

LEAGUE OF WOMEN VOTERS OF NEW MEXICO
Board of Directors Meeting
September 25, 2010, 9:45 a.m. To 2:45 p.m.
Manzano Multigenerational Center, Albuquerque

Members Present: Jan Bray, Olin Bray, Barbara Calef, Kathy Campbell, Jennice Fishburn, Cheryl Haaker, Caroline Jackson, Lora Lucero, Meredith Machen, Dick Mason, Linda Moscarella
Absent: Bonnie Burn, Vicki Simons

Call to Order: President Campbell called the meeting to order at 9:45 a.m.

Approval of Agenda: The agenda was adopted as presented.

Approval of Minutes: The minutes of the electronic board meeting of July 16-25, 2010 were accepted with the addition of one attendee, Meredith Machen.

Treasurer's Report: Treasurer Cheryl Haaker reported that the operating fund has available assets of \$5,110.35 and our Education Fund account will have \$2,570.57 when the latest contributions are mailed to LWVUS. PMP payments for MALs are due by 12/31/10. The board reviewed the detailed spreadsheet of income and expenses as presented by Haaker.

Membership Report: Membership Director Caroline Jackson noted that nothing new had come from LWVUS and that there is a new MAL who lives in Albuquerque. She also attended a meeting of potential MAL unit members in Truth or Consequences with Bonnie Burn and said that four local people were in attendance.

President's Report: Plans for the December 4th lobbying workshop in Santa Fe have been finalized – speakers will be Senator Peter Wirth and Representative Jimmie Hall, followed by Erin Muffoletto. A publicity plan is needed. LWVNM Convention 2011 plans are moving along and Senator Tim Keller has agreed to be the banquet speaker on the topic, “Building Healthy Communities.” Common Cause NM is gearing up for its Count Every Vote NM 2010 effort and at least part of our \$1,000 PAVP grant will be used to produce educational materials. Campbell and Jody Larson (LWVSFC) are sharing the job of attending meetings of the Government Restructuring Task Force (their GRTF meeting reports can be found on the LWVNM Action listserv). Another September event was the hearing on Outstanding Natural Resource Waters by the NM Water Quality Control Commission. Barbara Calef presented a statement on behalf of LWVNM that support ONRW designation for surface waters in the NM wilderness areas. Campbell also gave impromptu testimony during the public comment time.

LWVNM Topics: In response to board discussion during the President's Report about accessing GTRTF reports on LWVNM Action listserv and using the LWVNM Topics listserv, the following action was taken: Motion by Calef, second by Jackson to change the LWVNM Topics format so the default is “reply to sender.” Motion passed with one member in opposition. Per request by Machen, Haaker will look into the possibility of being able to access attachments when receiving the LWVNM Action Digest.

Old Business

Review of Financial Policies: Campbell directed the board's attention to specific sections of the document, "Financial Policies and Procedures for LWVNM" (adopted Jan. 12, 2008). The Operating Procedures section, specifically #4 and #5, don't provide clear direction about handling of budget requests that appear between board meetings. After discussion, the following action was taken: Motion by Machen, second by Calef that statements #4 and #5 under Operating Procedures be combined, and the LWVNM president have the discretion to spend up to \$250 without the approval of the board. Motion passed unanimously. It was noted that a financial review is supposed to be done every year, but has not been done since at least 2006. In her opinion, the ideal time for the financial review would be at the closing of the budget year, which means being prepared for the review after 4/31/11. Suggestions were made for specific changes in wording in the Financial Reporting section; Campbell will bring a draft of revised wording to the next board meeting.

MAL Unit Guidelines: Campbell presented a revised document, "On Becoming a Local League in New Mexico" (September 15, 2010) for review by the board. It resulted from discussion and action during the July 2010 electronic board meeting. Action: Motion by Dick Mason, second by Machen to accept the revised document, "On Being a Local League in New Mexico." Motion passed unanimously.

