

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

Members Present: Jan Bray, Olin Bray, Bonnie Burn, Barbara Calef, Kathy Campbell, Jennice Fishburn, Lora Lucero, Meredith Machen, Dick Mason, Linda Moscarella

Others: Capwiz Coordinator, Molly Seibel (LWVSF)

Absent: Cheryl Haaker, Caroline Jackson, Vicki Simons

Call to Order: President Campbell called the meeting to order at 9:50 a.m.

Approval of Agenda: The agenda was approved as presented.

Approval of Minutes: The minutes of November 14, 2009, were accepted as presented.

Treasurer's Report: In the absence of treasurer Cheryl Haaker, Campbell answered questions about the report. She will ask Haaker for clarification regarding the following questions: (1) could contribution amounts received as the result of solicitations be separated from unsolicited contributions so we can have a better sense of the success of fundraisers; (2) why is the income from the climate change workshop listed as \$3,200 and the expenses as \$3,881.55, when it was reported that we made money on the workshop and as a result, paid keynote speaker Ed Mazria a \$500 honorarium. An explanation of the non-taxable transaction certificate mentioned in the report also was requested. The report stated that all PMP payments have been received and deposited. Haaker now has online access to the USPS postage account, and she has transferred \$300 into it. She also provided information about the best interest rates for our maturing CD.

Membership Report: Caroline Jackson was unable to attend this meeting, but had told Campbell there was nothing new to report.

President's Report: Campbell highlighted two activities that had been quite helpful. She, Lora Lucero, and Linda Moscarella participated in the LWVUS Public Advocacy for Voter Protection (PAVP) webinar on lobbying. She felt the handout material, which she shared with the board, would be useful for League Day and future lobbying workshops sponsored by the League. Much of the information dealt with the four components of an effective message. It was noted that the materials and approach could also be used in other activities such as public relations and development of educational programs. The second activity was a meeting convened by the 501(c)(4) part of America Votes, their Education and Action Fund (AVEA). Their goals of expanding access to the ballot and protecting the right to vote fit with the League's PAVP goals. Campbell also has followed up on actions needed as a result of the last board meeting. [As of 1/11/10, Jo Porter has agreed to be LWVNM's liaison with this coalition. Campbell will continue to participate when possible.]

Strategic Planning – Communications and Public Relations: Molly Seibel led the board in a discussion of communication tools available to the League. She suggested that the following tools be used now: the LWVUS database, websites, Capwiz, and Yahoo groups. She recommended that use of other electronic tools such as Facebook and Twitter be considered at a later time. There is a need to encourage members, especially from LWVCNM, to add their email addresses to the LWVUS member database. It was pointed out that members control which email communications they received from LWVUS by opting in to specific types of distributions and that Capwiz has an unsubscribe option on

the bottom of every email. It is important to have a single point for entering and updating information in the LWVUS database, e.g., the local membership chair. The Capwiz database is uploaded on a quarterly basis, and Seibel will get more specifics as to when that updating is done. [Subsequently, Seibel learned that the next Capwiz database update will occur the first week in February.]

Capwiz capabilities and objectives were reviewed: (1) member/prospect communications can be used to build a sense of community, generate participation in LWV activities, issue calls to action, expand membership recruiting, and help manage fundraising; and (2) media outreach can be generated and facilitated through Capwiz. Participants in Capwiz can receive information-only alerts, calls to action (which can be handled through emails and faxed mail), and/or donation solicitations. As of January 9, 2010, Capwiz shows a total of 836 contacts with NM addresses – 315 current NM League members and 521 who can be considered prospects, since that number includes 134 former NM League members, 26 members or former members from other state Leagues now living in NM, 285 donors to LWVUS, and 76 LWVUS website visitors who've taken some action on the site. Capwiz also sends people to specific websites for more information – currently it sends our users to the LWVNM website, which points out the need to keep our website updated. Seibel described the use of the League Easy Web (LEW) system and will provide board members with more information about LEW. [Seibel subsequently provided that information to the board.]

