

Libertarian Party of California  
Executive Committee Meeting  
El Segundo, California  
May 19, 1985

MINUTES

The meeting was called to order by LPC Chair Jack Dean at 9:15 A.M. There were 27 credentialed representatives present (see attachment A). The minutes were approved with one correction (spelling of Lyn Sapowsky's name).

CHAIR'S REPORT (Jack Dean)

Jack Dean reported that because of budget problems, the present contract with finance coordinator Perry Willis has been terminated. This is no reflection on Perry's performance - his work has been very valuable. This step was taken regretfully, but was necessary to avoid increasing the deficit (see Treasurer's report). He hopes to have Perry work on a part time/commission basis. Bob Lehman will continue as state coordinator, and will continue his work on the new LPC database.

Committee for Party Renewal lawsuit - no activity since last meeting.

DMV lawsuit - all parties have received copies of suit; no response yet.

Income from state 540 contributions to the LPC is expected to be at least \$2300.

LPC now has an 800 phone number for inquiries: 800-637-1776. The number covers the entire state and is listed in the current metropolitan Los Angeles phone book; plan to have listings in all major areas by next election.

STATE COORDINATOR'S REPORT (Bob Lehman)

Bob Lehman reported on several projects, including LPC mailings, membership prospecting, the networking conference, the LPC database and inquiry system, and a proposed pricing system for labels and for listings (see attachment B). Motions to accept the pricing systems were passed. Each county/region will receive one complete membership listing each quarter plus monthly updates at no charge. Prices for additional listings or labels are effective only for those printed during the normal monthly processing run, which is usually done between the 15th and the 19th of each month.

SOUTHERN VICE CHAIR'S REPORT (Sam Treynor)

Highlights: San Diego now concentrating on non-partisan races, Ventura is reorganizing, Riverside has started a supper club, next Southern California Chair's meeting scheduled for June 19.

NORTHERN VICE CHAIR'S REPORT (Dennis Schlumpf)

Highlights: Jim McLarin has left, being replaced by John Slavern; plan more outreach to inactive counties, especially rural ones; Placer's elected county supervisor has had ups & downs - have been 1 to 4 votes on several issues; community advisory committee being formed.

TREASURER'S REPORT (Jerry Douglas)

See attachments C & D, Income Statement and Balance Sheet. Some expense items on income statement (office rent, state coordinator I & inquiries) are unpaid bills from previous quarter that did not get paid until January or February of this year. As of the end of March we were in a deficit condition; since then, our financial condition has slipped further, which resulted in our having to terminate one of our contractors. As of May 15, 1985 we had a deficit of \$4300, most of which is owed to our contractors and the counties. (More details were brought out in committee meetings on previous day.)

AUDIT COMMITTEE REPORT (Sam Treynor, Chair)

The committee has had two meetings in the last quarter. At the first, they examined the books from last year's treasurer, determined that they were in acceptable form, evaluated position as of that date, and made projections. Also decided that the committee should take a more active role than had done previously, given current conditions. Met again in a joint session with the budget committee (see budget committee report for recommendations). Sam noted that Jerry Douglas has been doing an excellent job of record keeping and reporting.

BUDGET COMMITTEE (Ray Cullen, Chair)

Recommendation to the chair (from joint meeting above): if can't bring down the deficit, terminate one of the two contractors. Recommendation from meeting previous day: 1) try to get loan on expected income from 540 contributions, 2) ask the counties to loan their share of dues until July 1 1985, and 3) pay the contractors before any other liabilities. Recommended new budget (see attachment E). Did not have to go to previous fall back budget (which did away with both contractors) because we have doubled pledge base. A motion to accept the budget was passed. A motion to print a quarterly list of accounts payable failed.

SECRETARY'S REPORT (Laurel Fest)

LPC membership as of May 1985 was 1127, with 1112 dues paid and 13 elected central committee members. (Some of dues paid members were also elected.) This is an improvement over the previous year - as of April 1984, we had 1127 members, but only 1036 were dues paid (91 elected). See attachment H for breakdown by county/region.

National Convention Delegates:

The following motion was passed without objection: "No delegate and/or alternate to Libertarian National convention, to be held in Phoenix, AZ August 14-18, 1985, shall represent the LPC who is not a current member of the Libertarian Party of California at the time of registration as delegate/alternate from California. The LPC Secretary shall attempt to secure membership status by July 10, 1985."

