

**LEAGUE OF WOMEN VOTERS OF NEW MEXICO**  
**Electronic Board of Directors Meeting**  
**July 16 - 25, 2010**

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

**Absent:** Vicki Simons

**Others:**

Off-Board member: Dolores Watkins

Observers: Barbara Goedecke, Jody Larson, Erika Graf-Webster

**Call to Order:** President Katherine Campbell called the meeting to order on Friday, July 16, 2010, by email to LWVNMJul10 listserv.

**Approval of Agenda:** The agenda was adopted as sent. The meeting is to be conducted per draft electronic meeting policy sent by Campbell. Per this policy, seconds are not needed for motions.

**Approval of Minutes:** The minutes of May 15, 2010, were approved as revised.

**Treasurer's Report:** Treasurer Cheryl Haaker provided a spreadsheet summarizing expenditures and income from May 1-June 30, 2010. LWVNM received \$85 in contributions and \$.77 in bank interest, and spent \$185 to renew the bulk mail permit and \$10 on the annual State Corporation Commission filing fee. A few reimbursement requests and the \$4,400 in *Voters' Guide* support for local Leagues are pending. Haaker noted it is time for LWVNM to provide current mailing lists and officers of the four local Leagues to the federal government, and asked that she be emailed each local League's mailing address and name of the current president. Also, she will be sending out the revenue sharing checks, and needs to know to whom the check should be made and where it should be mailed.

**Membership Report:** Caroline Jackson, Membership Director, reported that two new members-at-large have been added, and six other members have joined nationally. The national members have been referred to local Leagues. Letters were sent to all MAL members asking permission to publish names and/or locations in *La Palabra*. Ten members indicated they did not want their information published, seven members did not respond, and one member gave an affirmative response. Therefore, Jackson does not recommend the inclusion of an article about MAL members in the *La Palabra*.

**President's Report:** Campbell reported that the 2011 LWVNM state convention will be May 14-15, 2011, in Los Alamos. The lobbying workshop will be December 4, 2010, at the Montezuma Lodge in Santa Fe. There are on-going discussions with Common Cause/Count Every Vote New Mexico about the use of our PAVP grant funds, but no definite decision has been reached thus far. She has added a "local League contributions" section to the "board resources" section of the LWVNM website and asked local Leagues to send her any material that might be helpful to other Leagues so it can be posted. Examples include trainings and programs. Currently two contributions from GLC are posted. LWVNM's new LWVUS liaison is Peggy Hill, who lives in Houston and will be chairing the LWVUS national education study for the next two years.

## **New Business**

**Questions for LWVNM Voters' Guide:** The LWVNM *Voters' Guide* Committee submitted draft questions for statewide candidates to the board for review and approval. VG editor, Jennice Fishburn, asked that questions be approved in the early part of this meeting so letters to candidates could be sent as soon as possible. Action: Motion by Campbell to approve the questions as submitted with revisions outlined by Fishburn, retaining "qualifications" for the Lt. Gov. question. Passed with no opposition.

**Report from Voters' Guide Committee:** Fishburn updated the board on the committee's progress since its kick-off conference call on June 21<sup>st</sup>. A deadline of September 3<sup>rd</sup> was set for having all the LWVNM's VG statewide candidate and ballot measure information into the hands of local Leagues in response to their printing schedules. Four committee members participated in the June 29<sup>th</sup> LWVUS Webinar on their new Vote411 software campaign tracking system ("Race Wizard") that can be used for sending letters and questionnaires to candidates, tracking the results, etc. After the Webinar, the committee gathered additional information about details, discussed issues of timing as well as concerns about use of the system and current Vote411 website content, and decided not to use it for this election. However, information about state ballot measures and local League *Voters' Guides* can be provided to LWVUS for the Vote411 website. Committee members suggested that the LWVNM board consider the possibility of running informational ads that promote the use of our websites in some of the geographical areas not reached by local Leagues, budget permitting. Another suggestion that evolved during the board meeting was to explore using library web sites for statewide VG information, with pointers to GLC, CNM, SFC, and LA websites for Congressional races and local/district information.

