

LIBERTARIAN PARTY OF COLORADO



Chairman's Convention Report 2023-2024

Dear Members and Supporters,

It is my pleasure to present the annual convention report of the Libertarian Party of Colorado. In this report, we will highlight our accomplishments, challenges, and goals for the upcoming year.

We have worked tirelessly as a board to advance our goals set forth at the beginning of our term. My vision set forth was to radically change and reshape the political landscape of Colorado, as well as to implement a firm foundation for the board to be able to increase our capacity for party growth.

We achieved many advances towards the vision I set for Colorado. We started out the term with a radical new approach to state level politics. Harnessing the power of our swing voters we threw our weight around the political arena of Colorado by striking the infamous "Deal with the GOP", which brought the party front and center of politics both on a state and national level. We gained some of the best press coverage the party has ever had. 9 News published "There are fewer than 40,000 registered Libertarians in Colorado, and they will be setting the agenda for more than 900,000 registered Republicans". It made very clear that we, Libertarians, define the standard for liberty. We have gained two signed pledges this far into the 2024 election cycle.

We ran some very serious local campaigns in 2024. We dedicated the hiring of two political directors to help assist us with candidates as well as compile the raw data from these elections, something not done in the LPCO before. We gained many valuable lessons going forward. We now have a list of strong candidates for the 2024 ballot.

In the last few months we have worked with a consultant to overhaul board documents to position us better as a more professional organization and to implement strategic planning to better utilize our resources and work together more efficiently. We had a policy manual written and adopted. Then we had director continuity binders composed, replacing the ones written by volunteers, bringing them forward to more clarity and understanding of each position and the job description and implementation for more proficient understanding for directors. Next we formed committees to further improve our project management system and to be able to cover more work areas efficiently in the party. We have the Executive Director Committee, Party Committee, Political Committee, Marketing Committee, and Finance Committee. They cover the key areas the board of directors need to focus on to keep the party running. We are now better able to strategize these areas and dedicate resources accordingly.

From the beginning we knew we needed to focus on finding the weak points of the organization and then working to correct these areas. We realized that data had never been fully collected and analyzed from any

election cycle. We wanted to dedicate some resources to helping candidates and realized very quickly we have minimal resources at best. The biggest challenge overall in the election cycle was manpower. We didn't have enough of it. Candidates seemed to raise funds well, but didn't have enough hands on deck to run campaigns. That was a huge challenge. We also realized that we weren't set up to handle any kind of growth or party expansion and directors seemed to not fully understand their role on the board. A lot of time and energy has been spent on working on that area.

We face the hard work of continuing to build brand recognition throughout Colorado. As we push to expose the weaknesses of the two party system and the fragile condition of the Colorado Republicans we are creating a perfect storm to collapse Colorado politics as we know it. We fully intend to make the most of this rare opportunity. Advancing the brand through all the legislatures and boards of Colorado we are bringing our fight to the local communities where we live and bringing the name of Libertarianism to the forefront of all these fights. We are being strategic with our elections to make the most of the effort of running. We are trying to make sure candidates have a platform in the press to help advance the brand to the Colorado voters. As we create a new political landscape we bring hope with our message, that we will stand up and fight against the erosion of our liberties.

Our goals for the upcoming year are continuation of the vision set forth at the beginning of my term, to radically change and reshape the political landscape of Colorado. We will do so by implementing all the tools we have

As the Chairwomen of the Libertarian Party of Colorado I am proud of our accomplishments and the dedication of our members and supporters. We have faced challenges, but we have learned from them and are now stronger and more united.

Looking forward to the upcoming year, we are committed to expanding our membership base, developing new policy initiatives, and strengthening party unity. We will continue to work tirelessly to achieve our goals and represent the interests of our constituents.

Thank you for your continued support, and I look forward to another successful year for the Libertarian Party of Colorado.

