
LPWC Minutes June 8 2022

Wednesday, 06.08.2022

Officers

Mark Marasch, *Chair - Absent*
Phil Denton, *Treasurer, Acting Chair*
Joshua Toms, *Secretary*

Members Present

Jess Smith
Jen Mueller
Scott Mueller
Ron Henrich

Guests Present

TBD

Meeting Called to Order: 7:10 pm

Consent Agenda

We will be using our standard agenda tonight instead of a consent agenda.

Officer Announcements

Acting Chair - Phil Denton

- Mark is still out of town, so I am standing in for him for a second business meeting while he takes care of necessary estate-related issues in Colorado. Mark will return to Ohio soon and will be chairing our July meeting.
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- We are still looking for somebody to take on the role of outreach committee chair. From the SOP:
 - Purpose: To promote awareness of the Libertarian Party and its ideals throughout Warren County by organizing direct, community-facing events within Warren County.
 - Committee Expectations:
 - Create, plan, and implement community awareness activities throughout the County that spread the message of Libertarianism and its ideals.
 - Potential events might include community service projects, neighborhood service projects, participation/attendance in the Warren County fair, philanthropic fundraising, proactively reaching out to Warren County residents, etc.
 - The committee will meet at least 12 times each year either in person or via teleconference.
- The LP National Convention was the last weekend in May. A whole new slate of national officers was elected and they have bold plans for the future of the party.
 - Mark wants everybody to know that your Executive Committee recognizes that libertarians come with a wide variety of beliefs and we are all here to work together. Don't let rumors scare you away. We will collaborate and cooperate with anybody pushing that needle toward the *liberty* side of the spectrum and subscribers to the non-aggression principle.
- 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.

Treasurer

- Our checking account balance is currently \$565.17 as of 6/1/2022.
- We have received our dues shares from LPO through 1Q2022 - \$75.62.
- We also received \$203.65 from LPO to go towards the fair booth.
- 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 not until July.
- I do not currently plan to re-run for Treasurer in September.

Secretary

- Consent agenda has not yet been implemented. Agenda must be shared in weeks prior to meeting in order for consent to be possible. Standard agenda and meeting apply for this month.

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.

Committee Report:

Marketing Committee-

- We need people to sign up for fair booth shifts! We are passing around a sheet. PLEASE SIGN UP!
- There are two events in Butler County we've been invited to. Pride and Juneteenth. Let Michelle know if you're interested.
- Added a newsletter sign-up form to the website
- Created issues poll for (new) members. Sent the form to RC and Signal for initial testing and feedback.
- Integrated Facebook Messenger into Hubspot.
- 32 contacts in CRM right now.
- Web traffic - 78 individual visitors (down 13% month over month). 35 visitors from Google Search (up 106%)
- Top web content:
 - /blog/ - 48 unique pageviews
 - Homepage - 28
 - Ohio HB616 article - 29
 - SCOTUS Strikes Down Vaccine Mandates - 27

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

- Phil Denton: I have loaded up all meeting attendees into the new CRM except for April. If you have the sign-in sheets from April, please give them to me/Phil so I can load them in.
- (update) Michelle: Latest on county Fair. Quote for funding by LPO on 4/9. (Recommendation by Helen to get in touch with Don Kissick who has done an LPO booth in Putnam County for a number of years.)
- (update) Joshua: Campaign leadership team is fully staffed. First donations are in. Campaign plan is nearly complete.

New Business

- Michelle MacCutcheon has relinquished all posts within the Warren County Affiliate. Joshua Toms moves that control of all social media accounts associated with Warren County Affiliate are under the Marketing Committee Chair, or their delegate, as confirmed by the Executive Committee of the Libertarian Party of Warren County. The motion was properly seconded.

Motion carries.

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

Adjournment: 8:14