After discussion, the chair ruled that only those members who received votes at the previous LPC state convention can be included on the list of alternates submitted for the national convention. People who come to the convention without alternate status could still be seated by the credentials committee, if requested by the delegation chair.

CONTRACT SERVICES MANAGEMENT COMMITTEE (Carolyn Traynor, Chair)

Perceive the committee to have one primary job this year, and have already begun working on it; that job is to make sure we have identified very clearly in writing what any contractor is to do for us, how we will know when he has done it, how he will know he has done it, and how all of us can be satisfied that it has been done right. Taking steps to finalize performance criteria. (Functions were determined and presented in committee and at executive committee, in November 1984; there is a letter contract with major categories.)

1985 CONVENTION COMMITTEE REPORT (Mark Hinkle)

They made a profit.

NATIONAL COMMITTEE REPORT (Mark Hinkle, LPC National Committee Rep)

Paul Grant has resigned as chair, Randy Ver Hagen of Wisconsin was elected as new chair. Platform committee members are: Steve Givot, Sharon Ayres, Bill Evers, Dave Nolan, Larry Dodge, Murray Rothbard, James Martin, James Hedbor(?), Dale Pratt, Mark Hinkle. Small states alternate: first, Lou Rockwell; second, Dean Ahmad. Large states alternates: first, Scott Beezer; second, Dick Eagleson. Bylaws committee members are: Skip Baron, Hugh Butler, Ruth Bennett, David Bergland, Bill White.

National LP is 89,000 in debt. Some reasons: monthly pledge program is less than ours (3300 vs. 3500), fundraising costs are high, there are several people on staff in the Houston office, office rent is 1800/month. There will be some severe budget cutting, and a serious effort will be made to be in balance by the August convention. Good news: the major stockholders of Liberty Services have donated their shares to the LP, so the controlling interest now belongs to the LP. (Liberty Services owns the Data General Eclipse computer which handles LP data processing.)

A separate ballot access fund has been created and will be administered by Sharon Ayres.

MEMBERSHIP/FUNDRAISING COMMITTEE REPORT (Mary Gingell, Chair)

San Diego's experiment with door to door membership drive was not a success.

There were three mailings this year and all have paid for themselves (see Finance Coordinator's report).

Between mailings and push at convention, monthly pledges have increased from 1700 to 3500 per month.

Bob Lehman will be handling inquiries form new 800 #. He plans to mail out a packet with a cover letter, membership application and a copy of David Bergland's book, "Libertarianism In One Lesson." He will also include flyers from carefully selected libertarian organizations such as Reason Magazine and Laissez-Faire Books, to help pay cost of the packet.

Areas of concentration for remainder of year: Bill Evers, large donors; Jack Dean, direct mail; Mary Gingell, donor recognition; Mark Sweaney, inquiries. Membership still open, and Mike Yauch may be able to be active later.

Dues split: Mark Hinkle submitted a recommendation that we restructure the split so that the organization getting the new member would get the larger share. This would require a bylaws change, so nothing could be done at this meeting, but the committee endorses the concept.

Signature on non-initiation of force pledge on membership application: the committee suggests that the LPC secretary use judgement in determining if applicant does fundamentally agree with libertarian principle in the absence of a signature.

Dagny Sharon had asked to purchase labels from the LPC for her Freedom Festival 85. Motion passed that "the LPC sign a contract with Dagny Sharon for a one time use of LPC's mailing list. The contract would include that LPC literature distribution and announcements be allowed at the event being advertised."

FINANCE COORDINATOR'S REPORT (Perry Willis)

Perry expressed his continuing enthusiasm for the LPC's fundraising program. He had prepared a lengthy printed report on this year's mailings with statistics and samples; the first 3 pages with statistics are included here as attachment F. Jack Dean expressed his appreciation to Perry for the job he has done.

OLD BUSINESS.

Follow-up on resolution from previous meeting concerning Ed Crane et al: Jack Dean did send letter and called Ed Crane. Ed said that he did not want to be active at present, but he wished us well.

Committee appointments: see attachment G for existing committees. Mike Hall and Les Antman were appointed to serve on the Literature Review Committee along with Jack Dean.

Jeff Hummel was appointed as the LPC's National Platform Committee Rep.

Richard Arnold was appointed to be on National's Credentials Committee with Lyn Sapowsky.