Sincerely,

Hannah Goodman



Annual Vice Chair Board Report

March, 2024

Prepared by: Eliseo Gonzalez

Vice Chair

1. Executive Summary: Throughout the year of 2023, the organization has gained massive amounts of media attention after strategic political moves were made. Board members frequently engaged in landscape-changing work which led to 1. The successful defeat of 2023's "Assault Weapons Ban" (HB23-1230), "Candidate Ballot Access" (SB23-101), Prop HH (Tabor Repeal). The board has experimented during the election cycle by hiring our first set of political directors, an Executive director, and a consultant which produced a high quality policy manual. Our Party has made political ties and is now a political threat in areas with highly contested seats (Federal and Local).
2. Analysis: Currently, the most organized political party is the D's which wield the largest political club of influence by consistently producing a large portion of activists, having highly skilled and trained staffers, continuously fundraise well beyond their goals, and leverage technology; all of which have lead to gaining rapid control of most of the state including rural seats largely held by a more conservative population. The efficiency of the D's operations have become textbook examples of organization which has produced a super majority of D lawmakers. Their software investments and connections with the state have made them a formidable political opponent. Polls continue to show that D's have gained ground with targeted outreach, activists, and donors. LPCO has invested heavily in improving our reach to the general public by 1. Gaining a significant following in social media, 2. Becoming more active in deansly youth populated areas like high school and college campuses through affiliates and organizations friendly to the party, 3. Become more outspoken during bill hearings, 4. Gaining precious legal and political experience for the board, 5. Attracted working professionals with highly specialized skills to join the board.
4. Operational Highlights: In 2023 the board hired a consultant at the direction of both the chair and vice chair of the party. The political consultant has restructured how the board works by 1. Producing a policy manual which streamlines processes for more efficient collaboration and 2. Creating committees in which board members can exercise their creativity and talents in the roles they were elected for. This implementation is new and I await to report further gains in 2025. We've also identified and have planned to address our current need for technology upgrades, moving from Google suite to M365, Using Voter Gravity at the party and candidate level, acquiring an advanced Wifi hotspot and the OWL for better quality streams.
6. Risk Management: There are several areas in which risk is amplified given the sensitive nature of certain topics. During this period of experiencing growing pains, the party should hire the services of an HR manager which can produce general guidelines which are not addressed in the policy manual. The party must also purchase more meaningful GL with E&O and WC insurances

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7. Corporate Governance: Bylaws currently have the Chair of the party as the “CEO” of the party. The party is then divided into Executive directors and non executive directors. Executive directors include Chair, Vice Chair, Treasurer, and Secretary. Non Executive members include directors: Outreach, Fundraising, Membership, Affiliates, Communications, Campaigns, Legislative, Technology.

8. Future Outlook and Conclusion: Future success of the party will hinge on whether or not the system created at the end of 2023/beginning of 2024 will have the desired effect of producing a more efficient board. The new system consists of working committees, relying on a robust policy manual as a general guideline, and dedicating certain hours per week to each director’s designated role, and relying on assistance from the executive director. Our goal is for all of these new processes to 1. Reduce the bureaucratic red tape, 2. Increase collaboration between directors, 3. Produce more activists, 4. Produce more members, 5. Produce more high quality candidates, 6. Produce good successors for board seats. All future boards should thoroughly evaluate and update the policy manual if needed in order to work more effectively. I also encourage all future Vice Chairs to create a succession plan and identify candidates early or produce a leadership pathway for sustaining LPCO members to become part of the board.

