

LIBERTARIAN PARTY OF CALIFORNIA

Saturday, May 7, 2005 Executive Committee Meeting at the Santa Clara Marriott Hotel

1. The meeting was called to order at 10:21 pm. The following Executive Committee members were present:

Officers:

Aaron Starr, Chair
ABSENT: Lawrence Samuels, Northern Vice Chair
Mark Selzer, Southern Vice Chair
Willard Michlin, Treasurer
Daniel Wiener, Secretary

At-Large:

Ted Brown
Bruce Dovner
Kevin Takenaga
Bruce Cohen
Mark Whitney
Richard Newell
M Carling
Paul Ireland
W. Rick Nichol

Alternates:

Frank Manske
Erich Miller

Executive Director:

David Ruprecht

Guests: Allen Hacker, Julie Whitney

2. Announcements:

There will be a party in San Leandro after the meeting. Julie Whitney was present as Mark's auxiliary memory. Paul Ireland will be out of the country May 19-June 4.

3. Agenda:

Item 7b – Approval of Bylaws, Platform, and Program drafts was postponed. Discussion of the audit committee was added as Item 7b. Discussion of the 2006 convention was added as Item 7c. Item 8a was moved up to after Item 3. A new Item 8a was added to select an LNC Alternate to replace Mark Hinkle.

Everyone present introduced themselves.

8(a). Allen Hacker and Frank Manske were nominated to replace Ed Ronquillo as an At-Large Representative on the Executive Committee, for a term ending in 2006. Both candidates spoke. Allen Hacker wants to work on volunteer development, while Frank Manske indicated his willingness to work in general. Allen Hacker was elected with 8 votes; Frank Manske received 5 votes; and there were 2 abstentions.

4. There were no items on the Consent Calendar.

5. No minutes were ready for approval.

6. Staff & Officers Reports

- a. Chair Aaron Starr has been working 12 hour days. He has been having trouble getting data for the project of contacting and converting election officials to the LP. Aaron has offered to personally pay \$5,000 for a list (current as of the last election) of all California elected officials. It must be matched against the voter registration list to get home addresses. It would also be nice to get email addresses. Aaron discussed how

- committees works together, and why it is important to reduce the level of rancor and hostility. Policy disagreements and being on the losing end of votes are things which shouldn't be taken personally.
- b. Northern Vice Chair Lawrence Samuels was absent.
 - c. Southern Vice Chair Mark Selzer reported on his work with counties and other events.
 - d. Secretary Daniel Wiener reported on the results of recent email ballots:
 - I. The motion to have Ted Brown, Daniel Wiener, M Carling, and Willard Michlin constitute the Operations Committee along with Aaron Starr was approved by a vote of 11-1-0-3 on 2/26/05.
 - II. The motion to support SB 596 (Instant Runoff Voting) was approved by a vote of 11-0-1-3 on 3/13/05.
 - III. The motion to establish various working committees was approved by a vote of 10-4-1-0 on 3/13/05. The committees are:
 - A. Campus Coordinator - Responsible for the development and nurturing of libertarian on-campus organizations.
 - B. Candidate Recruitment - Responsible for recruiting candidates for office who run serious campaigns and lend credibility to our party.
 - C. Candidate Support - Responsible for supporting candidates who run serious campaigns and lend credibility to our party.
 - D. Coalition Building - Responsible for reaching out and coordinating activities with other organizations when their goals are compatible with our own.
 - E. Legal - Responsible for the recruitment of legal resources for strategic lawsuits against governmental agencies and providing general legal support for the party.
 - F. Media Relations - Responsible for media relations and the solicitation, review and submission of guest opinion columns.
 - G. Member Communications - Responsible for overseeing the production of the party newspaper and any e-mail communications.
 - H. Member Recruitment - Responsible for recruiting new party members.
 - I. Member Retention - Responsible for retaining existing members by making them feel welcome and appreciated.
 - J. Political Education - Responsible for developing answers to questions that appeal to the mainstream public.
 - K. Public Access Television - Responsible for developing and promoting libertarian public access television shows.
 - L. Voter Registration - Responsible for increasing the number of registered Libertarian voters.
 - M. Website and Infrastructure - Responsible for the design, development and maintenance of all party websites, databases, and computer systems.
 - IV. The motion to establish a Marketing and Branding working committee was approved by a vote of 9-3-1-4 on 4/14/05:
 - A. Marketing and Branding -- Responsible for defining, developing, packaging and delivering an effective Libertarian Party of California brand in a cost-effective manner to the political marketplace, and ensuring a consistent message be conveyed in all public communications and appearances.
 - V. A motion was approved by a vote of 8-5-2-0 on 5/6/05 "That the editor be authorized to publish an article about Paul Ireland's arrest if she chooses to do so, since this is an editorial decision. This motion overrides any instructions from the chair that such an article not be published. was."
 - e. The Treasurer Willard Michlin went over the financial report. He would like to find a legal way of earning money on the existing surplus cash. Allen Hacker moved to amend the budget to assign \$23,000 to the convention and \$4,500 to convention fundraising (from \$27,500 combined). Approved 14-0.
 - f. The LNC Representative M Carling reported on the LNC meeting in Dallas to be held the following weekend. A decision will be made on whether to keep Executive Director, whose performance has been marginal to poor. LNC infighting is much worse than on the ExCom. At the last meeting the LNC voted to raise renewal dues and not share any of that with states (Aaron Starr & M Carling voted to raise dues and

share with the states). Implementation was delayed for 9 months. Several people have indicated to Rick Nichol that they won't renew at the higher dues rate. There will be a motion to lower renewal dues to \$35 or \$40 from \$50, but it's unlikely to pass. The Razors Edge database program meets the needs of LNC office staff very well and the states very poorly. Functionality to allow states access to their portion just doesn't work, and the format of data has not stabilized.. The switch to Razors Edge was the most badly botched database transition that M has ever seen succeed. Database dumps are incomplete, with many missing phone numbers. The Executive Director has been trying to hire a personal assistant even though the national party is broke. It owes money to many outside creditors, including mailhouses which have advanced postage under the assumption they'd be paid back immediately. The main reason it's broke is because the cost of servicing a member is \$38-\$40 while the LP is charging \$25, not including acquisition costs (which would make it \$92 per member). Fundraising pitches to some groups work better asking for money, while with other groups it's better asking people to become members. The platform committee will come up next weekend. There is an extreme anti-California bias on the LNC and in the rest of the country.

