

Libertarian Party of North Carolina
Executive Committee Minutes
Feb. 21, 2015

Opening

1. The February 21, 2015 meeting of the Libertarian Party of North Carolina Executive Committee was called to order by Chair J.J. Summerell at 11:09 a.m.
Present: Brad Hessel, executive director, and; at large members Brian Irving, Windy McKinney, and Ken Penkowski.
Absent: Alex Vuchnich, vice chair, and Chris Dooley, at large member
2. The committee approved the agenda and noted online approval of the January minutes.

Officer Reports

1. Chair (See Attachment 1)
2. Treasurer (See Attachment 2).
Mr. Caveny said he's working now with Remote Books Online to develop reporting procedures.

Director & Committee Reports

1. Executive Director (Attachment 3)
2. Communications Director (Attachment 4).
Mr. Summerell suggested that we should have some analysis about the effectiveness of our social media outreach. Mr. Penkowski said he would work with Mr. Dooley, social media coordinator, to develop a report.
3. Political Director.
Mr. Hessel reported on behalf of Jason Melehani. They've not been as successful as hoped in recruiting candidates for nonpartisan races. So they have shifted focus to getting local activists appointed to local citizen advisory boards and commissions.
4. Strategic Planning Committee. Mr. Penkowski had no report.
5. Budget Committee.
Mr. Vuchnich was not present, but submitted a proposed budget. Mr. Hessel moved, with Mr. Penkowski seconding, that the committee approve the budget. The motion passed unanimously. (Filed on Google Drive/Finances/Budgets/2015)
6. Nominating Committee.
Mr. Summerell reported he'd not be able to recruit a committee chair or members, but that he and Mr. Hessel have identified several potential candidates for Executive Committee positions.

Information

1. Platform Committee – No report
2. Bylaws Committee .
Mr. Irving presented two proposals the committee will probably recommend. He explained that they were significant changes to our organizational structure and essential

to accommodating the party's growth and expansion. The first would be to redefine the names and duties of LPNC officers, including combining the offices of recording and membership secretaries. The second would establish authority in the bylaws for appointment of an executive director and staff.

Old Business

1. Expense Reimbursement Policy.
Mr. Hessel moved, with Mr. Irving seconding, to approve the policy as amended. The motion passed unanimously. (Google Drive/Organization and Polices/Policies)
2. The committee briefly adjourned (12:00 to 12:14) to order lunch.
3. 2015 State Convention.
Mr. Hessel reported that the registration page is no up and running. Since the Nationbuilder does not allow for "free" registration, he has set up a Business ticket for \$5, with the condition the money would be refunded upon request at the convention.
4. Mr. Irving suggested extending an invitation to alternative party officers and members to attend the convention as observers, and also invite them to buy tickets to attend the banquet.

New Business

1. Mr. Irving noted that Mr. Vuchnich has missed three consecutive meetings. (See Attachment 5). Under the bylaws he has therefore submitted his resignation and that the Executive Committee must accept or reject it. He therefore moved, Mr. Hessel seconding, to accept Mr. Vuchnich's resignation. The motion failed. (1 aye, 2 nays, 1 abstention). Mr. Vuchnich's resignation was not accepted and he remains vice chair.
2. Mr. Bret Pojunis, LP Nevada chair, briefed the committee via telephone about the Libertarian Political Expo in Las Vegas May 28-31.
3. Director of University Relations.
The committee spoke to Mr. Brandon Partridge via Google Hangout. Mr. Partridge, an Appalachia State University sophomore, is interested in the position, Mr. Hessel moved, with Mr. Irving seconding, to appoint Mr. Partridge Director of University of University Relations. The motion passed unanimously.
4. LPNC Store. The committee discussed selling LPNC branded merchandise at the convention and other events. No action was taken. ACTION: Open (Mr. Irving)

Closing

1. The next meeting will be April 12 in Durham following the close of the convention.
2. The committee adjourned at 1:10 p. m.

Attachment 1 – Chair's Report

Fundraising

Whale presentations. 10+ breakfast, lunch and dinner meetings are scheduled in March with potential donors identified via several lists. Results will be known by convention.

Critical cash flow issues. We only have enough cash to operate through March.

Need for comprehensive fundraising plan. After the whale presentations we need to devise a systematic approach to all potential donors, not just whales.

Crowdsourcing: Kickstarter, IndyGoGo. These options are beginning to work in NV and Brett Pojunis thinks they could be successful in NC.

Policy Influence and Election Support

Convention speakers. John Davis has been confirmed as dinner speaker for convention and he is quite interested in third party policy influence. Nick Sarwark will also speak on election support topics.

Political Director. This position remains open and we are reviewing options and prospects.

Constituency Development

Director of University Relations. This position is vital to our communications with student groups and our ability to transition them from S4L and YAL into the LP.

Director of County Affiliates. This is our most critical position to fill. We have identified the counties and districts we wish to target, now we have to proactively organize and develop those districts.

Administration

Remote Books Online. Beginning 1/1/15 we have contracted with Remote Books Online to do our bookkeeping. John Caveny has done an excellent job for several years and this should make his job much easier.

Membership Secretary. Still open.

Attachment 2 - Treasurer's Report

*Libertarian Party of North Carolina
Treasurer's Report
February 20, 2015*

<u>Cash on Hand:</u>	Operating Account (at BB&T)	\$2,452.48
	PayPal	\$1,963.73
	Federal allocated acct. (BB&T)	<u>\$ 428.98</u>
	Total cash	\$4,845.19

Income: Total income since January 1, 2015 was \$1,498.31. Of this, \$1,185 is from normal donations and memberships. We also received \$5230.88 from Haugh for Senate and \$82.43 from Casteen for Congress as these two candidates closed their election accounts.

