. He's working on a minimalist layout for the table display. He has requested campaign literature, banners and posters from all LPNC candidates
 - b) Mr. Summerell suggested we have a bumper sticker with the LPNC tagline: People. not politics. Mr. Irving said he would order them.
ACTION: Open
7. The committee recessed for lunch at 1 p.m.

8. The committee reconvened at 1:17 p.m.

New Business

1. Extension of Political Director's Contract

After a brief discussion, the Executive Committee decided rather than renew this contract with Mr. Pedersen, it would be of more benefit to the Party to employ his services as Finance Director. The committee then moved to item 2.

2. Finance Director

- a) Since the LPNC has a pressing need to increase donations, it conducted a lengthy discussion regarding the hiring of a Finance Director to carry out the duties outlined in the job description approved at the July 12, 2014 Executive Committee meeting.
- b) The bulk of that discussion involved crafting this motion made by Mr. Caveny and seconded by Mr. Irving: Motion to approve hiring Bjorn as Finance Director on three (3) month contract effective Oct. 1, 2014 and pay him \$3,000 per month, provided LPNC income increases at least \$3,000 in new donations each month, so that the cumulative new donations in October is \$3,000, in November is \$6,000, and in December reaches \$9,000.
- c) The motion was approved unanimously.
- d) Mr. Pedersen will be considered to have relinquished his Political Director position but remains an at-large Exec Comm member.

3. Accounting firm

- a) Mr. Summerell reported he has researched several online accounting firms to maintain the LPNC accounts and has found one that he recommends.
- b) Mr. Irving moved and Ken Penkowski seconded that the Executive Committee authorize the Chair to contract with a accounting firm for not more than \$75 per month. Motion passed unanimously.
- c) Mr. Summerell said he would report the details of the contract to the Executive Committee before entering into the agreement.

4. Budget Committee

The Chair appointed Alex Vuchinich as chair of the Budget Committee, and John Cavney, Brad Hessel, Bjorn Pedersen as members.

5. U.S. Senate Race

Mr. Irving said he would be developing a statement to issue in the event Sean Haugh was the margin of difference in the U.S. Senate race, particularly if Republican Thom Tillis lost.

Closing

- 1. Next meeting will be Nov. 15 in Greensboro.
- 2. The committee adjourned at 3:00 p.m.

Attachment 1 - Chair's Report

4 October 2014

Fundraising

Thus far, fundraising has been disappointing but educational. The major disappointment is the lack of quality contact information for our past donors of over \$1,000. I've called all of these with marginal success. When we do make contact, folks are interested. Our 2015 goal is 180 people giving \$50 per month for a monthly revenue of \$9,000. If you are engaged enough with the LPNC to be reading this report, you should be one of these 180. In fact, if you've ever wanted to have multiple personalities or be multiple people, this is your chance in multiples of \$50 per month! I just changed my monthly draft from \$25 to \$50.

2020

The development of 2020, our strategic plan, is becoming quite exciting. A concise but comprehensive, well-articulated plan is the tool we need to approach potential large donors. This is much like an angel capital appeal with clear goals, crisp logic on how to achieve those goals and the managerial competence to get it done. I look forward to Ken's review of our progress so far.

Brian Irving

I'd like to thank Brian for maintaining an exceptional workload over the past several months. He has been wearing many hats and doing whatever is needed to keep us moving forward. The Chair would entertain a motion to double his pay.

Steve Turley

Welcome, Steve. I've been in contact with Steve for several months. He has been winding down his activities with the Lake Norman Wildlife Federation and intends to transition that volunteer time to the LPNC and is currently entertaining the position of Director of County Affiliates, a strategic position in fulfilling Project 2020. Job #1 for the DofCA is organizing our target counties and districts – those where we have potential to win. This entails organizational meetings, candidate recruitment and volunteer recruitment.

High Point University

One of the more enjoyable aspects of being Chair is invitations to speak to students. I addressed the Campaigns and Elections class at HPU in September and they may be a source of interns and volunteers. If anyone comes across speaking opportunities at schools, feel free to offer to have me speak.

