
LPWC Minutes May 8th, 2024

Wednesday, 05.08.2024

Officers

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

Members Present

Stephen Berkey
Phil Pirdy
Scott Miller

Guests Present

Ian Berkey

Meeting Called to Order at 7:02 pm

Acceptance of Agenda and Minutes

Phil moved to accept the agenda and minutes. Stephen seconded. Motion carried.

Officer Announcements

Chair (Not Present This Month)

- I hope everybody's OK today after the twisters last night. One of them shows up on the map about a mile north of my house, but everything's OK at my place. Let's keep our ears open for folks in our area that may need help and see what we can do to help our community.
 - I'm in the UK for my daughter's wedding, but I want to reiterate this message: Our #1 effort is to build up this affiliate and make our way toward critical mass. James has put together an
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approach where I recommend that we should really pick at least one course of action tonight.

Treasurer

- Our current balance is \$897.81.
- 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

- Phil D will follow up on legislative issues.
- State of Ohio reduced CAT filing requirements! (Commercial Activity Tax)
- Next week at coffee we need to talk about some kind of marketing collateral piece.

Committee Report:

Marketing Committee

- New CRM coming to LPO!
- We have a new business/marketing plan to review at the Friday coffee meeting.
- We have Instagram! Still working on the ad account.
- 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? Yard signs? Road signs?
- 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
 - Sign up for the Warren County Post!
- We have stickers!
- Need to update website - please send pictures!
- Coffee NEXT FRIDAY!
- Let's talk marketing after!



Old Business

- Spike Cohen v David Hogg Gun Control Debate happening TONIGHT at 6pm at Dartmouth. Will see if I can find the debate online to email out later.

New Business

- Phil D moves to spend up to \$50 on Social Media (Facebook, Instagram) ads for affiliate marketing. Stephen seconded. Motion carries.

Meeting was adjourned at 7:18 pm

- Phil D moves that we adjourn. Phil P seconds. Motion carries.