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# LPWC Minutes Nov 9th, 2022

Wednesday, 11.9.2022

## Officers

Mark Marasch, *Chair*  
Jen Mueller, *Treasurer*  
Phil Denton, *Secretary*

## Members Present

Scott Mueller  
Jess Smith  
Catherine Marasch  
Seth Allton  
Andrew Stead

## Guests Present

Travis McAfee (Miami County)  
Lucy McAfee (Miami County)

## Meeting Called to Order at 7:03pm

### Acceptance of Agenda and Minutes

Scott Mueller moved to approve the minutes from last month, Jen Mueller seconded. Motion passed unanimously.

Scott Mueller moved to approve the agenda, Jen Mueller seconded. Motion passed unanimously.

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## Officer Announcements

### Chair

- Let's talk about making some things happen with activism in this county. Please share topics you'd like to pursue. Talk to me after the meeting or bring them up in New Business if you'd like to pursue something. I'm still looking for who'd like to get involved on a gun rights sanctuary effort.
- Among my responsibilities is to ensure we have a place to meet. Please reach out to me if you have ideas on where we could be meeting at a more central location. Others have brought up Mason, but specific locations would be needed. Then we can go to those places to look at them and see what makes sense.

### Treasurer

- Training is complete
- I have set up Remote Deposit Capture (RDC) through the LCNB app on my phone.
- Our current balance is \$501.40. RDC is pending for the \$14.39 deposit from the LPO.
- Reminder - we are now taking donations online via Anedot and we currently have three 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.

### Secretary

- I removed officer roles and responsibilities from the SOP. If anyone would like to see the current SOP, please let me know.
- New Constitution and Bylaws are online.

## Other Announcements

### Committee Report:

#### Marketing Committee-

- Thank you to everyone who's filled out the issues survey! If you'd like to see it or update your responses, let me know.
- Still working on CRM rollout.

- 39 contacts in CRM right now. Another new subscriber I'll reach out to.
- Honestly I've not done much with social media. If anyone is interested in helping with that, please let me know. Michelle?
- Web traffic - 119 individual visitors (up 83% month over month). 13 visitors from Google Search (up 70%)
- Top web content:
  - Gun Rights 3 - 59
  - Home - 31
  - Ohio SB215 - 25
  - Affiliate Records - 19
  - Gun Rights 1 - 9
- Anyone interested in the marketing committee? If not, that's OK but I don't have cycles for social media other than major announcements. I will focus on practical marketing for you guys - the folks most involved.
- I will be asking for money for a Facebook ad campaign during new business.

## Community Outreach-

- Andrew has built up a local community of small business owners. Wants to do survey of how they've been affected by the government over the past couple years. He/ we can also host an event to speak with them about their concerns. Andrew and Phil will build the survey.

## Old Business

- Previous proposal for relocation of business meetings was tabled.
  - a. Phil to assemble a survey to find out if a better meeting location would have better attendance.

## New Business

- Marketing Exercise
  - a. Marketing homework - work on your 10-second "elevator pitch" - "What is the Libertarian Party?"
- Marketing Spending Requests
  - a. Facebook Ads - Phil Denton moved to allocate \$30 to run a Facebook ad campaign targeting registered Warren County Libertarians, Andrew Stead seconded the motion, and it passed unanimously.
  - b. Printed Collateral

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- i. Discussed stickers and tip cards and which would be more effective

### **Adjournment: 8:05pm**

Jess Smith moved to adjourn and Seth Allton seconded. The motion passed unanimously.