Attachment 2 – Treasurer’s Report

Oct. 4, 2014

Account Balances

General account balance: \$7,886.80 (\$3,348.23 at BB&T and \$4,538.57 at PayPal)
 Federal account balance \$997.85 (at BB&T)
 Public Finance Fund \$7,276.88 (at BB&T)
 Total cash on hand \$16,474.53

Other Information

General account: Total income since the 8/21/2014 report is \$1,765.00.

The Public Finance Fund received interest totaling \$0.44 for August and September.

Total expenses since the 08/21/2014 report were \$4,134.87.

Bank and credit card processing fees	(\$ 44.23)
Mailchimp	(\$ 120.00)
Nationbuilder	(\$ 386.00)
Executive Director’s fees and intern	(\$ 3,020.00)
Callfire	(\$ 60.00)
Outreach and county affiliates	(\$ 504.64)

Treasurer’s Report Detail: As of October 2, 2014

Income:

<i>Source</i>	<i>Since last report (08/21/2014)</i>	<i>Year to date</i>
Subscribers and contributions	\$1,765.00	\$12,999.59
Convention	0	\$4,038.62
NC PPF funds	0	0
Interest	\$0.44	\$5.26
Other	0	0
Total	\$1,765.44	\$17,043.47

Expenses:

<i>Type expense</i>	<i>Since last report (08/21/2014)</i>	<i>Year to date</i>
Convention	0	(\$2,936.04)
Legal fees	0	0
Bank and card fees	(\$44.23)	(\$869.17)
Printing and supplies	0	(\$4,435.07)
Postage	0	(\$ 128.00)
Advertising	0	(\$412.00)
Outreach/fairs/county affiliates	(\$1,070.64)	(\$4,212.39)
Insurance	0	0
Office Expense	0	0
Campaign Contributions	0	(\$ 3,048.31)
Executive Director	(\$3,020.00)	(\$22,245.00)
Total	(\$4,134.87)	(\$38,285.98)

Attachment 3 - Executive Director's Report

Oct. 4, 2014

1. 2020 plan—Strategic plan approved, 13 Sep.
2. Fundraising—a separate report on the \$10k-by-30 Sep fundraising effort has been circulated. We spent \$4435 on the DM1401 mailing and received \$1532 in revenue. We then spent an additional \$31 (and 17 hours of calling time via CallFire) following up with recipients of the letter who had not responded to raise an additional \$245. Total score on DM1401 = \$4466 spent and \$1777 in receipts.
Next steps:
3. Strategy presentations. Working to identify clusters of high-end donors and potential donors to invite to in-person presentations of the strategy with the objective of [a] recruiting well-heeled individuals willing to help us solicit via their network and potentially serve on a finance committee or the EC and [b] obtain significant recurring or one-time donations. (lead = Brad)
4. Direct mail. Preparing a piece aimed at obtaining \$50/month recurring donations. (lead = Ken)
5. Phone banking. Evaluating various alternatives including hitting the top 10% of the DM1401 list again at a different time (60% of the numbers we reached rolled over to VM), calling newly-registered Libertarians, and sampling some unaffiliateds among others. We also need to expand the base of volunteers willing to make calls. (lead = Bjorn)
6. Finance—in view of the LPNC's cash flow situation, I reiterate my readiness to take an unpaid leave of absence or resign if the EC deem that necessary. I can likely expand my non-LPNC knowledge management work (which pays better than you guys can afford!) and am considering restarting the marketing of my investment management service, both of which efforts would benefit from more of my time and attention. In this scenario I would devote whatever minimal volunteer time I can carve out to the WakeLP.
7. Knowledge management—we have discovered some nettlesome limitations in the way that NationBuilder records contact information. Jason is evaluating various alternatives. The new donation levels page is now live.
8. County affiliates—it's all over but the shouting! We are a whisker away from having LPNC-recognized affiliate parties for four additional counties, lacking only submission by them to us of their final, approved Plans of Organization. Special thanks again to Brian, who served as consigliere to the Cumberland crowd and was instrumental in drafting a multi-county Plan of Organization template that meets the NCSBE requirement of having a chair for each county. Meanwhile, the recruiting process for a dedicated county affiliates development director is proceeding apace and Bjorn and I both look forward to being able to focus on our main jobs. :-) Here are the new officer lineups per elections held last month:

