

## LWVAB Online (via Zoom) Board Meeting 2-18-21 Minutes

In attendance: Kelly Fowler, Board President; Nicole Wheeler-Schumacher, Board Vice-President; Lynn Lederer, Treasurer; Julia Coward, Recording Secretary; Board members Sue Casey, Suzanne Fisher, Nadine Hamby, Patricia Hearron, Ruth O'Donnell and Vicki Willard; Guest Sharon Withrow LWVAB member, potential Board Nominee.

Kelly called the meeting to order at 5:45 after Board members and our guest introduced themselves.

**Julia** called for a motion to approve minutes from the December Board meeting. There were no corrections or changes. Nicole so moved; Sue seconded; the motion passed by voice vote.

### **Treasurer's Report** – Lynn

**Membership totals (used for our PMP payments) as of January 31, 2021 were:**

**119** including: **13** households, **2** students and **2** life members  
(Last year was 117 including 9 households and 3 life members.)

Any new members joining after February 1, 2021 will have memberships through the end of June 2022.

Lynn expressed concern regarding taking monies from the Money Market accounts. Expenditures above budget levels for the 2020-2021 year were approved by the board for voter education activities in the pandemic election year, but going forward it will be important for this league to monitor account levels.

Donations from members and non-members were good, and non-members contributed more than members:

**LWV A-BC:** So far, we have received **\$660 more** in donations from **non-members** (while **\$115 less** than budgeted for **members**). Total donation income so far = **\$1,345**.

**FREF:** Donations from **members= \$700** (\$750 budgeted)

Donations from **non-members=\$2,525** (\$1,700 budgeted)

Donations from **YourCause/Network for Good= \$155** (\$700 budgeted)

Lynn, Ruth, and Kelly will meet to discuss the new budget for 2021-2022. **Lynn will coordinate day and time.**

### **Membership Committee** – Ruth

Ruth expressed concern that league membership levels this year are approximately even with those of last year. She cited the Tallahassee league, who saw significantly increased membership levels this past year as a comparison. She believes one cause was a bug on our website where new members can join. This bug has been fixed.

**Ruth will start planning for the annual meeting in May/June time frame** and she asked for ideas for potential speakers. Suzanne suggested Kit Cramer, President of the Asheville Chamber of Commerce. We will also need nominees for our annual awards.

Kelly brought up the idea that we could host additional membership gatherings if we find any other interesting speakers and noted that the Winter Membership Meeting was a big success because, with on-line meetings, guest speakers can be anywhere and attendance is generally higher.

Nicole suggested another ERA presentation because she has found that many of her contacts aren't aware that the ERA was never ratified and that there is on-going activity. **Nicole will look into setting up a member program, targeting April. She will get contacts from Suzanne.**

Program and Priorities Committee - Kelly noted that the on-line vote sent to all members to approve or not approve the revised Program and Priorities for 2021 received 52 votes, 100% approving.

**Kelly will prepare information on the revised Program and Priorities for the March newsletter.**

### **Voter Services Action Team Report - Sue**

Sue, Aiden Carson (Voter Services Co-Chair), and Kelly met after the Program and Priorities Committee meeting to evaluate ideas and suggestions from that meeting that fall into the Voter Services area:

1. Civics education - there was a lot of interest in the Program and Priorities Committee to look at civics education. Sue has spent a lot of time exploring what other leagues and groups have done in this area to get ideas and potentially borrow those plans so as to not have to "reinvent the wheel" from scratch. Sue noted that Melissa Murphy, league member who leads the Buncombe County high schools registration program does not believe we will be able to do anything with the schools for the remainder of this year. Melissa would still like to chair this program but will need another league member or volunteer to co-chair with her.
2. Redistricting- Sue, Aiden, and Kelly participate in the regional Fair Votes WNC group focused on redistricting. That group met Thursday 2/18 to develop an action plan to include items such as education and then calls to action to contact legislators, etc. The action plan is still in development.
3. Voter Girls - Kelly met with Juanita Carrier, Lynne Joshi, and Carol Covington to discuss possible activities with the regional Girl Scout group for this year. There is a follow-up meeting Friday February 19 with a larger group from this league, including board member Suzanne Fisher and the Girl Scouts to flesh this program out further. One idea that has been floated is a civics badge or patch.

Kelly suggested that it's time to open up the Voter Services group to a larger group of volunteers to help flesh these programs out further. **Sue will discuss with Aiden and set up a meeting.**

**Nominating Committee Report (Nicole)**- Nicole has reached out to a few members who have shown an interest in League work to gauge their interest in becoming a board member. Sharon Withrow, who was recommended by Vicki and who worked on the league's Census 2020

activities is interested and attended as a guest. Kelly is still talking to Karen Ward and Kate Carter.

There was some question on the number of board members needed. Kelly looked at the board member information presented during the May 2020 Annual Meeting and noted that Suzanne Fisher and Vicki Ward's terms expire in June 2021. Suzanne has agreed to another term and Vicki would like to leave. Aiden Carson, whose term also expired, agreed to be appointed to the board for a special term period and left the board at the end of 2020.

### **Communications Report** (Suzanne, Nadine, Kelly, Patricia, Julia)

Suzanne has been updating Facebook with information on the upcoming redistricting webinar hosted by Carolina Jews for Justice on February 23.

Nadine is also promoting this program on the website and is using Instagram to get various messages out on a regular basis. Kelly and Nadine discussed updating the website by de-emphasizing the Census and increasing emphasis on redistricting and National Popular Vote.

Suzanne mentioned that she'll look at using Twitter more but finds the word limitations to be a barrier to some of our communications.

Kelly presented information on Outreach Circles. LWVAB now has a created circle that people can join on-line or by downloading the Outreach Circles app. LWVUS and LWV Wake also have circles that people can join. The platform will be used for information and calls to action, which can be tracked and can leverage our users circles to reach a larger platform. The strategy is still in development and Kelly is setting up a meeting with administrators Sue, Suzanne, Nadine, and Kate Carter to develop the strategy. Kelly will keep the board and members apprised as the process to learn the platform continues.

Patricia noted that it's time for March newsletter submissions, targeting the weekend of February 20th to be able to get the newsletter out the first week of March. She asked that when submitting a piece for the newsletter, don't include an image in the submission. She asked that images be sent separately due to the way formatting works on Constant Contact.

Julia would like to reinstate a Volunteer Opportunities section and everyone agreed that would be a good idea to keep readers engaged on what's happening and how they can become involved.

Patricia noted that the newsletter goes out to just over 1000 people but the open rate has dropped. It was in the 30% range in 2020 but the January/ February issue had an open rate of 27%. Kelly noted that is still almost 300 people who open the newsletter email.

There were no additional items to discuss and Kelly closed the meeting at 6:40.