Voters' Guide Advertising in Outlying Areas: Fishburn presented a proposal based on extensive discussion during the July electronic board meeting as follows: Provided funds are available, the LWVNM will purchase display advertisement space in selected newspapers to promote access to statewide Voters' Guide information on the LWVNM website. In addition, a reference will be included as to the availability of membership information on the LWVNM website. The board members also received information about costs of ads in several newspapers in outlying areas where there are no local Leagues as well as a sample ad prepared by Fishburn and Chris Burroughs (LWVCNM). Additional newspapers and local online media were suggested by board members. Action: Motion by Mason, second by Calef to place LWVNM *Voters' Guide* advertising in outlying newspapers, not to exceed a total of \$500. Motion passed unanimously. Follow up: Using the budgeted amount and list of proposed outlying newspapers/online media, Campbell and Fishburn will gather any additional information needed and finalize the list of media to be contacted, then Fishburn will arrange for ad placement. Haaker will watch for LWVNM website hits on the VG and membership pages that might be a result of the appearance of our ad in those areas. Per the suggestion to encourage libraries to provide information about Voters' Guides, local Leagues can follow up with libraries in their areas. Campbell will send media a news release about the availability of statewide voter information on the LWVNM website. [Following the board meeting, Campbell and Fishburn decided to send the media news release to libraries in outlying areas not served by local Leagues with a cover letter requesting them to provide information about the availability of statewide election information on the LWVNM website .]

LWVUS Vote411: Haaker, Campbell, and Fishburn shared their concern about the information they had found on the Vote411 website, e.g., discovering that the Yahoo news section on the New Mexico page focused on Mexico (drug cartels, murder, etc.) and finding an old contact email for an individual at the NM Secretary of State office. At the time, Fishburn had contacted the Vote411 staff about the Yahoo news section and as a result, the news now seems to focus on New Mexico although it was mixed for a while. Fishburn and Haaker will provide a correct SOS contact email address to Vote411; Haaker has provided our statewide VG information to them. Campbell will communicate with our LWVUS board liaison, Peggy Hill, regarding our experience and concerns. Machen said that LWVSFC

is going to provide a PDF of their VG for posting on Vote411. In regard to Spanish translations of ballot measures, Fishburn will contact the SOS office to find out when those translations will appear on the SOS website.

Concurrence Plans/Progress: Campbell updated the board on the progress of the transparency concurrence. CNM has a unit meeting set up and LA will be scheduling one; SFC will review their local position and the proposed state concurrence at a unit meeting; the GLC information will come from Bonnie Burn, who is absent today. Mason suggested also looking at the LWVUS position on the citizen's right to know since it has been used in the past by LWVNM on issues such as sunshine laws. Lora Lucero provided information about the status of the review/updating of the 1987 Natural Resources position. A committee composed of LWVNM and local League representatives has been communicating (two members from CNM, LA, GLC, and LWVNM, and one from SFC) and has adopted three goals for the review process: 1) To determine if there are any inaccuracies in the position that should be deleted; 2) To determine if there are any major gaps that should be filled; and 3) To make a recommendation to the LWVNM Board about the next steps. Committee members have been recommending specific areas of the position that need to be updated, and Lucero plans to review the original 1987 study documents at the UNM Library. Climate change was identified as an obvious gap in the 1987 position. Campbell recommended we look at smaller items we could handle at our May convention and other issues that might need more comprehensive study. Mason suggested we consider state adoption of some of the LWVUS positions through the concurrence process. For example, the LWVUS has been able to address climate change through its current position. No later than the March 2011 board meeting, given that the convention is in May 2011, we need to identify what we could adopt for concurrence from national positions, and see if a more comprehensive study needs to be proposed and if so, on what topics.

New Business

“Affiliating” with Other Organizations: Examples of possible affiliations were discussed by the board along with other types of relationships between LWVNM and other organizations and how this differ from the concept of “affiliation.” Lucero said the Environmental Alliance of New Mexico has asked LWVNM to become a member. The board reviewed the Alliance's very specific requirements for participation in the Alliance and agreed with Lucero's recommendation that we not join them, at least this year. She pointed out we can collaborate with the Alliance without being a member, then revisit the question after the next legislative session when we have more information about their actions and priorities. The consensus of the board was to accept this recommendation and not consider membership in the Alliance at this time. It was also agreed that the three current levels of networking, collaborating on specific issues, and being formal members of coalitions cover our relationships with other organizations and there's no clear need to add an “affiliations” level.

