LEAGUE OF WOMEN VOTERS OF DANE COUNTY
BOARD MINUTES
November 8, 2017

Members present: President Brook Soltvedt, Paul Lindquist, Mary Anglim, Gail Bliss, Helen Horn, Ingrid Rothe, Sue Fulks, Cathy Berndt, Mike Casey, Dorothy Wheeler. By phone: Diane Liebert

President Soltvedt called the meeting to order at 2:30 PM.

Secretary’s Report: After a discussion of how to comment on minutes in Google Docs, Casey moved and Lindquist seconded approval of the October 11, 2017 board minutes. Items that clearly need to be corrected – like the spelling of a name, can be just changed. However with wording or substantive issues, comment instead of changing so that everybody can see the comments. It is the Secretary’s job to review the comments and make changes.

Treasurer’s Report: Liebert presented the income/expense report and % FY to date. No surprises. The County is paying taxi costs for individuals seeking ID’s as expected. Horn concurs. Horn recommends shifting some of our cash out of the money market account, which is only earning 0.2%/year. CD’s could earn 1.5 to 2%/year. The board concurs, and directed Horn to make the change. Treasurer recommends shifting petty cash from $50 to $100. The Board concurs.

There was a discussion of hiring a bookkeeping service. Issues included how duties would be divided, how expenses would be coded, and whether fewer line items would be appropriate. The treasurer would oversee the bookkeeper. A report of costs and options will be provided in December or January.

Program: Wheeler noted that Bobby Peterson will speak 1/20/18 at the Lively Issues Luncheon. Rothe has asked the Capitol Lakes food service manager for costs and menu by first week in Dec. For February, Kathy Fullin will facilitate the 2nd annual observe government options. Rothe has arranged for Bill Whitford, chief plaintiff in the fair voting maps case to speak in March 2018. We discussed whether to have a second speaker. Consensus - just Whitford - he has plenty of material to cover and as a retired law professor understands the need to speak in a non-partisan manner.

Wheeler will lead the April 2018 program on workers’ rights. She asked for suggestions. Soltvedt recommended starting with LWV positions. Bliss suggested Becky Shegeil, Executive Director of the Interfaith Coalition for Worker Justice.

Bulletin: Casey provided due dates for articles for the winter bulletin. There was a suggestion of an article about the results of LWVDC lobbying on the City of Madison and Dane County budgets. The number of people getting mailed bulletins has dropped significantly. Of the nine mailed last month, five did not renew, so we are only mailing four bulletins. Soltvedt demonstrated MailChimp analytics. The report shows 95 of 260 (36.5%) have used the link in the email to open the bulletin. There is no way to know how many people opened and read the mailed bulletin. Anglim suggested that the email sending out the bulletin include introductions to a few of the top stories to encourage members to click the link.

Fundraising: Berndt is preparing to send out a request to non-members to help fund Candidates’ Answers. Soltvedt is seeking a new quote from Isthmus for up to date costs, and nailing down a publication date. There was discussion of sending out a reminder on year end donations. Soltvedt sends out a weekly email, and can include a reminder about year end gifts.
Usually the email is drafted on Saturday, it is reviewed by board members and contributors by Sunday evening. Sinagra reviews it Monday morning and Soltvedt sends it out later on Monday.

**Membership:** Anglim, Soltvedt, Lindquist and Sinagra spent quite a bit of time working on cleaning up the membership database. Anglim created a postcard to contact 112 members who have not renewed; most are relatively new members. The cost was $48 for printing and $36 for postage. As of the meeting, 6 or 7 have renewed on line with a few more by mail. Some before being lapsed, a few will need to be added back to the database. Soltvedt then sent an email to those lapsed saying LWVDC would love to have them back, and asking for feedback. Fulks noted that while lots of new people signed up to work on the HSVE committee, long term members are doing most of the work.

The 2017-18 directory is ready for printing. The office created labels for the 83 people who requested a paper directory. Copies will be printed for folks belonging to the units prior to the unit meetings. They will also be available at Lively Issues. In that way we can tell who has picked up their directory.

**Voter Service:** Paul Malischke has been working with Associated Students of Madison. They have the money to start their voter involvement intern early in 2018. They don’t need our proposed grant. Rothe asked if we should contribute to Vote Everywhere to buy a 3rd voter ID making machine. Scott McDonald, Dane Co Clerk, may contribute funds. Kathy Fullin asked Chancellor Blank about the 2nd machine not being used. The UW will only agree to deploy it when a statewide candidate is on the ballot. We are continuing work on this issue. Rothe notes that there is also politics among student groups.

Lindquist noted that the Big 10 Voting Challenge was signed by Chancellor Blank. In reviewing the data out of Rutgers comparing 2012 and 2016 voting on campus, UW had one of the largest decreases in participation rates.

Fullin and Marian Matthews are library liaisons organizers. McFarland and Waunakee need liaisons. Soltvedt showed the board the library section on our website. Sun Prairie library has expressed interest in early voting.

Soltvedt reported that we have ordered more bookmarks. They were redesigned to add the Dane County Logo. That allowed for County funds to pay for the printing. We also ordered 500 more Senior Voter ID flyers.

**Vice President:** Rothe is on the State League Legislative Committee. She polled the board regarding opinions the creation of citizen ballot initiatives. After discussion the board recommended a study because the details on such a system matter. Many referenced unintended consequences from similar initiatives.

**Publicity:** – Fulks will send out a press release for the Lively Issues Luncheon which will include an option to join us for lunch. There was discussion of attempting to contact neighborhood associations. The contact lists are hopelessly out of date. The social media app “Nextdoor” was recommended instead. Individuals were encouraged to post to neighborhood sites, and share with neighborhood newsletters.

High School Voter Education: The group met 11/2. They are having trouble getting contacts and commitments. We prefer a long range peer led program instead of LWV’s coming in and doing registration drives. Hannah Mixdorf of Inspire US states that the best way to proceed is to find some early adopters, and use their success to sell the program. Fulks requested review of a letter to principals.
President: The LWVUS convention is in Chicago this year. The block of hotel rooms is expected to go quickly. Soltvedt proposed to make reservations for the rooms when they become available. Soltvedt and Bliss both said they would pay their own way. We also plan to send the president elect. Horn stated that there should be adequate delegate seats for LWVDC & LWVWI. Soltvedt noted that state president Debra Cronmiller recently expressed concern that when we do not get reimbursed for our expenditures we hide the true cost and value of our work. Horn stated that we should be investing in our younger, and less financially secure members.

The calendar was reviewed. Board members were encouraged to consider questions for Candidates’ Answers and Know Your Candidates. Suggestions for the nominating committee should be sent to Karen Gunderson.

New Business: Brief reports on

a) Request from CRANES to support recording county committee meetings, and instituting a fare free rapid transit zone instead of providing additional bus passes for clients of The Beacon, the new homeless day shelter.

b) Supporting $25,000 for voter education in the Dane County Clerk’s budget.

c) Discussion on the use of the UW’s ID machines – why would ASM purchase another machine when UW owns 2, but only is using one at most times. Would UW allow non-employees to operate the ID machine?

d) Bus service to the new West Madison DMV. Although various alders have expressed concern, no one has offered an amendment to fund improved bus service.

Motion to adjourn by Wheeler, seconded by Brandt at 4:30 PM

The next meeting is December 13 at 2:30 PM at the office.

Respectfully submitted,
Gail Bliss, Secretary