A motion to accept Los Angeles Region 61's bid for the 1986 convention was passed. The convention will be held at the Vicount near LAX.

NEW BUSINESS

CAMPAIGN 86 (Mike Hall, Chair)

Mike stressed that it is important to have good candidates. He will be concentrating on contacting previous candidates to see if they would be interested in running again, trying to recruit people who have not been candidates before in significant electoral districts, and in evaluating their potential for doing a good job for the party. He noted that our bylaws give the executive committee the authority to endorse or repudiate any libertarian candidate. He is currently working on plans for evaluating candidates that do come forward, and would welcome any input on how best to do this. He will be compiling lists of potential candidates, and will be contacting chairs and reps for suggestions.

RESOLUTIONS

None.

The next meeting will be in Sacramento on Sunday August 4, with committee meetings on Saturday August 3.

The meeting was adjourned at 2:30 P.M.

Respectfully submitted,

Laurel Fest, Secretary

Libertarian Party of California  
Executive Committee Meeting  
El Segundo, California  
5/19/85

MINUTES

Attachment A

Credentialed Attendees

Mark Sweany, Butte  
John Corl, Contra Costa  
Chuck Carr, Placer  
Dennis Schlumpf, Placer  
Lyn Sapowsky, San Mateo  
Bill Evers, Santa Clara  
Mark Hinkle, Santa Clara  
Linda Torno, Santa Clara  
Mary Gingell, Santa Clara  
Karen Huffman, Santa Cruz  
Ray Cullen, Orange  
Jack Dean, Orange  
Richard Arnold, San Diego  
Louis Misko, San Diego  
Jarry Douglas, Los Angeles 61  
Nancy Neale, Los Angeles 61  
Melinda Pillsbury-Foster, Los Angeles 61  
Wandy Ryan, Los Angeles 62  
Steve Krueger, Los Angeles 63  
Laurel Fest, Los Angeles 64  
Mike Hall, Los Angeles 64  
Lee Connelly, Los Angeles 65  
Dave Nichols, Los Angeles 66  
Sam Treynor, Los Angeles 66  
Gail Lightfoot, Los Angeles 67  
Richard Rung, Los Angeles 67  
Tom McKnight, San Bernardino

## PROPOSED PRICING STRUCTURE FOR LABELS FROM LPC DATABASE

Name of List	Names	Members-or-Donors		Price-per-thousand to: County LPs	Caucuses	Candidates	LPC Members	Others
		Natl	Either					
LPC Registrants	58,000	3%	4%	5%	\$ 10	\$ 10	\$ 10	\$ 15
National LP Members & Donors	5,000	27%	100%	100%	\$ 20	\$ 20	\$ 30-*	\$ 50-*
LPC Members & Donors	2,700	100%	50%	100%	\$ 20	\$ 20	\$ 60-*	\$100-*
Everything	66,000	4%	8%	10%	\$ 10	\$ 10	\$ 20-*	\$ 30-*

Labels are sold for one-time use only.

Labels may be purchased in quantities less than 1,000.

Minimum charge for any run is \$10.

Confidential addresses will be deleted from labels, except to County LPs

Prices apply to labels run at the same time as normal monthly database processing.  
An additional \$20 special handling fee will be required for labels run at other times.

\* - Requires approval of 3 LPC officers.

## PROPOSED PRICING STRUCTURE FOR LISTINGS FROM LPC DATABASE

Name of List	Names	Members-or-Donors		Price-per-thousand to: County LPs	Caucuses	Candidates	LPC Members	Others
		Natl	Either					
LPC Registrants	58,000	3%	4%	5%	\$ 4	\$ 4	\$ 4	N/A
National LP Members & Donors	5,000	27%	100%	100%	FREE (Quarterly)	\$ 4	\$ 4	N/A
LPC Members & Donors	2,700	100%	50%	100%	FREE (Quarterly)	\$ 4	\$ 4	N/A
Everything	66,000	4%	8%	10%	\$ 4	\$ 4	\$ 4	N/A

Listings may be purchased in quantities less than 1,000 names.

Minimum charge for any run is \$10.

Confidential addresses and phone numbers will be deleted from listings, except to County LPs

Prices apply to listings run at the same time as normal monthly database processing.  
An additional \$20 special handling fee will be required for listings run at other times.





