

LNC EC

October 15, 1998

Present: David Bergland, Chair
Hugh Butler, Vice Chair
Mark Tuniewicz, Treasurer
Joe Dehn (acting as secretary)

Staff: Steve Dasbach, National Director
Ron Crickenberger, Chief Operating Officer

Also present: John Buttrick (AZ), At-Large Representative
BetteRose Smith (CO), Region 1 Representative
Ken Bisson (IN), Region 3 Representative
Chris Spruyt (NC), Region 4 Representative
Amy Rule (MD), Region 5 Representative
Ken Lindell (ME), Region 6 Alternate

The meeting was called to order by Bergland at 8:34 EDT with Dehn acting as secretary.

Item: TV Ad Campaign

Crickenberger reported that a TV ad had been produced that could be run on national TV; it was originally an ad for a candidate but for a small additional expenditure it was turned into a generic ad. Dasbach proposed that money be raised by an e-mail appeal and that the amount raised be spent on placing the ad on national cable channels, and asked the Committee to authorize this plan. There was discussion of whether it made sense to create a project like this at the last minute, whether the ad was being made available to other candidates, availability of time slots before the election, cost effectiveness of national advertising at regular rates vs. local advertising at candidate rates, and budget authority. There was a discussion of the amount of money that might be raised by an e-mail appeal in conjunction with having the ad viewable online. Making an e-mail appeal and spending the receipts on running the ad was approved by a vote of 4 to 0.

Item: Email Fundraiser for Candidate Support

Crickenberger reported that an e-mail appeal was underway to raise money to support some of our candidates. He reported that the total number of candidates was 829. There was brief discussion of possible winnable races.

Item: Archimedes Update

Dasbach reported on current and planned Project Archimedes mailings. He noted that a trial of sending the "annual report" letter to registered Libertarians was under consideration.

Item: Operations Update

Dasbach reported on office operations. Topics briefly discussed included plans for the next fundraising letter, telemarketing for the pledge program, progress on resolving the question of whether future UMP payments should be shown as a liability in our financial statements, and lease of a server for the new MIS.

Item: December LNC Pre-Meeting

Butler reported on responses he had received to the idea of a "pre-meeting" before the upcoming LNC meeting; it appeared that few people would be able to attend anything on Friday morning but something in the afternoon would be possible.

Item: Web Site Upgrade

Dehn reported that the WWW design company was finally ready to make an initial presentation to our review committee, but that the material would not be in a form that would make sense to distribute to people who didn't hear the presentation. He said he would notify all LNC members when the presentation would be taking place and find out how many would be interested in listening in.

Item: 1999 Budget

Dasbach reported that a first draft of the 1999 budget had just been distributed. He said that this still needed to be converted to a new format before the LNC meeting, noted an emphasis on building up the pledge program and on quality vs. quantity for fundraising letters, and asked that people send him comments and questions.

Item: Success '99 Update

Dasbach reported that a preliminary schedule for Success '99 had been developed, but that the hotel chain initially being considered was not completely satisfactory and that alternatives were being investigated.

Item: 1998 Convention

There was a discussion of the 1998 convention; topics included: getting minutes and approved Platform and Bylaws changes from the convention Secretary, and unresolved problems relating to convention accounting. Dasbach reported that because a large number of copies of the 1996 Platform were still available the office was planning to keep using them along with a one-page addendum of changed planks rather than reprinting the whole thing.

Item: Illinois Ballot Drive

Bergland reported that the Illinois ballot petition had been rejected by the state board of elections and that the people involved with the project felt there were problems that would make an appeal of the decision unadvisable, but that there was a possibility that gubernatorial candidate Tobin would pursue some kind of appeal on his own. There was a discussion of the situation; topics included: the kinds of problems that had caused petition pages to be disqualified, what this failure meant for ballot drives in 2000 in Illinois and other states with similar requirements, and plans for reporting the outcome of this project to members and others who supported it.

Item: Mail List Rental

There was a brief discussion of ending the ban on rental of our mailing list by Loompanics. Dasbach reported that they have apologized for the incident in which they mailed an unapproved catalog; he will discuss with them conditions for them to become eligible again.

The meeting was adjourned at 10:19 PM EDT.