
LPWC Minutes Mar 8th, 2023

Wednesday, 3.8.2023

Officers

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

Members Present

None

Guests Present

None

Meeting Called to Order at 7:05

Acceptance of Agenda and Minutes

- Jen moved to approve the minutes, Phil seconded, motion carried.
- Jen moved to approve the agenda, Phil seconded, motion carried.

Officer Announcements

Chair

- Ohio Gun Owners has pushed on a bill they are calling the Second Amendment Preservation Act. It has been proposed as HB51 and is in the House Government Oversight Committee right now. (Link to the legislation and progress is here: <https://ohiohouse.gov/legislation/135/hb51>) I will be going through this in detail to see what it really does and doing another post on that soon. Please keep your eyes open. If the bill is what they claim, we may be looking to join a coalition in pushing this forward.
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Treasurer

- Our current balance is \$590.41.
- I have set up Remote Deposit Capture (RDC) through the LCNB app on my phone.
- 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

- No report

Other Announcements^{231`}

- Come get your stickers! If you can donate a couple bucks to help cover the costs, all proceeds go to the affiliate thanks to a generous donation of the stickers last month!
- Libertarian Party Mises Caucus Take Human Action Tour will be in Nashville, TN 22-23 April. Speakers include Tom Woods, Jeff Deist, Scott Horton, Murray Sabrin, Michael Boldin, Mike Maharrey (TAC), Michael Rectenwald, Gene Epstein, Gerald Celente, Josie the Red-Headed Libertarian, etc... If anybody is interested in going... good post-meeting discussion.

Committee Report:

Marketing Committee

- Taking a more proactive approach on social media this year. I will be making a concerted effort on Facebook and Mark is helping on Twitter.
- First ad campaign complete. \$13.99 spent on boosting Mark's most recent blog post got us in front of 67 people, 17 engagements, 6 link clicks, and 1 messaging conversation started.
- 46 visitors on a single day for the most recent article!
- Need to start answering simpler questions about LP and the platform.
- The next campaign will be more generic and I will be searching for more organic content to share through the week.
- The next campaign will be general awareness more than likely. Would like to do one afterwards that's more pointed (anti-DR, anti-establishment). Will need graphics ideas/help.

- Website is going to get a facelift this month, at least the homepage and Get Involved page.
- CRM Rollout on pause
- Anyone interested in the marketing committee?
- We have stickers!
- Need to update website - please send pictures!
- Coffee next Friday!

Election Committee

- Jon Mohler will put in a request for people to run in upcoming elections. He has provided this link to a spreadsheet: <https://docs.google.com/spreadsheets/d/1qFXQjUFPtk3uvi9P7fhqTKDalb5M4ieusMzn3plicvE/edit?usp=drivesdk> stating to look on the 2019 tab for races that are up for election this year.

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.
- Marketing Exercise (Revisit/reminder from February)
 - a. Where do you spend your digital time?
 - b. We need legs!!!

New Business

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Meeting was adjourned at 7:33

- Jen moved to adjourn, Phil seconded, motion carried.