Libertarian Party of California

Balance Sheet  
March 31, 1985

ASSETS

Cash	\$ 2,586
Pledge receivables	1,000
Fundraiser advance	400
Sprint credit	175
Charge slips	45
Total	<u>\$ 4,206</u>

LIABILITIES

County dues (4th QTR 1984)	3,236
County dues (1st QTR 1985)	1,638
Total	<u>\$ 4,874</u>
DEFICIT	(668)

Libertarian Party of California

BALANCE SHEET  
May 15, 1985

ASSETS

Cash	\$ 1,742
Sprint credit	175
Fundraiser advance	100
540 Donations	<u>2,000</u>
Total assets	<u>\$ 4,017</u>

LIABILITIES

County dues (1st QTR 1985)	1,638
County dues (2nd QTR 1985)	590
National dues	132
State Coordinator	1,475
State Coordinator expenses	26
Fundraiser	1,300
Legal fees	767
Computer charges	382
Telephone	356
Printing	1,536
Promotional materials	73
Total liabilities	<u>\$ 8,334</u>

DEFICIT

(\$ 4,307)

ATTACHMENT E

PROJECTED MONTHLY BUDGET  
AS OF 5/19/85

REVENUE:	\$3500	
	=====	
EXPENSES:		
Co-ordinator	\$2000	
Co-ordinator's Expenses	0250	
Computer Services	0500	
Publicity	0050	
800 Telephone Number	0050	
Ans Svc/Long Distance	0350	
Newsletter	0200	
	-----	
TOTAL	<del>\$3450</del> 3400	
	=====	

ATTACHMENT F - Page 1

Finance/N.C. Coordinator Report 5-18-85

Since I was able to get photocopying donated for this report I have included copies of the direct mail pieces that we have done to date, both for those who have not seen them yet, and also for those who would like to use them as examples for fundraising at the local level. I would be happy to help anyone desiring to start such a program, and would be glad to receive your calls and answer any questions you might have. My phone number for the near term is 619-566-4898.

Also included is a breakdown of the results of our mail program to date. It is very complete and should answer most of your questions. There is also a sheet which shows projections for future mailings. These projections should be advanced a month to delays we have experienced this month.

NEWSLETTER: Was investigating prices for printing in a tabloid format at the time my contract was suspended. Such a format would not only allow more space, but would also cost less money. I will pass these quotes along as soon as I get them. I was also compiling a list of businesses that advertise in other LP newsletters in California for the purpose of a special letter asking them to advertise in the State newsletter. I will pass this information on as well.

FIELD WORK: Had contacted three regions as of my suspension. Santa Cruz, San Mateo, and San Francisco. I was starting close to home, and planning to branch out as more time became available for this part of my job. My meeting in San Francisco had to be cancelled, and I was not scheduled to go to Santa Cruz until June. I did meet with leaders in San Mateo, and we were able to establish goals for recruiting new volunteers, and for working on a program of Intros. I also spoke before the San Mateo Dinner Club.

PLEDGES: Fullfillment is running at 80% and shows signs of increasing. I have sent letters asking for information about electronic funds transfers, as it may now be feasible for us to use this method to get our fullfillment rate up. I will pass along this information as soon as I receive it.

FUNDRAISING: Assuming that nothing else is done the rest of the year, and that we can manage a 90% fullfillment rate the rest of the year, then we have already accounted for close to \$39,000. This is already a very successful year for us, and I think we should all be pleased.

Thank you for your support.

## Direct Mail Fundraising Report

5-18-85

Mailing Number:	2-85	3-85	4-85
A. Total Pieces in Mailing	1200	924	4636
B. Total Responses	38	40	51
C. Total % Response	3.1%	4.3%	1.1%
D. Number of Pledges	16	25	15
E. As a % of Response	42%	62%	.29%
F. Number Pledges w/first check	16	23	15
G. As a % of Response	100%	92%	100%
H. Number of one time gifts	22	15	36
I. As a % of response	57%	37%	.71%
J. Total pledges/dollars	\$275	\$375	\$466
K. Annualized dollars	\$3300	\$4500	\$5592
L. Total one time gifts/dollars	\$1087	\$680	\$1575
M. First month payments/dollars	\$ 275	\$340	\$466
N. Total Dollars received	\$1362	\$990	<del>\$2041</del> 2221
O. % of LPC pledges accounted for by this mailing/dollars	8.2%	11.1%	13.8%
P. % of LPC pledges accounted for by this mailing/numbers			
Q. Cost of mailing	\$ 735	\$678	\$2206
R. Cost per piece	\$ .61	\$.73	\$.44
S. Excess of cash received over cost of mailing	\$ 627	\$342	\$ 15
T. Profit during '85 calendar budget/ net	\$3377	\$3750	\$3438
U. Pledge income if paid through 12/85	\$32640	\$\$35188	\$40440
V. Cost per dollar raised	\$ .54	\$.68	<del>\$1.17</del> .97
W. Cost per annualized dollar	\$ .22,022	\$.015	\$.036
X. Cost of cash vs. pledges	3:1	5:1	3:1
Y. Current pledges per month/dollars	\$2529	\$2904	\$3371