In Liberty,
Eliseo Gonzalez
Vice Chair- Libertarian Party of Colorado



Annual Treasurer Board Report

March, 2024

Prepared by: James Williams,
Treasurer

- 1. Executive Summary:** - Over the last year the treasurer has had some major restructuring. Upon being appointed, the bank accounts had started the process of switching banks, but the records prior to hand off are incomplete. I have done my best to compile those, and document everything since appointment. We have finished the transfer, got reporting up to date, restarted the book keeping through software, and have been working towards automating the mandatory filings as best as possible to protect us from future late filing fees. Our accounts have continued to grow, and budgeting has shown where improvements can be made.
- 2. Analysis:** The political balance in the state is in turmoil. We as a party are positioning ourselves to take advantage of this current flux. With financials becoming aligned with goal-oriented outlooks we will be able to capitalize on the changes. The Uniparty is crumbling, and we can use this to our advantage. With the proper levers of finance, marketing, and pure ideals we will pivot the whole state.
- 3. Financial Performance:** While metrics have continued to improve, the lack of historical data has hampered my efforts to show that growth. Learning the ebb and flow of our KPI will take time. Our goal is to use current metrics to show the new starting point with a yearly increase of returns averaging 30% moving forward. With a streamlined workflow and key players integrating with financial data we should start to turn the tide.
- 4. Operational Highlights:** Major changes over the past year have helped to start the financial recovery from past fines. As we continue to improve processes, we will continue to see ramped growth. Our largest hurdle is the need for manpower to drive the system forward.
- 5. Strategic Initiatives:** As we refine our process, it has become evident that a bad treasurer can have disastrous effect. With automation, we take the failure point of human error out of the equation. With new software and reporting tools, we will be able to properly leverage our capital and learn how to better target our market audience. With savings coming in the range of our lost income from fines, it should pay for itself quickly.
- 6. Risk Management:** Data management is key. Switching to M365, QuickBooks Online, and ISPolitical, I hope to manage our data entry and eventually combine down to no longer need an audit committee if third party tools will accomplish our needs
- 7. Corporate Governance:** We have tightened up the work into committees and made small adjustments in order to remain in compliance with all regulations and bylaws.
- 8. Future Outlook:** The next year is critical as we transform our systems and implement changes. I believe these changes will empower the board to develop monumental growth and start winning elections.
- 9. Conclusion:** The Treasurer position has been a struggle, but I believe the light is coming soon at the end of the tunnel. With the dedication and hard work of such a great board, assuming this role has been trying, but possible. I hope to continue in being able to provide work and funds to the party in order to achieve our strategic goals and radically transform the political landscape of this wonderful state.

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Fundraising Director Report for 2023

The Fundraising Director shall be responsible for establishing and operating fundraising activities including, but not limited to, the annual Convention, a monthly pledge program, fundraising from Members, coordinating speakers and events for the purpose of Party fundraising, and reporting all income and expenses related to fundraising at each regular Board meeting. The Fundraising Director may establish and manage committees (including the appointment of any committee chairs) to accomplish these and other fundraising functions.

1. Held a successful gathering to educate the public about Prop HH, which was later defeated in the 2023 elections.
2. Sent out 56 fundraising emails, including fundraising emails for LPCO candidates.
3. Attended all committee meetings and board meetings.
4. Helped fill out the structure & function of the board.
5. Held a successful Holiday Party.
6. Started the Liberty Library program, and donated 2 full sets of Tuttle Twins books to local libraries in Colorado.
7. Organized a successful 2024 State convention.
8. Brought in a total of \$16,672.93 in donations since the 2023 convention.

Respectfully Submitted,

Erin King, Fundraising director
Libertarian Party of Colorado

****Libertarian Party of Colorado****

****Board Report - Campaigns Director****

****Date: March 20, 2024****

As the Campaigns Director of the Libertarian Party of Colorado (LPCO), I have been actively involved in strategizing and implementing various initiatives aimed at advancing our party's objectives. Over the past few months, I have engaged in negotiations, conducted trainings, collaborated with political allies, and contributed to candidate recruitment efforts. This report outlines my activities and provides insights into areas where improvements can be made to enhance the party's effectiveness.

Voter Gravity Canvassing Program:

One of the key initiatives I spearheaded was negotiating with Voter Gravity to implement a canvassing program. Our local candidates tested out this program, which has shown promising results in terms of voter outreach and engagement. By leveraging technology and data-driven approaches, we are optimizing our campaign efforts and reaching a wider audience.

