
LPWC Minutes Feb 16th, 2024

Friday, 02.16.2024

Officers

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

Members Present

Jessica Smith

Guests Present

None

Meeting Called to Order at 3:06 pm

Acceptance of Agenda and Minutes

Jen Mueller moved to accept the agenda and minutes. Jessica seconded. Motion carried.

Officer Announcements

Chair

- Primaries are coming up in March, but be sure to keep out, if you'd like to be an officer in our party. If such ballots exist, I recommend pulling an "issues only" ballot.
 - HB51, Second Amendment Protection Act, was once again blocked. As Chris Dorr of OGO put it "...this House Republican leadership has totally totally stabbed gun owners in the back, they've gone back on their word, they've broken their promises, and they blocked SAPA from getting to the House floor today." So it's still stuck in the House Rules Committee. Some representatives were heroes, pushing multiple times to get the Speaker's attention. Speaker Jason Stephens (R) simply refused to recognize them. Though he has said he wants to move this bill forward. Anytime somebody wants to tell you how they'll only vote Republican,
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remind them of how GOP leadership is treating them, as well as how it was THEIR guy who locked down Ohio, set curfews, while pushing masks and injections just a couple years ago. AND how only a few of their guys had the cojones to actually start an effort to impeach.

"...you can contact your State Rep for SAPA [right here](#), or by going to www.OhioSAPALaw.com."

Other links:

<https://ohiohouse.gov/legislation/135/hb51>

<https://ohiohouse.gov/committees/government-oversight>

- Keep in mind that we are working to make our way toward critical mass in our affiliate, so please let your friends and family know that we are here, we are the ones who are truly for liberty, and we need their help.

Treasurer

- Our current balance is \$847.71.
- The annual report is submitted with no issue.
- 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

- None

Other Announcements

- Frank Rose is trying to fix some of our election issues:
 - <https://www.ohiosos.gov/media-center/press-releases/2024/2024-01-09/>
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Committee Report:

Marketing Committee

- Facebook campaign is going well. Spent \$10 on each of two campaigns. One for this meeting, the other more of a general awareness campaign.
 - Meeting reschedule results questionable - reach of 452, no messages/conversations/engagements of note
 - Post bashing the two-party system did great! Reached almost 2000 people, got almost 500 engagements (300 reactions, 80 shares, 40 link clicks, 30 comments).
 - Last ad campaign I ran for engagement I spent \$16 and only reached 80 people so this did WAY better. So far I've only spent \$7 on this post. Audience for this one was "Page likes" and lookalike audience so we're

getting visibility from all over the country and political spectrum. Will need to target better next time.

- Most of our audience is males from 55+. Need to get on Instagram to reach a younger audience.
- Will be requesting for \$50 for Facebook ads again tonight. Specific posts to be boosted TBD in committee meeting. Will try to do better with an ad for our meeting.
- Nolan chart quiz cards? T-shirts/other merch?
- Have started answering simpler questions about LP and the platform on our website. Check Signal for the links!
- Anyone interested in the marketing committee?
- We need to get involved in local politics. Who watches the watchers? We should attend and report back on what our local governments are doing - especially when they do bad stuff.
 - Following the Village of Maineville
- We have stickers!
- Need to update website - please send pictures!
- Coffee right now!

Old Business

New Business

- Jen moves to spend up to \$100 on Social Media (Twitter Pro, Facebook) ads for affiliate marketing (again).

Meeting was adjourned at 3:33 pm

- Jen moves that we adjourn. Jessica and Phil seconds. Motion carries.