

BOARD REVIEW DRAFT

LEAGUE OF WOMEN VOTERS OF NEW MEXICO
Board of Directors Meeting
November 13, 2010, 12:30 p.m. to 5:30 p.m.
Skeen Library, New Mexico Institute of Mining and Technology, Socorro

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

Other: Erika Graf-Webster, GLC

Absent: Caroline Jackson

Call to Order: President Kathy Campbell called the meeting to order at 12:31 p.m.

Approval of Agenda: *Voters' Guide* advertising report was added under Other Reports.

Approval of Minutes: The minutes of September 25, 2010 were accepted and will be filed.

Treasurer's Report: Treasurer Cheryl Haaker reported that PMPs are due by the end of the year and are already coming in. She has signed a new agreement for the online USPS account. Bonnie Burn called attention to the newsletter postage line item, which will be expended before the last edition is published, and asked if funds need to be shifted into that line item. Dick Mason recommended leaving the budgeted amounts so overages serve as a learning experience for new budget development. Other points made: fundraising income targets in the last three two-year budgets have not been met; during the budget development process, consideration should be given as to whether there is leadership and a concrete plan to support achievement of the fundraising goal; wouldn't LWVNM be competing with local Leagues who also are trying to raise funds; and donor confusion between LWVUS fundraising and local fundraising already exists. While discussing the format of the financial reports, suggestions were made for further improvement, which needs to be accomplished before Convention.

LWVNM Website Report: Haaker provided 2010 website use data as reflected in requests per day and kilobytes transmitted. Graphs clearly showed significant spikes during the primary and general elections. She will do more analysis and submit the graphs for *La Palabra*.

Membership Report: No report submitted.

President's Report: Press releases about the LWVNM *Voters' Guide* were sent out, but nothing was sent to libraries as originally planned. A letter was written to the Legislative Council asking that microphones be used, and the Government Restructuring Task Force was thanked for putting handouts on their website. No progress has been made on the use of Salsa (see Communications item below). Campbell is focusing on leaving the organization in good shape and is compiling a set of state board portfolios, with the goal of having them ready by the time the Nominating Committee meets (see Portfolios item below).

Old Business

Financial Policies and Procedures Revision: Campbell's revisions were reviewed and the following actions were taken:

- ≡ Motion by Burn, second by Barbara Calef to delete the following statement under Authorities and Responsibilities, number 8: “ The board of directors may adjust the budget if necessary to reflect changing conditions.” Motion passed with one “no” vote by Machen.
- ≡ Subsequent motion by Machen, second by Haaker to adopt the Financial Policies and Procedures as amended/corrected. Motion passed unanimously.

Specific suggestions were made in regard to financial reporting: (a) including a narrative with the balance sheet and profit-and-loss report with an explanation of deviations, and (b) comparing performance against budget via Quick Books. Acknowledgement of donations will be done by the Treasurer rather than the President, unless the specific situation indicates otherwise. Suggestions for LWVNM members to conduct the biennial financial review were made.

Electronic Board Meetings Procedures: Campbell’s draft procedures were reviewed with the following action taken: motion by Machen, second by Burn, passed that the Electronic Board Meeting Procedures be adopted with a clear distinction made between “list owner” versus “moderator”.

Lobbying Workshop Publicity: Campbell will send out press releases and radio PSAs to announce our Dec. 4th lobbying workshop. Burn requested a copy of the release to share with other local groups.

Affiliations: Campbell pointed out that the formal LWVNM procedures relate only to participation in coalitions, so it’s important that we keep track of how we collaborate with other organizations. Machen noted that the LWVNM website’s board resources page includes our policy on coalitions.

New Business

Nominating Committee: Suggestions were made for replacement of the late JoAnne Ramponi with another CNM member. Lucero and Machen volunteered to be appointed by the board. Other members are Rebecca Shankland (chairperson) and Johnnie Aldrich.

Portfolios: Campbell is updating portfolio/job descriptions for use by the 2011-13 LWVNM board and will send these descriptions to us for review and feedback before the January 2011 board meeting. A new description for a communications portfolio will be included. Campbell and the Nominating Committee will discuss which positions will be on the ballot.

Budget Committee: This committee will be composed of representatives from each local League, with the LWVNM President and Treasurer serving in ex-officio roles. Each local League suggested representatives for the Budget Committee; Campbell will make follow up contacts.

Convention Workshops: Several suggestions were made for convention workshop topics:

- ≡ public relations, outreach, how to stretch the League’s election time visibility into an ongoing process for increasing membership, and ideas for events and media relations that attract members (all this on a limited budget) [Burn];
- ≡ seeing if the New Mexico Community Foundation would be interested in discussing the above topics [Mason];
- ≡ good government issues [Linda Moscarella];
- ≡ panel with representatives of Common Cause, Foundation for Open Government, NAACP, etc., on how to partner on issues such as transparency, negative campaigning and bringing back civility [Machen];
- ≡ deliberative democracy per America Speaks initiative [Mason];
- ≡ NM redistricting process (see Redistricting Committee agenda item).