Strategic Planning

Strategic Plan Emphasis for 2010-11: Vice President Linda Moscarella focused on the three major goals of the current plan and the possibility of using newer technology to accomplish these goals and objectives. Discussion began with the potential use of LWVUS' “Salsa”, Facebook, and Twitter in addressing our goals: I. To empower the public to participate in government; II. To assist local Leagues and members at large in education, advocacy, action, and studies; and III. To increase League visibility in New Mexico. Board members shared information about the various communication tools they are

using. For example, in addition to the possibility of using Salsa, Machen said that “Constant Contact” is being used by SFC rather than Salsa, and Mason mentioned “Voter Activation Network” as another possibility. Calef noted that while there are some good tools for notifying people, there aren't good tools for educating people in greater depth. The key questions posed are:

- ≡ What does Salsa do, do we want to use it, who is willing to learn about it and coordinate its use; what is LWVUS' commitment to continued use of Salsa, given what happened with Capwiz; what would it cost to continue use of Salsa if LWVUS starts charging a fee? [In subsequent communication with Tim O'Brien at LWVUS, Campbell learned that LWVUS is committed to providing us access to Salsa at least through May 2013.]
- ≡ Are there other tools that are easier to use and meet our needs; what would be the benefits and learning curve?
- ≡ Which social media networking tools are the best fit for us?

In addition, Haaker shared her thoughts on the use of the web and social media to publicize LWVNM, including Salsa, Facebook, Facebook ads, Twitter, blogging, search engines, YouTube, and our own website. Fishburn suggested we take her document and list if/how we could use each possibility. Decisions regarding the strategic plan update/additional activities were to: (a) investigate other broadcasting tools; (b) get LWVNM on Facebook now (Haaker will do). It also was agreed that Twitter is a possibility to be explored at a later time.

La Palabra: Articles for the fall *La Palabra* were discussed: lobbying workshop, save the date for League Day (Feb. 1), Voters' Guide online, possibly new Facebook account, what Health Exchange can/will do in NM, perhaps health care update; EIB and ONRW hearings in Santa Fe, GRTF update, board highlights, local League reports. Deadline is Sept. 30.

Reports

Committees:

Voters' Guide: Fishburn reported that the statewide *Voters' Guide* information was emailed to the LWVNM VG committee in August, and the LWVNM VG has been posted by Haaker. It was helpful to have had the candidate questions approved at the beginning of the electronic board meeting so that letters could go out right away. Another helpful item was setting up an email account on Gmail just for communications with candidates and relevant state offices. Not only was it easier to separate Voters' Guide emails from other League and personal communications, but both Fishburn and Lucero could share the password and be able to access email in the event the other person wasn't available. The address is: lwvnmvotersguide@gmail.com.

Action: Mason said that plans are being made for Health Care Reform Day on Feb. 15, 2011, and LWVNM will have a table there. There is a need to educate the public and our members about the health insurance exchange. The development of legislative agendas by advocacy groups is in limbo until the November election winners have been determined.

Natural Resources: Lucero reported that the LWVNM is joining other Leagues around the country on 10/10/10 to focus attention on the seriousness of climate change. On that day, the LWVNM plans to present hundreds of letters to both gubernatorial candidates, urging them to support the petitions currently before the Environmental Improvement Board to set a limit on carbon emissions in New Mexico. Letters are to be addressed to each candidate, but sent to Lucero so they can be presented as a collection. The letters will be given to the two candidates if they attend the Cut Carbon Rally in Albuquerque on Oct. 12, where 300-400 people are expected; if the candidate isn't in attendance,

Lucero will take the letters to the candidate's office. Mason suggested that she contact each campaign to get the name of the position person on this issues, and then arrange a meeting with them.

Local Leagues:

Los Alamos: Calef said that the Los Alamos charter review committee has asked the League to do a forum on three issues, and she would appreciate suggestions for speakers on those issues: what it's like to have non-partisan races; comparison of a mayor versus a council with administrator; and advantages of district versus at large representation.

Greater Las Cruces: In her absence, Burn submitted a written report. Their “Women Win the Vote” celebration that was organized in collaboration with the AAUW was very successful, the League's voter service activities have picked up, and Burn continues to serve on New Mexico State University's Immigration Action Task Force Committee.

Next Meeting: The next meeting will be Saturday, November 13, from 12:30 – 5:30 p.m., in the Skeen Library at New Mexico Institute of Mining and Technology. Per decision at this board meeting, board members will bring their own lunches.

Adjournment: The meeting was adjourned at 2:45 p.m.