Campaign Trainings:

I have actively participated in and led various campaign trainings aimed at equipping our candidates and volunteers with the necessary skills and knowledge to run effective campaigns. These training courses cover a range of topics including messaging, voter targeting, fundraising strategies, and grassroots organizing. Empowering our members with these tools is crucial for building a strong and competitive campaign infrastructure.

Collaboration with Mises Caucus Candidate Committee:

In collaboration with the Mises Caucus, I helped set up a campaign boot camp aimed at providing intensive training and support to Libertarian candidates. This initiative has been instrumental in cultivating a pool of well-prepared candidates who are committed to advancing libertarian principles and policies. Building strong alliances within the party is essential for amplifying our impact and expanding our reach.

Engagement with Political Allies and Membership Growth:

Since the last convention, I have actively engaged with political allies in Jeffco and other key regions. By fostering strategic partnerships and alliances, we have strengthened our influence and

expanded our network within the political landscape. Additionally, I have focused on recruiting new members into the party, thereby bolstering our ranks and increasing our collective voice.

Candidate Recruitment:

In preparation for this year's elections, I have been actively recruiting candidates and providing support to prospective nominees. Furthermore, I have updated the LPCO candidate PowerPoint to ensure that our candidates have access to the latest resources and information needed to effectively communicate their platforms and engage with voters.

Suggestions for Improvement:

1. Diversification of Candidate Recruitment

It is imperative that we have more than one person dedicated to recruiting and handling candidates. By distributing this responsibility across multiple individuals, we can streamline the process and ensure that all potential candidates receive adequate support and attention.

2. Prioritization of Phone Calls by Board Members:

Making phone calls to our members should be a top priority for all board members. Research consistently demonstrates that personalized outreach via phone calls is one of the most effective ways to activate members and raise funds. Therefore, I urge all board members to prioritize this activity in their engagement efforts.

In conclusion, I remain committed to advancing the goals and objectives of the Libertarian Party of Colorado. Through strategic initiatives, collaborative partnerships, and continuous improvement efforts, I am confident that we can strengthen our party's position and make meaningful progress towards achieving our vision of a freer and more prosperous society.

Respectfully submitted,

Jacob Luria

Campaigns Director

Libertarian Party of Colorado



Annual Outreach Director Board Report

March 2024

Prepared by: Kirsten Steinke

Outreach Director

1. Executive Summary: - During the past year, I've delivered on each of my campaign promises. For each event that I've attended I've tracked the number of attendees and the amount of money raised for the party. Moving forward with this role in the next year, I will take this baseline and catapult it further to change our state for the better.
2. Analysis: - I'm proud that I've treated the LPCO like a business and been incredibly deliberate accounting for every dollar spent and tracking key performance indicators. I plan to continue all of these as the role develops under the new strategic plan.
3. Financial Performance: - Each of the metrics mentioned in the executive summary are now clearly tracked in a spreadsheet shared with all board members. These numbers were not clearly tracked in the past, so there are now baseline metrics to measure the efficacy of this role and the LPCO moving forward.
4. Operational Highlights: - Using the baseline metrics collected over the past year we can now develop data-backed and results-driven strategies to move the party forward and protect the liberties of Coloradoans.
5. Strategic Initiatives: - Ensuring that the efficacy of all outreach activities is tracked will provide guidance for development of future strategies. Every penny spent and every minute of volunteer time needs to have a proven track record of advancing libertarianism in Colorado.
6. Risk Management: - The development of this position to effectively engage with volunteers throughout the state will mitigate the risk posed by socialist politicians and voters. The more volunteers we can engage to both spread our message and speak against tyrannical legislation, the more liberty will be advanced.
7. Corporate Governance: - The development of this role will more effectively work toward the true aim of the libertarian party of Colorado: protecting our god-given rights from the state.
8. Future Outlook: - Throughout the next year, those who have indicated an interest in volunteering will be actively engaged to support the mission of the LPCO.
9. Conclusion: - In summary, during my year in office I have effected positive change in this role and the board. However the gathering of these baseline metrics and more deliberate use of LPCO dollars is just the beginning. Working within the new strategic plan I will more actively engage with our volunteer base and reach out to more liberty minded individuals throughout the state to continue to protect the liberties of Coloradoans.

