

LNC Executive Committee Meeting

Teleconference August 1, 2000

Present: Dan Fylstra, Vice-Chair
Mark Tuniewicz, Treasurer
Steve Givot, Secretary
Ken Bisson (IN), At Large Representative
Joe Dehn (CA), Region 2 Representative
Michael "MG" Gilson de Lemos (FL), Region 4 Representative

Also present: Dan Wisnosky (NV), Region 2 Alternate
Richard Schwarz (PA), Region 5 Representative

Staff: Steve Dasbach, National Director

Fylstra called the meeting to order at 8:33 PM EDT.

Item: Approval of Agenda

The agenda was approved as proposed.

Item: Financial Situation

Dasbach provided an update to his written report. He said that money is tight given the desire to maximize television advertising prior to the Reform Party convention.

Dasbach said that the Browne ads were recently approved by CNBC and MSNBC. He said that, at this time, since the candidate ad season has not begun, stations and networks have the right to approve or disapprove ads. He said that three of the Browne ads were approved; the "Baby" ad was not approved.

Fylstra asked Dasbach about LNC funding for these ads.

Dasbach said that as of the early July, there was about \$130,000 available to air these ads.

Fylstra reported that the Fox News Network has featured the "Social Security" ad as a news story.

Givot cited the statistic in Dasbach's report stating that inquiries jumped to about 400 a day -- from about zero -- since the ads started running. He asked Dasbach -- based

on historical experience -- what percentage of these inquiries are likely to become members or contributors.

Dasbach said that he would estimate 10% to 20% would become members or contributors.

Givot asked Dasbach if he is in a position to comment on whether the post-convention revenues were conforming to the projections made for second-half revenues.

Dasbach said that he has insufficient information to draw any conclusions at this time.

Givot said that he recognizes that the current mode of operation is living hand-to-mouth. He said that -- at some point -- it will become important to determine whether the projected revenues are appearing as envisioned. He said that an evaluation of this is necessary to determine what, if any, changes need to be made in strategy for the remainder of the year to optimize results and achieve goals.

MG said that he understands Givot's concern. He said that the systems analysis that is being undertaken may help assist address it.

Item: Judicial Committee

Dehn said that although he did not like the idea of creating a list of people to fill future Judicial Committee vacancies, he feels that if the LNC voted to create such a list, the list should be prepared and submitted to a mail ballot as directed.

Dasbach said that the fact that there is a complete Judicial Committee may change the LNC's opinion on whether or not to create such a list.

MG said that the LNC acted to address an unusual problem late in its July 3 meeting and may not want to implement the solution it developed given that there are no current vacancies.

MG moved that the EC recommends to the LNC that it not proceed with the mail ballot at this time because no Judicial Committee vacancies currently exist.

Bisson seconded.

Dasbach pointed out that the process adopted by the LNC will require resources to be devoted not only by LNC members and staff, but by those applying for the Judicial Committee list. He said that given the unlikely case that the list will be used, it may be

an imposition to proceed as the LNC directed when there was concern of having a vacant Judicial Committee.

The motion was approved without objection.

Item: Ballot Access

Fylstra asked Dasbach for a summary of ballot access status.

Dasbach said that while ballot access is not yet out of the woods, the magnitude of the problems being dealt with today is much less than those already dealt with states already completed.

Schwarz said that an additional 10,000 signatures had been filed in PA.

Dasbach said that the PA drive had turned in more signatures than targeted because of a last minute influx of volunteer and paid signatures.

Givot asked for a status report on the ballot drive in AZ.

Dasbach said that there was some startup delay caused by the need to designate presidential electors who are registered as "independents" as well as a delay caused by an error in the initial printing of the petition. He said that his objective is to complete the petition drive by August 14, and certainly no later than August 17. He said that these are the starting and ending dates of the Democratic convention. He said that since their candidates do not have to be identified prior to then, completing the petition drive by that date enhanced the legal arguments to be made.

Givot asked if counsel has been lined up for the AZ litigation.

Dasbach said that counsel has been lined up.

Fylstra said that the first turn-in of signatures from the paid petitioners was given to the ALP, Inc. today. He said that Peter Schmerl has asked him whether John Buttrick would participate in the court case in support of the independent petition drive.

Givot reported on a lawsuit filed by the Nader campaign in Illinois seeking to reverse recent legislation which ended petitioning several weeks earlier than had been the case before.

Givot also reported on the victory of the Jim Tobin campaign in having the Illinois statute which requires a petition circulator to be a registered voter ruled unconstitutional.

Item: Advertising Plans

Dasbach said that the big advertising push begins next week on CNBC and MSNBC. He said that about \$10,000 will be spent on each of several days. He said that ad costs run as high as \$1,800 each and as low as \$400 each. He said that a combined total of 9 or 10 ads per day will be run on the two stations.

Givot asked if the networks are imposing any limit on time sales.

Dasbach said that no limits have been imposed yet. He said that locally-preemptable time slots are being purchased. He said that the networks have indicated that anywhere from 2% to 40% of the potential audience may not see any given ad because a local ad is run instead. He said that the economics of ad costs for locally-preemptable ads favors using them even if 40% of the potential audience does not see each airing of the ad. He said that if non-preemptable ad slots are available, our ad will be promoted to those slots.

Tuniewicz asked Dasbach what coverage of accounts payable he is targeting in the coming months.

Dasbach said that he would have to look at each vendor and determine what expenses were coming up in the next week or two to deal with cash flow decisions.

Dehn asked what preparations are being made to use ads to support candidates other than the presidential candidate.

