

# MINUTES

**Board Meeting: 12:30 to 2:30 PM, Thursday, July 8, 2021**

*Virtual Meeting via Zoom*

ATTENDING: Evelyn Murphy, Lois Kiely, Marie Curtis, Susan Sferas, Wilma Pfeffer, Dallas Gove, Robert Grove, Nancy Sabino, Jayne Mackta, Judy O'Malley, Pat Supplee, Sol Hara, Diane Hara, Lauren McCaskill, Peggy Dellinger, Annette Scott. Member guest: Elia Desruisseaux.

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## Opening

Evelyn opened the meeting and established the practice of opening each Board meeting with a reading of the LWVSMC DEI Policy. Susan read the Policy.

## Standing business

- Approved **minutes** of May meeting (which had been taken by Lois).
- Approved the **Treasurer's Reports** which have a revised format that, among other things, details status of grants and establishes the end of month as reporting cut off. Both reports are posted on lwvsmc.org.
  - May report included small expenses to buy table, chairs, and weights for voter registration events.
  - June report showed income from membership renewals and donations received via PayPal testing with some members.
  - Discussed PayPal fee of \$.30 + 2.5% per transaction. Didn't budget for PayPal transactions this year. Will budget next year, based on this year's expense.
- Treasurer reported the current number of **members**: 104 (Increase of 4 over last report)

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## Appointed Directors

Prior to the meeting Evelyn confirmed:

- Nancy Sabino will continue as an appointed director—and co-chair Voter Service, focused on candidate forums.
- Lois Kiely will continue as an appointed director, co-chairing with Diane the DEI committee.
- Diane Hara will serve as an appointed director (willing to step aside if slot is needed in future).
- Pat Supplee will continue as appointed Education Director
- Robert Grove will serve as Budget Chair

The Board approved the appointments, offered no additional suggestions, and welcomed Jayne Mackta as Nominating Chair.

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## Review of Nonpartisan Policy

Nonpartisan policy had been sent to Board in advance of the meeting. Clarified that non-high-profile members can write letters to the editor as individuals supporting positions (even those in opposition to League positions), candidates, and parties. The Board made no changes to the Policy.

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## LWVSMC Looks Forward – Brainstorm/Strategy Discussion (Full lists of responses are appended to these minutes)

### Role of the Board

The Board brainstormed 21 ideas to complete the sentence "The Board is responsible to..." and 4 ideas to complete the sentence "The Board should not..."

### Priorities for the Year

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The Board brainstormed 26 priorities for the LWVSMC for the coming year.

**Operational Design – Infrastructure, etc.**

The Board identified 9 actions required to create the infrastructure needed to fulfill its role and meet its priorities. The discussion led to decisions regarding:

- **WEBSITE:** Motion passed to formally request a proposal from **Club Express** (LWVUS-endorsed website host with formats and capabilities tailored to League) to migrate our website to their platform. When proposal arrives, Evelyn will circulate to Board and call a special Board meeting to evaluate and commit, if appropriate. The Club Express platform provides online payment, membership and volunteer management, communication/email capabilities, and more. For a League our size, the monthly fee is \$24. The cost to migrate and establish the new website ranges from \$1,000 to \$5,000. If the Board decides to forward, we will raise the money required.
- **BOARD MEETINGS:** Agreed to a schedule of Board meetings through November. In general, meetings will be held on Zoom from 5 to 6:15 PM the 2<sup>nd</sup> Thursday of each month. (EXCEPTION: October’s session will start at 12:30 to avoid conflict with candidate forums.)
  - 5-6:15 PM- Thursday, August 12**
  - 5-6:15 PM- Thursday, September 9**
  - 12:30-1:45 PM- Thursday, October 14**
  - 5-6:15 PM- Thursday, November 11**

The Board is encouraged to hold in-person meetings, as appropriate, for their committees/teams. Lois confirmed that Dean’s Natural Food Market on Rte. 35 in Ocean Township is open and available for meetings.