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Annual Legislative Board Report

March, 2024

Prepared by: Michael Vance

1. Executive Summary: - Took over mid 2023 Leg Session and was able to help Kill HB23-1230 Assault weapons ban, took part in weekly calls with Brandon Wark during 2023-2024 Leg Sessions
2. Analysis: - We were able to reach more and more people with our legislative updates, each week of the 2024 Leg Session. People are seeing us at the Capitol and our impact is becoming known.
3. Financial Performance: - minimal financial impact on the party. Worked with the Treasurer to purchase a webcam for meetings and YouTube Updates with Brandon Wark on his Free State Colorado channel, approximately \$170
4. Operational Highlights: - Killed Assault Weapons Ban, helped Erin King in her efforts to kill Prop HH fundraiser at Sloans Lake, worked with Brandon Wark to create a strategy for getting the word out in a bigger way than a google meetup.
5. Strategic Initiatives: - working with Brandon is the main initiative to spread the Leg Work.
6. Risk Management: - Not much risk at the moment from a legislative position. The role itself is to simply inform and inspire people to speak to their legislators at the Capitol
7. Corporate Governance: - worked within bylaws to provide monthly budget reports and attend meetings.
8. Future Outlook: - in one word, Bright. People are noticing the work of the party at the Capitol.
9. Conclusion: - The party has been revamped and in a position to grow. We are working with people, updating them on bills so they are informed on what's happening in the Capitol and are empowered to speak out in committee.



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Membership Director Report for April 2024

Duties

The Membership Director shall develop membership education programs, recruit and train activists, and publish a regular internal newsletter. The Director shall also manage and access membership records for internal party use and coordinate membership data with the National Libertarian Party. The Director shall also recruit state Party Members to become National Party members.

Activity since the last board meeting

- Email Thank You letters to duespayers
- Correspond with members with questions
- Attend online meetings on Mondays
- Learn my duties
- Help with governance documents
- Help with the Microsoft 365 migration
- Help with the ISPolitical migration

LPCO Membership Summary

Source: CiviCRM as of March 19, 2024

New Members last 30 Days: 12

Total Active Members: 100

Total Lapsed Members: 1

Total Members: 97

Colorado SOS Registered Libertarian Summary

Source: SOS Voters By Party Status Last updated: March 1, 2024

<https://www.sos.state.co.us/pubs/elections/VoterRegNumbers/VoterRegNumbers.html>

Total CO Registered Libertarians

Active: 37,651

Inactive: 8,435

Respectfully Submitted,

Ashley Buss
Membership Director
Libertarian Party of Colorado



Communications Director Yearly Report for March 2023 to March 2024

Per Bylaws Article VI, Section 3, subsection f, “The Communications Director shall be responsible for all outward-facing communications, websites, multimedia, social media, press releases, media appearances, and media inquiries. The Communications Director may establish and manage committees (including the appointment of any committee chairs) to accomplish these and other communications functions.”

Throughout the year, I made great strides in the communication strategy and execution.

With the implementation of the "Candidate Pledge" and GOP agreement, we saw a large increase in local media coverage. I responded to dozens of responses from local journalists, appeared on several podcasts, and boosted the leverage of the “spoiler affect” in elections to change the narrative around state politics in Colorado. Process improvements were implemented, including update the distribution list to media contacts.

We rebranded LPCO with a logo redesign. Logos, headers, social media icons and other branded material were updated to the new logo.

Logo Redesign

Finalized logos:



Along with the above efforts, we gained in social media in the below key areas:

1. Twitter

- Net Follower gain: 3,656
 - Follower count March 2023: 13,953
 - Follower count March 2024: 17,609
- Restored @LPCO account that was indefinitely suspended.
 - Banned for “violent speech”.
 - Restored after legal procedure.

2. Instagram

- Net Follower gain: 185
 - Follower count March 2023: 1,967
 - Follower count March 2024: 2,152