



LNC Executive Committee Conference Call Minutes

To: Libertarian National Committee
From: Alicia Mattson
CC: Robert Kraus, Wes Benedict
Date: June 1, 2010
Re: LNC Executive Committee conference call on June 1, 2010

Current Status: **Auto-approved, 06/15/10**

Version last updated	June 7, 2010
These minutes due out in 7 days:	June 8, 2010
Barring objection from any Executive Committee member who attended the meeting, minutes official 14 days from distribution:	June 15, 2010
Approved minutes due to LNC within 7 days of approval	June 22, 2010
Official copy due to staff within 14 days of approval	June 29, 2010

Attendance

All Executive Committee members were present: Mark Hinkle (Chair), Mark Rutherford (Vice-Chair), Alicia Mattson (Secretary), James Oaksun (Treasurer), Jim Lark, Bill Redpath, and Mary Ruwart.

Additional LNC members present were: Stewart Flood, Vicki Kirkland, Kevin Knedler, Brad Ploeger, Wayne Allyn Root, Rebecca Sink-Burris.

Representing the LP of CA were: Beau Cain, Mike Seebeck, and Kevin Takenaga.

LP Executive Director Wes Benedict was present, as well.

Call to Order

The meeting was called to order at 8:04pm Eastern.

Agenda

Purpose was for the Executive Committee to take up the subject referred to it by the LNC in its May 31st meeting in St. Louis regarding whether to spend an additional \$15,000 in fighting California Proposition 14 (aka "Top-Two").

California Proposition 14

Mr. Flood explained that a media buyer in CA has recommended that we target radio stations in Los Angeles, San Francisco, San Diego and Sacramento. The radio spots will start on Thursday and Friday during drive-time. A question was raised about the type of radio stations that had been selected. Mr. Root confirmed that the media buyer was targeting talk radio stations.

Mr. Redpath had spoken with Richard Winger, whose article on Ballot-Access.org says that support for Prop 14 among CA voters is at 52%. Mr. Winger had recently appeared on a radio program to speak about the matter and felt that the energy is on our side.

Mr. Rutherford asked if Prop 14 succeeds in California, will we need to spend more money later in other states?

Ms. Mattson raised several questions/points. How many people will these ads reach? What % of them are persuadable? The opposition has spent \$4.5 million, and we're only able to spend a drop in the bucket relatively.

Mr. Hinkle noted that Martha DeForest says that a successful Top-Two effort in Washington state has effectively killed LP candidacies there.

Main Motion:

Mr. Rutherford moved to approve an additional \$15,000 to fight Top-Two as a test project, and that the national office should do some fast fundraising to mitigate our damage. (seconded)

Ms. Mattson asked how much it takes to win. The poll of likely voters showed 60% support, rather than the 52% support in the registered voters poll. Ms. Mattson is not convinced that spending this money will be the thing that makes the difference, though she encouraged all to make calls through Mr. Flood's Liberty Manager system to work that angle as well.

Mr. Root noted that the Top-Two movement is an incredible threat to the survival of our party, and that we can't afford to lose this battle.

Dr. Lark spoke in favor of showing party members our commitment to defeating Top-Two, and that he was optimistic that a quick fundraising appeal can be effective.

Ms. Mattson noted that we only have \$150K cash-less-liabilities, and (including the \$10,000 previously authorized) we're talking about spending 16% of it. She wondered why spending \$10K was sufficient on Friday, but on Tuesday we needed to spend \$15K more.

Mr. Flood explained that on Friday his request was for us to make a show of support, but since he thought the momentum was in our direction, he now sees an opportunity for us to have an impact and feels that \$25K could make a difference.

Mr. Oaksun expressed concern that an additional \$15K might not be enough to make a difference. He's two days into the job and already has lots of people requesting money and is going to be concerned about protecting our financial situation. He predicts that he will be making recommendations for cost-cutting at our next meeting.

Dr. Ruwart noted that we had raised close to \$59K at the fundraising banquet on Sunday. Therefore, it's likely that we do have money available for this and might not have to tap into our reserve.

Mr. Knedler said the subject of Top-Two has been brought up by the Secretary of State in Ohio already.

Dr. Lark thanked Ms. Mattson and Mr. Oaksun for expressing their concerns and being willing to take a reasoned and potentially unpopular stance against a motion which seems poised to pass.

Dr. Lark called the question. Mr. Rutherford seconded. There was no objection to closing debate.

Voting on the main motion:

**Aye: Hinkle, Lark, Oaksun, Redpath, Rutherford, Ruwart
Nay: Mattson**

The motion passed 6-1.

The meeting was adjourned without objection at 8:31pm Eastern.