

# **Libertarian Party of North Carolina Minutes of the Executive Committee**

Date: April 12<sup>th</sup>, 2015

Convening at 12:07 pm

Location: the Hilton Garden Inn in Durham, NC.

## **In attendance:**

J.J. Summerell (chair of the LPNC)

Brian Irving (Vice Chair)

Windy McKinney (Secretary)

Tom Hohman (chair of Union County LP, at-large EC member)

Jess Dunlap (chair of the Haywood LP, at-large EC member)

Lonnie Holcomb (vice chair of Wake, at-large EC member)

Brian Lewis (Wake County Chair, at-large EC member)

Tim Cole (treasurer of Mecklenburg County LP, at-large EC member)

Erik Raudsep (Durham County LP, at-large EC member)

Kenneth Penkowski (Wake County LP, at-large EC member)

Brad Hessel (Executive Director, treasurer of Wake County LP, non-voting member)

## **Absent:**

Alex Vuchnich (treasurer)

Chris Dooley (at-large EC member)

Jeremy Hussey (at-large EC member)

## **Opening:**

The agenda was accepted with the addition of one item concerning the 2016 LPNC convention.

Introductions ensued (noted above).

JJ Summerell offered explanation of normal procedure for Exec Comm information. He explained the use of Yahoo!groups to keep all Exec Comm members up to date on meetings and to comment on committee reports. He also indicated that much Exec Comm information is kept on Google Drive with regard to districts, affiliates, online voting and past minutes.

## **Director and Committee Reports:**

The budget committee report indicated that money is needed, and that ideally incomings would be less sporadic.

The strategic committee report indicated needing ongoing assessment at this point.

JJ Summerell outlined the open positions that need to be filled:

- Communications director
- Political director
- Affiliate Development director
- I/T manager
- Volunteer coordinator

Some discussion of the communications director position ensued and the various functions overseen by that individual. Brian Irving had been communications director but with his election as vice-chair, he is no longer eligible to hold that position. He described his role as Communications Director as that of a “press secretary” and that it was “a PR position”. He also stated that having someone use social media for this work would be ideal. Kenneth Penkowski informally agreed to continue acting as the creative director for the time being. Brian Lewis stated his view that “branding is important” to the future of the LPNC, and requested the use of LPNC letterhead and business cards. To that end, Penkowski will provide some templates (e.g., for business cards) and he also agreed to coordinate an effort to create a talking points hymnal. Brian Lewis also put forth the idea of regional PR people, to help coordinate the LPNC message at a more local level, “deputy press secretaries” if you will.

Mr. Raudsep then committed to undertake cover candidate development activities under the aegis of the political director until such time as we fill that position (and potentially beyond). He expressed a need to field and train candidates for running, and to weed out “wing nuts”. He also pressed the issue of having someone for every open office, and the duty of the Exec Comm members in attendance to recruit candidates.

Mr. Hessel then stated that his consulting company, Intelledgement LLC, had provided the requisite 30-days notice of their intention to terminate their contract with the LPNC and that it was his present intention to resign effective 1 May 15. He cited the inability of the LPNC to meet his financial needs as the reason. He stated that he was willing to succeed Jason Melehani as volunteer I/T manager starting 1 May if the EC desires to go that route.

### **Other business:**

Mr. Summerell then expressed a desire to have more frequent EC meetings by holding them online. Some discussion ensued and the consensus was that the model of holding short, single-topic meetings online on an as-needed basis was the best way to supplement the existing every-six-weeks meeting schedule. Mr. Irving pointed out that the by-laws specify that any EC member who misses three consecutive meetings and/or five total meetings between conventions has de facto resigned, although, he pointed out, the EC has the option to refuse to accept any such resignation. The meeting members all agreed to discuss the dates of future meetings at the next EC meeting.

The next scheduled meeting of the EC is 16 May in Greensboro, 11am-3pm, at 7 Corporate Center Court.

Mr. Hessel then proposed that we make a concerted and sustained effort to promote our 2016 convention, given that it has considerable unrealized potential as a fund-raising mechanism in addition to providing an opportunity to inspire the troops...and 2016 is an auspicious year in both respects, being a presidential cycle year, a gubernatorial cycle year, and the 40th anniversary of the founding of the LPNC. Some discussion ensued and it was decided [a] to hold the convention in Raleigh since it is the state capitol and centrally located and [b] to block out a date ASAP so as to maximize the chances of getting on LP presidential candidate calendars. Mr. Hessel and Mr. Penkowski agreed to look at potential sites in Raleigh. Kenneth Penkowski floated the idea of an LP Expo to include other states, namely VA, SC and TN. Tim Cole suggested perhaps providing remote access, which was discussed at some length, with some suggestion toward making some events free to view, and others by subscription (perhaps making student use cheaper). Mr. Raudsep committed to sponsor two student passes for the event.

The meeting adjourned at 12:44 pm.