Expenses: Total expenses for the period totaled \$3,908.63, as follows.

Executive Director	(\$3,500.00)
Mailchimp	(110.00)
Nationbuilder	(193.00)
Bank and card processing fees	(105.63)

Summary: All figures for both income and expenses are for the current period and for the year-to-date. Therefore no additional summary is provided.

The EC has contracted RemoteBooksOnline to maintain routine bookkeeping and provide regular summary reports. In general, I expect to use their summaries as part of the Treasurer's Report. If those summaries prove inadequate, I will prepare summary reports as needed.

Respectfully submitted

John Caveny, Treasurer

Attachment 3 - Executive Director's Report

Feb. 21, 2015

Fundraising. We raised \$888.31 in January compared to \$480 in Jan 14, an increase of 85%... short of our goal of +116%. Thru the 19th we are running 126% ahead of Feb 14 (\$735 compared to \$325). Maintaining that pace through March and April—when last year we raised nearly \$8k—will be key. To that end:

Large Donors. Direct mail has been sent to the first two batches of the 2020SP list: Guilford and Mecklenburg. Will be following up with phone and e-mail to solicit attendance at presentations scheduled for Greensboro (4 Mar), Davidson (6 Mar), Saxapahaw (17 Mar), and Winston-Salem (18 Mar). Next batches will include Buncombe and Wake.

Sustainers. The first in a series of e-mail blasts to increase the number of sustainers is now scheduled to go out 27 Feb, to be followed up with phone calls where possible.

Small Donors. Turns out the target audience for the piece targeted for modest national LP donors is about 70% reachable via e-mail so we are going to start there, which enables us to move the schedule up to next week. If that works, we will re-target our direct mail piece to registered Libertarians for whom we lack phone/e-mail contacts.

Policy Influence and Election Support. We have had very limited success recruiting candidates for the 2015 municipals so our focus has shifted to working through the affiliates to encourage folks to get more involved with their local governments, with an eye towards running more candidates in 2017. Sent each affiliate chair a list of citizen advisory boards in his or her county. With respect to 2016, it appears that Sean is leaning towards running against Richard Burr for US Senate. TJ is still actively considering a run for governor but as he is running for reelection to the Lenoir city council this year, cannot decide/declare until after the November election. He may consider running for AG, as an alternative. Ken Fortenberry is still active and issued a response to Governor McCrory's state-of-the-state message (with some prompting from Brian). We have invited Ken—and any and all other declared Libertarian candidates—to speak at the convention in April.

Constituency Development. We had five activists attend the Sanford L3 representing three counties: Lee, Moore, and Randolph. Next step there is to decide among the activists which counties will be involved in the affiliate—we've not given up on wiring in Chatham and Harnett—and plan an organizing meeting. The next L3 will probably be in the west of the state, possibly in Franklin (Macon county). Here is the current lineup of LPNC affiliate parties (Cleveland-Gaston, Durham-Orange, and Forsyth-Rockingham-Stokes are each combined affiliates):

NCSBE		Davidson	Exempt
Alamance	non-Exempt	Durham	Exempt
Buncombe	n/a	Orange	Exempt
Burke	n/a	Forsyth	n/a
Catawba	non-Exempt	Rockingham	n/a
Cleveland	n/a	Stokes	n/a
Gaston	n/a	Guilford	Exempt
Cumberland	n/a	Haywood	Exempt

Henderson	non-Exempt	Union	Exempt
Mecklenburg	non-Exempt	Wake	Exempt
New Hanover	n/a		
Randolph	n/a		

Administration. We realized we would need to spend \$10/month more on bookkeeping in order to enable access to a higher grade of QuickBooks but that is doable within the \$100/month budgeted...should start in March with RemoteBooksOnline on a month-to-month basis...2015 budget completed and presented by budget committee to EC...expense policy ready for approval.

Attachment 4 - Communications Director Report

Feb. 21, 2015

1. Press Releases/Op Eds.
 - a. An Open Letter to Senator Burr: 5 Tough Questions (Jan. 22)
 - b. Libertarian Response to the State of the State (Feb. 4)
 - c. Google Fiber Shows Free Market at its Best (sent as op ed to News & Observer)

I thought the Google Fiber op ed would almost certainly be printed. It wasn't. Nor were any of the other articles. Thanks to Brad Hessel for making the suggestion and Ken Fortenberry for writing the Libertarian response to the governor's State of the State address.

2. We have two more volunteer writers, a college student and Richard Karp, a former investigative journalists, who want to help produce op eds and issue papers.

Brian Irving

Communications Director

Attachment 5 – 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	02/21/15
JJ Summerell	P	P	P	P	P	P	P	P
Alex Vuchinich	A	A	P	P	A	A	A	A
John Caveny	P	P	A	A	P	A	A	A
Ginny Godfrey	P	A	A	P	A	R	-	-
Chris Dooley	P	P	P	P	A	P	P	A
Kevin Innes	P	A	A	A	R	-	-	-
Brian Irving	P	P	P	P	P	P	P	P
Bjorn Pedersen	P	P	P	P	P	P	P	R
Erik Raudsep	A	A	A	A	R	-	-	-
Ken Penkowski	P	P	P	P	P	P	P	P
Windy McKinney	-	-	-	-	-	A	P	P
*Brad Hessel	P	P	A	P	A	P	P	P

R = Resigned

A = Appointed

*Non-voting member. Does not count for quorum. No attendance requirements.