America Speaks Program in New Mexico: Further discussion about the America Speaks deliberative democracy project resulted in a decision to have Mason bring additional information about America Speaks to the LWVNM January 2010 board meeting, including more about their organization, projects such as the deliberative democracy campaign, and what the LWVUS is doing in relation to America Speaks. Burn also is interested in knowing if New Mexico State University is involved because there is mention of land grant college participation in their materials.

Transportation for America: Lucero presented information on the Transportation for America project and coalition, whose focus is on creating a national transportation program that will result in a more modern infrastructure. They asked if LWVNM would be interested in participating in the coalition, which includes elected officials, business leaders, local advocates, national organizations, and citizens. (See www.t4america.org for more information.) Since this is a national coalition, Lucero will see if LWVUS is working with them, and if so, what the level of involvement is. She will report the results at the LWVNM January 2011 board meeting. After looking at some of the Transportation for America materials, the following action was taken: motion by Lucero, second by Machen, passed to urge LWVUS to be a coalition partner on the Transportation for America project if they haven't already done so.

Voters' Key: Campbell is willing to work on the new edition, which needs to be ready for distribution by the time the new state legislative session begins. In response to her request for assistance from someone in the Albuquerque area, Lucero volunteered to help. Machen suggested the title indicate a span of two year, e.g., 2011-2012.

LWVNM Forum Guidelines: Erika Graf-Webster, GLC voters service chair, asked the board to discuss the question of "debate" versus "candidate forum" procedures, and shared their recent experience in Las Cruces when one of eight candidates couldn't attend the forum. Calef also shared her research with the Federal Election Commission in regard to a similar situation. The board discussed whether it would be helpful to have a state-level League policy that all local Leagues could use. Action: Burn and Graf-Webster will draft a possible LWVNM policy for the January 2011 board meeting.

NM Foundation for Open Government's Citizen Participation Bootcamp: This item was referred to CNM for possible action/participation during Sunshine Week (March 13-19, 2011).

National Popular Vote: A letter was received from the LWV of Arizona asking us to join them in advocating for a national popular vote. Decision: the board will follow its established process of having the LWVNM Action Committee recommend action priorities for 2011.

Strategic Planning

Communications: The board continued its discussion of using LWVUS' Salsa system or perhaps using another tool such as Constant Contact. Concerns were expressed that some members of the State Legislature don't have websites or active email addresses and a number of League members don't use email. Action: motion by Mason, second by Lucero, passed that we not participate in Salsa. Haaker will gather more information about Constant Contact and send an update to board members before the January board meeting. Other options brainstormed: using listservs, telephone trees or postcards (for members without email), robocalls, expanding *La Palabra*.

Other Reports

Transparency Concurrence: LA and CNM have had meetings; GLC is not going to have a meeting. Machen has asked Jody Larson, transparency concurrence chair, to attend LWVNM's March board meeting in her absence.

Natural Resources Position Update: Due to her schedule, Lucero doesn't think it's realistic to have the update done in time for the January and March 2011 board meetings prior to the May 2011 convention. Machen suggested looking at LWV Colorado's position for a possible concurrence; Moscarella asked if it would be possible to focus on a smaller piece of the position.

Action Committee: Mason updated the board on plans for League Day at the Legislature, Feb. 1, 2011. He also suggested that the board consider a modification to our current position about opposing all regressive taxes. Decision: the Action Committee will discuss this possibility and make a recommendation at the March 2011 board meeting. Mason reported that Better Choices is looking at closing of tax loopholes and if the coalition specifies action in that regard, LWVNM will have to decide what we can support.

Voters' Guide Newspaper Advertising: Fishburn reported that the display ad approved at the September 2010 board meeting appeared in six outlying newspapers the week of October 11-17 for one day only, except for two newspapers that also included it in their online additions for a small additional cost. The newspapers were: Farmington Daily Times, Gallup Independent, Las Vegas Optic (also online), Roswell Daily Record (also online), Silver City Daily Press and Independent, and Socorro El Defensor-Chieftain. The total advertising expenses were \$393.33, which is below the \$500 expenditure cap set by the board. Three of the newspapers allowed a discount rate.

Redistricting Committee: Due to member dropout, Haaker will organize a new committee; Burn volunteered to serve. Although new census data won't be available until April 2011, Lucero heard that a process might begin in Albuquerque sooner, so she will gather more information and report back. The redistricting process could be a possible topic for the LWVNM state convention, e.g., a legislator or other expert educating us about the New Mexico process.

Local Leagues:

GLC [Burn]: They had a strong voters' service season, participated in the 10/10/10 climate change letter writing campaign, appeared on their public radio station's program about women in elected office, suffrage movement expectations, and U.S. women governors through the years, and plan to have a Women Win the Vote booth at the opening of the new Las Cruces convention center. She suggested LWVNM consider being involved in 2012 statehood centennial events.

CNM [J. Bray]: They printed and distributed 50,000 *Voters' Guides*, with more placed in Sandoval County this year, registered voters, and participated in the 10/10/10 campaign/event.

Winter 2001 *La Palabra*: Deadline is December 10, 2010.

Next Meeting: Saturday, January 8, 2011, from 9:45 a.m. to 2:45 p.m., at the Manzano Multigenerational Center, 501 Elizabeth SE, Albuquerque.

Adjournment: The meeting was adjourned at 5:20 p.m.

Submitted by:

Jennice Fishburn, Secretary