- g. Executive Director Dave Ruprecht reported that he gave a news interview on "ready returns" which would be prepared by the Franchise Tax Board. Dave is in the office 6 days per week. Monica Kadera does an incredible amount of bookkeeping work. The tax season and a massive computer crash put us a little behind. The mid-March computer crash took down critical data and programs, but it was recovered. Dave is writing monthly articles for California Freedom. January and February were concerned with convention preparation (Thea McClean helped); the major donor reception; dealing with the hotel; calling previous attendees; etc.. He's trying auctioning off celebrity doodles, but got no responses. Dave had many conversations with Michael Cloud on the banquet fundraising pitch, and he subsequently raised \$4,876. Monthly pledges were increased by \$1500 per year. Dave attended a leadership conference. He took a week off after the convention. Mid-March computer crash with all critical data and programs; recovered data & programs. Nova credit card program was a huge headache and had to be updated. Dave's wife was out of town for seven weeks choreographing a show. Dave is going back to CSUN for a certification program in fundraising. He's also trying to get interns from CSUN. Bruce Cohen organized a work party to clean up office. Dave's starting to do major donor fundraising, and set up the Torchbearers.
- h. California Freedom Editor Elizabeth Brierly expressed her disappointment that it took her two years to create a controversy. She wants more news, not just commentary. Bios of elected officials are wanted. John Brady will provide photos from So. Calif. One ad hiccup recently: the 15% commission was misinterpreted by a person as including selling an ad to herself. On the question of producing extra copies for regions to hand out, doing so would make it a public communication per FEC regulations. Muffet Brown is great to work with. We should tie the Writer's Bureau to the newsletter. It would be useful to create a Mission Statement.

7. Old business: none.

8. New business:

- a. Mark Whitney was nominated and approved unanimously to replace Mark Hinkle as LNC First Alternate.
- b. Susan Marie Weber has indicated that she is willing to serve as head of the audit committee. She was approved unanimously.
- c. The funding of the 2006 state convention was discussed. It was moved that Allen Hacker, Rick Nichol, Mark Selzer, and Paul Ireland head up a committee to raise money for people who can't otherwise afford to attend the convention. Approved 8-5-0.

9. Committee Reports:

- a. Candidate Recruitment (Ted Brown) - Ted Brown: Richard Rider may run in a special election for Mayor of San Diego. The California Association of Libertarian Political Consultants (Christy Stone) will work on candidate recruitment. The time-table is to start on statewide candidates in a month or two. We need an accurate membership list. Willard Michlin has gotten 24 presentable candidates who are willing to run and hold office.
- b. Candidate Support (Paul Ireland) – Questionnaires should be pre-filled out for candidates. We need to help existing elected libertarians.

- c. Coalition Building (Erich Miller) – Eric needs to commit more time to making contact with other organizations. He wants to work more closely with County Chairs.
- d. Legal (Mark Whitney) Work on Paul Ireland’s case continues. Prop 60 should be a clear win for LP, and we should be able to apply for declaratory judgement. An email ballot is expected to be sent out to support the legal challenge.
- e. Marketing & Branding (Mark Whitney) – Mark is excited about the future of the LP. The LPC has a back office but no front office. Marketing & Branding should be a resource for everyone; it will deal with processes. The audiences is press & media, current libertarians, former libertarians, and at-heart libertarians. There’s a gap in the center which we can fill, where Dems & Reps are on the ends. We need a set of best practices to give the LP a voice, rather than just leaving it to individuals. End of this month is the target for a written marketing plan to take us through 2008 elections. Pro-active marketing will occur between Labor Day and Christmas. The M&B website will do Internet research.
- f. Media Relations (Richard Newell) – a written report was submitted.
- g. Member Communications (Bruce Cohen) -- a report will be mailed.
- h. Member Recruitment (M Carling) – Direct mail is one thing which is scalable & predictable for member recruitment, but it currently doesn’t pencil out with the UMP II structure. The bounty program still doesn’t work. M is working on a document discussing the advantages and disadvantages of UMP II, and the question of whether we should pull out.
- i. Member Retention (Rick Nichol) – None of three people recruited for the Member Retention committee have followed through. We need someone in northern CA. There’s a problem in getting a usable database. Business cards should be provided.
- j. Public Access Television (Mark Selzer) – Mark showed various TV scenes.
- k. Voter Registration (Bruce Dovner) – Bruce discussed domain names. He wants an expedia.com type of website, to try to sell people on registering Libertarian. There are BCRA problems and an Internet exception. We should also run radio & TV advertisements; soliciting for that will be impacted by BCRA. Bruce wants to use LPC.ORG, which he owns.
- l. Website and Infrastructure (Kevin Takenaga) – Terry Floyd has been helping with database problems. Mark Johnson is project manager for the web site redesign. Shane Cory is chief designer. Kevin demonstrated a new design which goes live in a week (May 15th). He also demonstrated the NIDUS database.

10. The next meeting will be on Aug. 20th at the LAX Sheraton Gateway Hotel.

11. The meeting was adjourned.