### **Publicity/Budget:**

- A. Campbell provided the revised LWVNM budget that was approved by Council 2010. This version uses the official PMP numbers for 2010-2011, as reported at the end of January. These numbers are used for determining PMP for LWVNM and for determining the distribution of the \$4,400 allocated for grants to local Leagues to assist with publishing their *Voters' Guides*. The revised PMP estimates are: LWVNM/MALs, \$340, CNM, \$3,126; LA, \$678; SFC, \$1,512; and GLC, \$1,062. Grants for *Voters' Guide* publishing are: CNM, \$2,255; LA, \$443; SFC, \$1,204; and GLC, \$678. In regard to the VG grants to local Leagues, the share is just under \$7.00 per member.
- B. Lucero requested \$166 for partial reimbursement of the \$500 fee to advertise the showing of "Beyond the Motor City" on KUNM in June. The other two co-sponsors also are being asked to share the advertising cost. At the May 15th board meeting, approval was given for co-sponsorship of the event, but potential related costs were not discussed, which was a source of concern for some board members during this meeting. Action: Motion by Calef that LWVNM pay Lora Lucero \$166 in partial reimbursement for the expense incurred to advertise the showing of "Beyond Motor City." Motion passed with one "no" vote recorded because approval request wasn't submitted prior to incurring of the expense. The September board meeting agenda will include discussion of a procedure for approving expenses between board meetings.
- C. Per the request of the LWVNM *Voters' Guide* committee, the board had an extensive discussion regarding possible placement of a paid advertisement in newspapers that would refer readers to the LWVNM website for information about statewide candidates and ballot measures, and include a contact point for persons interested in League membership. During the online deliberation process, Fishburn contacted eight

newspapers and gathered information about one-day costs of certain sizes of display ads and newspaper circulation data. After discussion, the board consensus was that this ad would be most appropriate for newspapers in outlying areas where there is no local League VG coverage. Discussion of this item will continue at the September board meeting.

**Rules for MAL Units:** GLC (Burn and Marjorie Burr) are mentoring a group in Truth or Consequences who might be interested in forming a new League. They are expected to attend an information meeting in August and become Members-at-Large at that time. In reaching a decision about what is required in order to recognize this group as a MAL unit, the board considered three options suggested by Burn based on her review of LWV resource materials:

- (1) five enrolled members, a nonpartisanship policy, leadership roles of President, Vice President, Treasurer, and Secretary, and schedule of planned meetings or activities for the first few months (Source: "Starting Points: A Brief Introduction to Becoming a New League," League of Women Voters of Wisconsin, Updated November 2004);
- (2) development of a leadership team that consists of a spokesperson/convenor, money person/treasurer, webmaster, member coordinator, and advocacy person (optional) (Source: "The ABCs for a Streamlined League", League of Women Voters of the United States, adopted at Convention 2010, Atlanta, GA, June 11-15, 2010, and available at <http://lists.lwv.org/t/987239/5254043/1569/0/>); and
- (3) depending on the number of interested individuals and those willing to accept leadership roles, a starting organizational structure of leader or president, secretary/treasurer, and membership director, with other leadership roles added as momentum is built (based on discussions with the Truth or Consequences group).

After discussion of these options in relation to the T or C situation, the following action was taken: Motion by Burn that the proposed LWVNM policy, Becoming a Local League in New Mexico, be adopted and that Option 3 be the designated organization for such a beginning local League. Further, the source document for forming a new local League will be "Starting Points: A brief Introduction to Becoming a New League," prepared by the League of Women Voters of Wisconsin, updated November 2004." Motion passed without opposition. It is understood that a new MAL unit is not a new local League and additional requirements must be met before being recognized as a local League. Per Lucero's request, Campbell will post the July 9, 2010 draft, "On Becoming a Local League in New Mexico", on the board policy page ([lwvnm.org/board.html](http://lwvnm.org/board.html)).

**Concurrence Plans:** Per agreement at the May Council meeting, one of the two concurrence proposals to be worked on this year and brought to the March 2011 Convention, is a modification of LWVSFC's completed transparency position. Jody Larson (SFC), who is heading this process, submitted a draft plan for consideration by the board. This plan includes a time table and list of tasks to be accomplished before Convention, e.g., getting team members from each local League, determining which portions of the LWVSFC position are relevant to the state level, developing a web page for member background materials, scheduling/conducting unit meetings, drafting the position, etc. Per online discussion, Larson submitted a revised project draft plan to address board suggestions of having a "go/no go" decision point during the process. Action: Motion by Barbara Calef to approve Draft 2 of the LWVNM Transparency Concurrence Plan; passed with one vote in opposition.