Seibel pointed out the need to establish a “Capwiz Team” with two or three persons able to handle the coordinator’s tasks if she happens to be out of town. Basic capabilities needed are a certain level of comfort with the use of web-based tools, plus skills in creating and using impactful messages. Additional actions needed for our operation of Capwiz are: defining roles and responsibilities, developing communications guidelines, establishing the approval process (currently Campbell approves all content going through Capwiz), and drafting a communications calendar. Seibel will work on all these items and report to the board. In answer to a question about quantity and frequency of current action alerts, Dick Mason reported that many more action alerts are posted on LWVNM Topics during the legislative session. Seibel noted that Capwiz doesn’t have to be used for every action item. Burn suggested that a workshop/training session for those members volunteering to be on the Capwiz team could be offered at state convention or council. She also asked for information about how to access the list of members who now live in New Mexico, but are listed as members of Leagues elsewhere. Per discussion related to the donor category listed in the NM contacts table, Seibel will gather more information about the specifics of that category. In regard to the media component, Seibel will send Campbell a New Mexico media list generated from Capwiz, and Mason will provide Campbell with the Better Choices media list; Campbell will compare lists and compile a master list for board members. The current LWVNM Yahoo groups, Topics and Action, will continue as separate groups for the time being. Mason clarified that LWVNM Topics listserv is used to communicate about all LWVNM issues, including but not limited to, action alerts. The LWVNM Action listserv is used for more frequent and detailed information about LWVNM advocacy, including announcements of Action Committee meetings. Both listservs are open to all League members in New Mexico, as are the Action Committee phone conference meetings.

Program Planning

State program planning

Lucero reported on her review of the current LWVNM natural resources position that was adopted in 1987 and expressed her concern about its lack of relevance to newer issues such as climate change and future revisions of state planning law. Her opinion is that the position needs more than just “tweaking”. Discussion primarily focused on the following areas: to what extent can the LWVUS position be used for New Mexico issues and how complicated is that process; are there current positions in other states that could be considered in a consensus process; is a new formal study

necessary or can a task force/committee make recommendations to the board and at convention. Lucero suggested that a committee or task force be developed that would include one person from each League who's interested in natural resources and not already on the local League board. She would contact them to discuss the specific bullet points that need to be explored and develop a position paper. At that point, the LWVUS leaders' listserv could be used to learn if other Leagues already have positions that relate to issues defined in the position paper. Action: Motion by Machen, second by Lucero, passed, that each local League will identify a member to serve on a task force to identify issues related to the updating of the LWVNM natural resources position.

National program planning

Possibilities discussed related to: (1) a review of existing LWVUS positions, (2) a recommended new study or program item, and (3) a recommended concurrence. Action: Motion by Mason, second by Burn, passed, that a review of the fiscal policy position to make it relevant to upcoming debates on budget and tax policies at the federal level be recommended to LWVUS. Mason will send additional wording to Campbell for scope description per the LWVUS program planning form. Motion by Machen, second by Moscarella, passed that a national study on the federal role in education be recommended. Machen will give additional wording to Campbell for the scope description. Motion by J. Bray, second by Burn, that the LWVUS be asked to concur with the LWVNM drug policy program position. Motion passed with one "no" vote by Barbara Calef. J. Bray will provide additional information to Campbell for use in the scope statement.

Other Business

Natural Resources Report: In addition to recommendations related to the updating of the natural resources position, Lucero also reported that the Environmental Improvement Board (EIB) hearing on a petition to establish a new rule that would place a state cap on greenhouse emission at 25% below 1990 emission levels by 2020 has been changed to March 1, 2010 (and March 2nd, if the meeting is extended to two days). Campbell, Machen, and Lucero will attend. Lucero shared the Clean Energy Works (CEW) calendar and said that LWVNM had been asked to consider having a climate change event or action in 2010. A suggestion from a local community source was made to Burn that the current image held by the general public about renewable energy is outdated. A community event that focused on the progress that has been made in renewable energy would help to change that image. This model then could be used by other local Leagues for similar events in their areas. J. Bray suggested checking with the New Mexico Solar Energy Association in Albuquerque about their upcoming events with the thought that we might serve as co-sponsors and suggest resource people in other Leagues who are interested in having local events. Lucero asked that any other ideas be emailed to her before the CEW's meeting on January 13th. In addition, the Sierra Club has asked if the LWVNM would like to collaborate on the distribution of CFL light bulbs at an event. It was decided to let the Sierra Club know that the light bulb distribution activity could be done together on January 28th when LWVNM will have a table set up at the Round House. Lucero passed on a request to the Brays from the Sierra Club about participation in the Albuquerque Climate Change Coalition, which will be advocating for implementation of the city's climate action plan.