Dasbach said that aside from some general discussion, nothing definite will be done until ballot access has been completed, except for ND which has a very late deadline. He said that sometime after August 21, Crickenberger will have time available to deal with this issue.

Dehn said that he thought waiting until the end of August to start communicating with candidates about this would mean it would be too late for them to plan to participate. He suggested that perhaps someone other than Crickenberger should be working on developing the criteria so that the criteria could be disseminated to candidates as soon as possible to help them plan to participate.

Dasbach said that only a handful of candidates are doing the sort of fundraising required to warrant national participation in advertising.

Givot suggested that a brief announcement letting candidates know that the LNC will be considering assisting in ad funding may be appropriate now to provide incremental motivation for campaigns to raise money during the coming month.

Dasbach said that such an announcement will lead to scores of responses seeking details which are not yet developed – further distracting staff from higher priority tasks.

Tuniewicz said that he believes there is ample time for candidates to prepare to participate in such a program if notice is given in early September.

Dasbach said that staff would be able to get started quickly on this issue after the ballot drives were completed because staff was already discussing it informally with candidates who were likely to participate.

Dehn expressed concern that certain candidates were already being considered for such assistance while others were not even being given a change to apply for it.

Item: Arizona Situation

Fylstra introduced the topic. He referred to a proposal which was initially developed by Nancy Johnson but rejected by ALP. He outlined the proposal for the Committee.

Givot reported on a proposal he recommended to both parties. He said that the proposal is being considered by ALP, but that Peter Schmerl of ALP, Inc. has indicated that it probably would not find support within his organization.

Givot said that -- had this been accepted by both sides -- it would have addressed all outstanding issues, provided a court-enforceable determination of which group represents the Arizona Libertarian Party, assured that the same group was the LNC's affiliate, and assured that the Browne/Olivier ticket was listed as the Libertarian Party candidates in AZ.

Givot said that ALP Chair Liz Brandenburg-Andreasen very much would like a copy of the document which LNC and ALP signed in Anaheim. He said that she may see some linkage between that document and proposals before her currently.

Fylstra asked the Committee to search their records for a copy of that document.

(Note: Later in the meeting Dehn reported that he had located the document and would fax it to Givot.)

Fylstra asked the Committee to go into executive session.

MG moved that the Committee go into executive session.

Bisson seconded.

Dehn expressed concern about the frequency with which the Committee was employing executive session.

The motion passed without objection.

The Committee went into executive session at 9:21 EDT.

The Committee returned to open session at 9:32 EDT.

MG asked members of the Committee if they were aware of a statement by ALP which berated the national party.

The Committee members indicated that they are not aware of this.

MG said that he would distribute it to the Committee.

Item: "Operation Breakthrough"

Fylstra reported on information provided by LPCA Executive Director Juan Ros and LPCA member Aaron Starr.

Fylstra said that the first step of the project consisted of identifying hundreds of special, local districts which afford opportunities for LP candidates to be elected. He said that the next step was to identify registered Libertarians who were either recently registered or had just voted in a number of recent elections. He said that the third step -- currently underway -- is to ask them to run for office on behalf of the LP. He said that the initial response has been very encouraging.

Fylstra said that Juan Ros reports that this effort generated 18 candidates who have filed and 26 candidates who have committed to run but who have not yet filed, 115 people who are very interested but not yet committed, and 138 who are interested in learning more. He said that the telemarketing campaign -- being conducted by an outside contractor -- is not yet complete.

Fylstra said that Starr is projecting that 167 people will be committed to run and more than 200 interested in running.

Dasbach said that the numbers he has been given represent results about halfway through the telemarketing effort. He reported that one group of people has said "yes" but have questions to be addressed. He said that Aaron Starr's numbers are based on this. He reported that Juan Ros' numbers are based on those who have gone further in the process.

Dasbach said that if people were not interested in running, they were asked to contribute money. He said that the expected revenues from this project are about \$10,000. He said that -- while this more than covers the telemarketing contractor cost -- it does not cover the other costs of the project.

MG asked how many offices are included in the list.

Fylstra said that it was in the hundreds, but he does not have an exact count.

Givot said that it is important to recognize that not all states permit registering as a Libertarian and that there may be economies of scale present in California which are not present elsewhere.

Tuniewicz said that he has been enthusiastic about this project. He asked Dasbach whether trying this in other states, it will be necessary to identify lower level offices that go wanting for candidates in other states.

Dehn said that this first attempt had been kind of a crash program, and that with more time it might be possible to do a better job of selecting offices and reduce costs by gathering some of the information through volunteer -- rather than contractor -- efforts.

Givot asked whether it makes sense to have the national party provide some infrastructural support to such efforts in other states.

Dasbach said that funding to assist this project will be sent to LPCA within the week. He said that we will be getting money back from this because LPCA plans to buy memberships using the contributions gathered by the telemarketing. He said that most of what is being done by contractors can be done more effectively by contractors than by the national party.

Item: Remarks for the Good of the Party

Tuniewicz asked Schwarz to comment on his remarks on the Web Commanders contract.

Schwarz said that he does not support the contract. He said that he has discussed the matter with Tony Shepps and that Shepps believes that the LP could retain the domain names without proceeding to arbitration.

Tuniewicz said that the proposed agreement is largely consistent with guidelines suggested by the former LNC. He said that there is a timing issue relating to getting the domain names pointing to the LP web site soon.

Fylstra said that while no one seems to like the prospects of paying Web Commanders for the domain names, this seems to be the better of two choices.

Item: Confirmation of Date and Time of Next EC Meeting

The Committee agreed to hold its next meeting at 8:30 PM EDT on August 15, 2000.

The Committee adjourned at 9:57 PM EDT.