- a) CumberlandLP
 - Chair = Forrest “Marty” Martin
 - Secretary = Brandon Perez
 - Treasurer = Ian Connors
 - b) FRSLP (comprised of Forsyth, Rockingham, and Stokes counties)
 - Forsyth Chair = Erin Powers
 - Rockingham Chair = Tish Carter
 - Stokes Chair = James “Marty” Hoots
 - Secretary = Barbara Rathbone-Shoaf
 - Treasurer = Tish Carter
9. Miscellaneous—We have a date and city for the 2015 Convention but have not picked the hotel yet. Bjorn has proposed holding a two-day event at a larger venue so we can accommodate up to 100 attendees, and is researching pricing.
- a) I volunteered some time to represent the Sean Haugh Campaign at a candidate forum at the Apex Mosque sponsored by the Muslim American Public Affairs Council; Sean’s ideas were generally well-received and we may get some ongoing outreach opportunities out of it.
 - b) The legal advisory group have produced a non-disclosure agreement designed to raise awareness of the need to secure our proprietary data and afford us a modicum of coverage in the event of a nefarious misappropriation of our data. If you have not yet seen it, please check it out (on the Google drive) keeping in mind that, as an EC member, you will need to sign it. Please send any questions to me (and if they are of common interest, post them on the EC listserv).

Brad Hessel
Executive Director

Attachment 45- Communications Team Report

Oct. 4, 2014

1. Media coverage.

a. Media queries from Jim Malone, Voice of America TV, and Peter Foster, London Daily Telegraphy, regarding the N.C. political situation and the impact of third parties. I referred both to Sean Haugh as a resource and interview subject. PBS Newshour's Sandy Fox also called to get Mr. Haugh's phone number to verify some info.

b. Press release. Sept. 3 – Haugh Wasn't Invited, Won't Watch Debate.

2. Newsletters. September newsletter was distributed.

3. Brand Channel.

We now have several versions and sizes of the logo and LPNC banners on the Brand Channel, created by Ken Penkowski, Creative Services Advisor. Ken also obtained and uploaded a collection of stock photographs to support our visual identity.

4. Banners.

We purchased two 6x2.5 horizontal and two 2.5x6 vertical (with stands) LPNC banners.

5. Spanish Rack Cards.

We produced and printed two rack cards, in limited quantities, for La Fiesta del Pueblo and the State Fair.

6. Website/Social Media.

We furthered streamline the top menu, and added a Media page under News. In addition, Ken created redesigned the Donate page implementing the donation levels approved by the Executive Committee.

7. La Fiesta del Pueblo

This was a very successful outreach event. Special thanks to our two Spanish-speakers, WakeLP Chair Brian Lewis and volunteer Monica Nieto. We registered five voters.

8. Communications budget.

We continue to track actual (to date) and projected communications and outreach (promotion materials) expenses so as not to exceed the budget approved by the Executive Committee in December 2013.

LPNC Communications Director Expenditures (as of Oct. 4, 2014)			
Category/Item	Date	Expense	Budget ⁽¹⁾
Events			Events: \$100/qtr
La Fiesta del Pueblo		\$100.00	
<i>Subtotal</i>		\$100.00	
Mailing & Shipping			Office Expenses/Postage: \$1,000/qtr
UPS shipping	07/22/14	\$23.64	
USPS mailing	08/08/14	\$12.35	
<i>Subtotal</i>		\$35.99	
Promo Materials			Outreach/Promo Materials: \$3,000/yr
WSPQ Postcards	07/24/14	\$22.88	
LP Pamphlets (200)	08/07/14	\$60.00	
Oval Bumper Stickers (1,000)	08/08/14	\$412.00	
Spanish Rack Cards	08/13/14	\$164.84	
ISIL Immigration Brochure	08/26/14	\$64.29	
Banners (2 lg horiz, 2 lg vert)	09/17/14	\$244.44	
Spanish Rack Cards	09/10/14	\$74.68	
LGBT Rack Cards	09/29/14	\$43.34	
<i>Subtotal</i>		\$1,063.59	
Msc			
Fayetteville L3 Food		\$22.47	
Grand Total		\$1,199.58	
Notes:			
1. 2014 LPNC Budget			