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# LPWC Minutes July 13th, 2022

Wednesday, 7.13.2022

## Officers

Mark Marasch, *Chair*  
Phil Denton, *Treasurer*  
Joshua Toms, *Secretary*

## Members Present

Jess Smith  
Jen Mueller  
Scott Mueller  
Mary Lee Kemper  
Jeff Schultess  
Andrew Stead  
Amy Stead

## Guests Present

## Meeting Called to Order: 7:03 pm

## Agenda and Minutes

Scott moved to accept June 2022 minutes. Phil seconded. Motion carries.

## Officer Announcements

Chair

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- I'm back and reengaging as the Chair for our affiliate. I appreciate everybody's patience with me dealing with my father's death and working as the executor for his estate. The worst of that process is now in the past and I'm ramping up my involvement with the affiliate again.
- Warren County officer elections are coming up in September! We will likely be looking at Constitution and Bylaws changes at the same time. Public notice will be given no less than 30 days out.
- I expect to reengage on writing articles that are relevant to the affiliate. Please let me know if anybody has topics they'd especially like to hear more about.

## Treasurer

- Our checking account balance is currently \$583.77 as of 7/12/2022.
- As per the special meeting last week, we will be returning \$203.65 to LPO. I will coordinate this with Jon. If my math is right, that leaves a balance of \$380.12.
- Reminder - we are now taking donations online via Anedot and we currently have TWO donors supporting our affiliate on a monthly basis. If you believe in what we're doing, please consider making a recurring donation! Every little bit helps.
- Our next Warren County BoE filing deadline is later this month and I'm on top of it.
- I plan to create a funding request form to help smooth our processes going forward.
- I do not currently plan to re-run for Treasurer in September.

## Secretary

- Consent agenda has not yet been implemented and may not be as it has proven to be inconvenient for use. Changes to the SOP are forthcoming.
- I had taken some time off from politics due to a personal issue. However, I am back and ready to continue operations as usual.
- Joshua Toms plans to not re-run for secretary in September.

## Other Announcements

- Central Committee holding elections July 31, 2022. If one wants to run, there is a form to complete. Two seats available, 1A and 1B. Absentee ballots are due by July 15, otherwise voting will take place in-person. Please go to LPO.org
- Get on Signal if you're not already
- LPO is starting a new public Discord if interested.

## Committee Report:

### Marketing Committee


- Thank you to everyone who's filled out the issues survey! If you'd like to see it, let me know. Stories of disillusionment from the duopoly by current members of their decision to switch parties will be published online.
- Still working on CRM rollout.
- 37 contacts in CRM right now, up from 32 last month.
- Honestly I've not done much with social media. If anyone is interested in helping with that, please let me know.
- Web traffic - 74 individual visitors (up 39.6% month over month). 21 visitors from Google Search (down 27.6%)
- Top web content:
  - Homepage - 26 unique pageviews
  - /blog/ - 19
  - Ohio HB616 article - 13
  - Meeting Minutes - 7
- I need to schedule our first marketing committee meeting and I'd like to have it before the end of July. If you're interested, let Phil know

### Community Outreach

- Jess Smith- Possible ideas: Once a quarter or once a season we can possibly do an outreach event. Family events, etc. Andrew Stead possibly has other ideas. "Keeping expectations reasonable are important. Email ideas to Jess.
- Combining efforts of local affiliates possible.

### Old Business

- Mark Marasch: Last week we held a special meeting because we didn't have enough volunteers or preparation for the Warren County Fair. We voted to cancel the affiliate's booth and return all funds provided by the LPO for this purpose.
- Joshua: Campaign leadership team is fully staffed. First donations are in. Campaign plan is nearly complete.

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- Update to SOP necessary to determine who is allowed access and management over LPWC social media accounts.

## **New Business**

- Please remember we are having a planning session/roundtable after this meeting and immediately before the social.

## **Adjournment: 7:30 pm**

Phil makes motion to adjourn, Andrew seconds. Motion carries.