**Review of Self-Assessment Results:** Campbell compiled the local self-assessment results thus far, and reported the main concerns are membership growth and retention and leadership

development. Strategic planning may be a somewhat weak area, as well. She encouraged the board to think of ideas for a Convention 2010 workshop on membership and/or leadership development.

**Summer *La Palabra*:** Suggestions for articles were made and several Board members volunteered to write specific articles. The upcoming deadlines for *La Palabra* submissions are July 25 for the summer issue and September 30 for the fall issue.

### **Other Reports**

**Report from LWVUS Convention:** Vice President Linda Moscarella reported on the 2010 biennial convention held in Atlanta June 11-15, 2010. She, Meredith Machen, and Olin Bray served as our LWVNM delegates. To summarize, two studies were adopted, three concurrences were passed, and seven resolutions passed. The delegate body voted in a thirty cent increase in per member payment for 2011, bringing the total to \$29.70, with an increase in 2012 that would bring the PMP to \$30. There were several workshops on the use of the web and electronic support as well as on the use of social media and tools to increase League exposure and build membership. Additional information about the convention can be found in Moscarella's full report and on the convention section of [www.lwv.org](http://www.lwv.org).

**Action Committee:** Dick Mason reported that the Action Committee has met twice since our May board meeting, with the next meeting scheduled for August 6<sup>th</sup>. Jody Larson, with backup from Kathy Campbell, has been monitoring the Government Restructuring Task Force and has issued summaries of the meetings. Mason has been monitoring the Legislative Health and Human Services Committee, the Federal Health Care Reform Working Group, and the Governor's Federal Health Care Reform Leadership Team. The committee also needs to monitor the Courts, Corrections and Justice Committee because they will be dealing with many of LWVNM's priority issues. Gayle Prinkey, Cheryl Haaker, and Campbell will be monitoring various issues covered by this committee. As mentioned in the President's Report, lobbying training will be December 4, 2010. League Day at the Legislature is scheduled for February 1, 2011, with the location to be determined.

**Natural Resources:** Natural Resources Director Lucero shared the text of a statement developed by Clean Energy Works that expresses disappointment in the U.S. Senate's failure to act on comprehensive climate legislation and calls on them to continue to pursue every avenue to promote clean energy and cut greenhouse gas emissions, including preserving the Environmental Protection Agency's ability to regulate greenhouse gas emissions. The LWVNM has been asked to sign onto this statement. Action: The board agreed, without opposition, to sign the letter.

Lucero also reported on the "Beyond the Motor City" showings and discussion. The first screening was at the offices of the Regional Council of Governments during the noon hour, with approximately 15 people in attendance. The second screening was the next evening at the University of New Mexico, and an estimated 100 people attended. After the film, several panelists shared their impressions of the film, followed by a question and answer session. Ten paid radio spots were played on KUNM during prime time and a press release was sent to local media.

**Health Care Reform:** No report.

**Fair Representation:** No report.

## **September Meeting**

### **Date, Location:**

Saturday, September 25, 2010

9:45 a.m. to 2:45 p.m.

Manzano Multigenerational Center

501 Elizabeth Street NE, Albuquerque

**Agenda Items:** Agenda items will include: MAL unit recognition guidelines; procedure for approving expenses not clearly included in existing budget between board meetings; electronic meeting procedure revision; advertisement promoting use of LWVNM website for statewide *Voters' Guide* information in outlying areas and possible use of library websites for VG information; possible affiliation of LWVNM with organizations apart from formal coalitions; possible consideration of feasibility of transparency concurrence; natural resources position update process/progress; strategic plan review (Sept. or Nov. meeting).

### **Announcements**

Campbell provided the July 16, 2010 issue of "LegisLetter 2010" from the NM Legislative Council Service. Burn shared a flyer for the "Women Win the Vote: 90<sup>th</sup> Anniversary – 1920-2010" celebration on August 28, 2010. LWV GLC and the Las Cruces Branch of the American Association of University Women are organizing the event.

### **Adjournment**

After determining there was no need for a closing conference call, Campbell adjourned the electronic board meeting at midnight, July 15, 2010.

Submitted by

Jennice Fishburn, Secretary