ATTACHMENT F - Page 3

Exhibit A - Momentum '86 Progress To Date

Pledge Income per month as of January 1, 1985	\$1,700
After mailing 2-85	+275
After '85 state convention	+555
After mailing 3-85	+375
After mailing 4-85	+466
Total to Date	\$3,371

PROJECTIONS FOR NEXT THREE MONTHS

House List Mailings:  
(LPC members and donors)

April	\$225/month
May	200/month
June	150/month
July	100/month
Aug	75/month

National List Mailings:  
(members and donors obtained from National LP which are not on  
LPC House List)

April	\$450/month
May	350/month
June	250/month
July	200/month
Aug	175/month

Total Increase In Pledges From Two Groups of Mailings: \$2,175

Total Pledge Level Projected for August: \$5,546 (Amount is in  
excess of monthly operating expenses)

ATTACHMENT G

LIBERTARIAN PARTY OF CALIFORNIA  
1985 COMMITTEE APPOINTMENTS

AUDIT COMMITTEE

Sam Treynor, Chair  
Jerry Douglas  
Steve Krueger  
Melinda Pillsbury-Foster

BUDGET COMMITTEE

Ray Cullen, CPA, Chair  
Jerry Douglas  
Dennis Schlumpf  
Sam Treynor  
Thea McLean

FUNDRAISING/MEMBERSHIP

Mary Gingell, Chair  
Jack Dean  
Bill Evers  
Mark Sweany  
Mike Yauch  
Contractor(s)

CONTRACT SERVICES  
MANAGEMENT COMMITTEE

Carolyn Treynor, Chair  
Jerry Douglas  
Laurel Fest  
Lyn Sapowsky  
Corby Somerville

## ATTACHMENT H

Libertarian Party of California  
Membership Status Report  
May 12, 1985

Standing	County	Members	
		85/05/12	85/03/31
1	43 - Santa Clara	194	177
2	37 - San Diego	127	122
3	61 - San Fernando Valley (L. A.)	82	72
4	01 - Alameda	65	57
5	30 - Orange	57	52
6	64 - Central Los Angeles (L. A.)	47	38
7	63 - Foothills (L. A.)	46	45
8	66 - South Bay (L. A.)	45	41
9	62 - West Los Angeles (L. A.)	44	38
10	38 - San Francisco	37	34
11	07 - Contra Costa	36	35
12	41 - San Mateo	32	32
13	10 - Fresno	26	26
14	44 - Santa Cruz	24	20
15	42 - Santa Barbara	22	21
16	33 - Riverside	21	20
17	65 - Mid-Cities (L. A.)	20	19
18	31 - Placer	18	17
18	67 - E. San Gabriel Valley (L. A.)	18	17
20	15 - Kern	15	16
21	36 - San Bernardino	14	11
22	04 - Butte	13	13
22	49 - Sonoma	13	13
24	34 - Sacramento	11	11
24	27 - Monterey	11	10
24	56 - Ventura	11	10
27	29 - Nevada	10	10
27	39 - San Joaquin	10	9
27	27 - Monterey	10	9
30	54 - Tulare	9	8
31	40 - San Luis Obispo	7	4
32	17 - Lake	4	4
32	57 - Yolo	4	4
32	05 - Calaveras	4	2
35	23 - Mendocino	3	3
35	48 - Solano	3	3
35	50 - Stanislaus	3	3
38	20 - Madera	2	2
38	55 - Tuolumne	2	2
38	28 - Napa	2	1
41	14 - Inyo	1	1
42	16 - Kings	0	1
	TOTAL	1127	1032