Action Report: Mason asked the board to consider the adoption of two 2010 action priorities recommended by the Action Committee. Action: Motion by Mason, second by Machen, passed, that the two action priorities for LWVNM will be: (1) state budget/taxation, and (2) ethics/campaign finance reform. Mason also reported on League Day plans. The day will begin with an orientation to League-supported legislation, followed by presentations on Better Choices for New Mexico and on the ethics commission and election reform. At 11 a.m., there will be a rally organized by Better Choices for New Mexico in the State House rotunda. Following the rally, a Memorial will be introduced at the

Legislature to recognize the 90th birthday of the League of Women Voters. Campbell will receive the Memorial and LWVSF's member, Sarah Cady Satorius, who is a descendant of Elizabeth Cady Stanton, will be invited to be present with Campbell. The board also discussed attendance at the Chamber of Commerce's reception for legislators. There was no consensus on participation at the Chamber event, but there was broader agreement for providing reimbursement for a limited number of people to attend social events for legislators, of which the Chamber reception would be a possibility. Action: Motion by Mason, second by J. Bray, that action support money of up to \$250 can be used to reimburse members for attending events on the 2010 legislative social calendar, not to exceed \$25 per person per event. Motion passed with one "no" vote by Burn. Since the support money total only will cover a limited number of members, the following procedures will be in place: through LWVNM Topics, Mason will explain the availability of attendance support, provide a link to the legislative social calendar, and ask any interested members to contact him. If reimbursement is available, Mason then will send the participating member a link to the LWVNM reimbursement form.

State Council 2010: Council will convene on May 15, 2010, at the Masonic Lodge in Santa Fe, with a LWVNM board meeting following in the afternoon. LWVSF will handle local arrangements. Suggestions for lunch speakers were discussed. Action: Campbell will contact Fred Nathan, Executive Director of Think New Mexico, to see if he would be available to speak at the meeting. If he is unable to personally attend, she will contact Santa Fe Senator Peter Wirth.

PAVP Grant Options: Campbell asked for suggestions for specific activities related to use of the \$1,000 PAVP grant. The following ideas were discussed: (1) promote use of software in online training of poll workers; (2) support possible legislation related to use of voting centers; (3) educate citizens about same day registration, depending on the results of this legislative session; and (4) provide education about Albuquerque voter identification laws. Discussion of specific activities will be continued.

ONRW: Calef has drafted a letter to Environment Secretary Ron Curry encouraging the designation of the waters within the U.S. Forest Service wilderness areas as Outstanding Natural Resource Waters (ONRW) by the Water Quality Control Commission. Action: Motion by Calef, second by Machen, passed, that Campbell be authorized to send the letter as drafted to Secretary Curry.

Revenue Sharing 2010: Ideas for revenue sharing included helping existing Leagues to assist in the development of new Leagues/MAL units and encouraging local Leagues to increase youth/young adult participation. Both activities could be enhanced by the use of electronic communications. It also was noted that 2010 is an election year and in the past, revenue sharing has been focused on helping support local Voters' Guide expenses. Action: Motion by Machen, second by Burn, passed that 2010 revenue sharing be used to supplement local Leagues' Voters' Guide expenses.

Announcements: Jennice Fishburn asked local Leagues to provide her and co-editor Lucero with contact information for their local *Voters' Guide* editor(s) when editors have been designated.

Next Meeting: The next meeting will be Saturday, March 13, 2010, from 12:30 –5:30 p.m., in the Skeen Library at New Mexico Institute of Mining and Technology, Socorro.

Adjournment: The meeting was adjourned at 2:40 p.m.

Submitted by:

Jennice Fishburn, Secretary