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**Old/New Business**

PUBLIC RELATIONS: Juneteenth article did not make it into *The Coaster* this week. AP TV is working with Ted to show our programming. Sending the photo of the luncheon to *The Coaster*. And we are working with TAPinto.

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**Close-** Next Board meeting: **5 to 6:15 PM, Thursday, August 12**

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## July 8, 2021 Strategic Planning Brainstorming

### ROLE OF THE BOARD

#### The board is responsible to ...

1. Attend board meetings
2. Set the direction of the organization
3. Ensure that registering voters continues at public (all) venues
4. Embed DEI in everything we do
5. Ensure the fiscal integrity of the organization
6. Fund-raise
7. Responsible to the public at large
8. Strategic planning and oversight
9. Encourage membership
10. Mentor members
11. Spontaneously react to things that come up that are relevant to the LWV
12. Develop leadership
13. Participate in LWV positions (advocacy)
14. Back and support all the initiatives and activities of the organization
15. Establish collaborative relationship with other organizations
16. Monitor government actions
17. Raise the visibility of LWV—highlight action taken
18. Safeguard the reputation of the LWV (individual actions)
19. Maintaining nonpartisanship
20. Support active committees/teams to handle projects
21. Be sensitive to the use of language (returning citizens, enslaved people, etc.)

#### The board should not ...

1. Engage in partisan activity—take partisan positions, endorse candidates
2. Blame, second-guess, or embarrass any member/ anyone
3. Micro-manage team or committee
4. Use the wrong words in reference to returning citizens, etc.

## **PRIORITIES FOR THE YEAR FOR THE ORGANIZATION**

1. Form committee to identify terms that reflect our DEI or other positions to share with membership
2. Increasing membership
3. Increasing diversity of our membership
4. Fund-raising
5. Create a Fund-Raising Team
6. Revitalize Observer Corps
7. Get the word out on EYV
8. Follow-up on county's decisions to replace voting machines
9. Expand our cable TV coverage—recruit more local cable channels to show our programming
10. Educating our membership about evolving political terms/concepts
11. Enhance LWV reputation for best-in-class forum producers. (“In keeping with our ongoing tradition...”)
12. Incorporate
13. Brand League in all we do
14. Educate public about our nonpartisanship
15. Ensure a vibrant VOTE411 and promote to candidates and the public VOTE411
16. Develop at least one new partnership over the next year
17. Maximize relationships that Annette and Pat have developed with other NJ Leagues and organizations to promote/recruit other initiatives. Create a systemic approach to doing this. (Girl Scout connection is being explored.)
18. Organize forums for all competitive races in our footprint where candidates are willing
19. Analyze our fiscal well-being/position
20. Every member and every new member has the opportunity to do meaningful work
21. Shore up and expand the mentorship program
22. Register voters at more venues than in the past
23. Educate voters—especially on the election/voting changes
24. Serve northern Ocean County (registration, forums, education, meeting with the clerks)—including starting a OC League, if appropriate.
25. Increase the value provided to the municipalities in our footprint. Create a “Know Your Town” for each, for example.
26. Ramp up our social media efforts. Incorporate branding into our strategy.

## **OPERATIONAL DESIGN--Infrastructure**

1. Migrate website to a platform that is not dependent on Ted's technical know-how and has a full suite of capabilities like membership/volunteer management, communications/email, online payment, etc. (See 2-6 below)
2. Improve the efficiency of our communications with membership
3. Consistently brand across all platforms
4. Automate our membership process
5. Automate: on-line donation capabilities
6. Automate: Create an efficient way to members to sign up for volunteer opportunities
7. Incorporate and create a legal status for LWVSMC
8. Strengthen our mentorship process
9. Design our meeting structure: membership and Board. Zoom? When?
  - a. 5-6:15 PM Virtual Board Meetings, 2<sup>nd</sup> Thursday
    - i. 5 PM- 8/12
    - ii. 5 PM-9/9
    - iii. 12:30 PM-10/14
    - iv. 5 PM-11/11
  - b. Smaller teams can meet in person (Dean's is open for in-person meeting)