

# LPIA BUSINESS MEETING

## MEETING INFORMATION

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**Date:** 04/28/18  
**Call-In Number:**

**Time:** 2:00 PM  
**Call-In Code:**

### Attendees:

P	ETHAN LYLE	P	MYRA MATEJKA	A	ED WRIGHT
P	ED JUAN	P	JOE GLEASON	P	JOEY SPEAK
P	JOSEPH HOWE	P	JULES OFENBAKH	A	LYNN GENTRY
P	SARAH MITCHELL	P	CARL KRAMBECK	P	BRYAN HOLDER
A	ERIC COOPER	A	FRED PERRYMAN		

(P= Present A=Absent)

## AGENDA ITEMS

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### Item/Presenter

1. Call to Order / Joseph – 2:20 pm
2. Treasurer's report / Sarah – 2:20 –
  - a. Current balance - \$4,738.48
  - b. Convention profit - \$3,421.01
  - c. Expense coming up – liability insurance renewal fee, \$100. The policy covers all events associated with the LPIA, with liability coverage of \$1,000,000.
  - d. Quarterly report is due May 30, 2018, to the ethics board
3. Communication Method/Slack – 2:27
  - a. Joseph Howe will setup Google Drive and provide access to all committee members
  - b. Ethan Lyle discussed Slack and the usage of it for the benefit of the Party and for organizational purposes of the documents, events, contacts, etc.
    - i. <https://lpia2018.slack.com/>
    - ii. 2:34 – Joseph Howe opened discussion regarding the use of Slack by the committee members
    - iii. Bryan called for a vote, approved by majority to try by the committee members
    - iv. Username/password is the same as LPIA email
4. Website Updates – 2:40
  - a. Website was recently updated and events calendar was integrated
    - i. The tool integration is being polished
    - ii. Joseph Howe has been working with Andy Burns on making the updates
  - b. Do Not Call list for political parties
    - i. We do not have consent for robocalls to cell phones
  - c. Ethan Lyle volunteered to assist with website updates and work with Joseph Howe and Andy Burns
  - d. Website is outdated and needs cleaning up of dead links, etc.
  - e. Joseph Howe moved to nominate 2:50
  - f. Myra Seconded
    - i. Passed unanimously at 2:51

1. Joey Speak abstained as he is an alternate to Ethan Lyle who is also present
  - g. Carl Krambeck inquired which candidates have webpages
    - i. Joseph Howe will send an inquire and update the committee members
5. District Rep/County Party Support – 2:53
- a. Myra Matejka would like to take on the role of supporting the district reps to ensure all the reps are working together and the events are coordinated
  - b. Ethan Lyle discussed an event on June 23, 2018, where all the candidates will be invited to come to Pella to speak and meet members of the committee
    - i. Further details will be provided
  - c. Ethan Lyle discussed recent event in his district where the committee was organized. It occurred on April 14, 2018. Several candidates came to the event, such as Marco.
    - i. Communication method to promote the event was networking with prior places of employment and business-related connection
    - ii. Myra Matejka will assist with improving further communication
    - iii. Bryan Holder inquired regarding bylaws and constitution for the Mahaska County Libertarian Party, the newly formed affiliate
      1. Open discussion regarding county delegates and nomination of candidates via special convention
  - d. Myra Matejka called back to order and stay with the program, i.e. agenda at 3:14
6. Committees/Teams – 3:15
- a. Candidate Recruiting Team
    - i. Joseph Howe started discussion
      1. The Party needs more local candidates, such as mayor, council-people, etc.
    - ii. Myra proposed to have each district rep to have a team of candidate recruiters
    - iii. Jules Ofenbakh proposed to have the teams notify committee members regarding meetings with potential candidates in an attempt to have committee members participate in the recruitment
    - iv. Joseph Howe proposed focused recruitment to start in September 2018
    - v. Jules Ofenbkah proposed a vetting process for candidates we are actively recruiting
  - b. Fundraising Team – 3:28
    - i. Myra Matejka started the discussion
      1. Myra Matejka, Sarah Mitchell, Ethan Lyle, Carl Krambeck, and Joey Speak volunteered to be on the fundraising team
  - c. Tech Team – 3:30
    - i. Web Design
      1. Ethan Lyle is the tech lead. Joseph Howe and Myra Matejka will help. Jubal Stone will be requested to assist if needed as he previously assisted.
      2. Sarah Mitchell requested to participate in the next CRM training.
  - d. Caucus Committee – 3:32
    - i. Joseph Howe volunteered to chair
      1. Sarah Mitchell will assist with some technical and practical improvements from the previous caucus
      2. Ethan Lyle and Joe Gleason volunteered to be part of the committee
  - e. Convention Committee – 3:36
    - i. Sarah Mitchell volunteered, Myra Matejka was forced to be part of the committee again, Joey Speak volunteered;

BREAK, 3:39-3:47

- f. Credentialing Committee – 3:47
    - i. Sarah Mitchell and Ed Juan were volunteered by Myra Matejka
  - g. Constitution and Bylaws Committee – 3:49
    - i. Tabled for next year
  - h. Platform Committee – 3:50
    - i. Tabled for next year
  - i. Community Outreach – 3:50
    - i. Volunteer coordination
      - 1. District reps
    - ii. Outreach events
  - j. Communications – 3:51
    - 1. Joseph Howe, Bryan Holder, Myra Matejka, Ethan Lyle, Sarah Mitchell volunteered
    - 2. Myra Matejka proposed that all district reps are admins on all County Facebook pages within their district
      - a. Approved; action item
    - 3. Ed Juan proposed to have a content reviewer in the event something inappropriate or incorrect comes up
    - 4. Bryan Holder proposed to have an official YouTube channel for the party
      - a. Ethan Lyle will set it up
      - b. Bryan will upload videos he has from conventions and debates
      - c. Bryan will create short videos summarizing valuable points and memorable moments, and will upload
    - 5. Booth kit – Joseph Howe has one; Gordon Stewart has another one but he cannot be reached
      - a. Ed Juan proposed to have district reps to be responsible for the kits
      - b. Myra Matejka will make a list of what should be in the booth kit and will make 4 of them.
      - c. Bryan Holder proposed to have several flags included in the kits
    - ii. Events/Calendar
      - 1. Ethan Lyle will set up shared calendar for committee members
      - 2. Bryan Holder proposed to add various events from all parts of the State to be included on the calendar
    - iii. Press releases
    - iv. Email updates
    - v. LPIA blog updates
    - vi. Social Media updates
7. Payment Systems – 4:02
- i. Joseph Howe started the discussion
    - 1. Andy Burns recommended we move away from Aneidot because it does not integrate with CRM
    - 2. Andy Burns recommended Authorize.net for various reasons
  - ii. Ethan Lyle will look into all three options and will determine the integration issues/possibilities
- a. Aneidot - 4% and \$.30 per transaction - recurring but no CRM integration
  - b. PayPal - 2.9% and \$.30 per transaction - no recurring unless PayPal member, CRM integration, pushed to off-site portal which hurts donation numbers
  - c. Authorize.net - subscription based \$20-30/month and card processing fees up to 3%, fully integrated with CRM

8. Membership Definition/Criteria – 4:11
  - a. Tabled for now
9. Primary/General Election Strategy Roundtable – 4:12
  - i. Joseph Howe started the discussion on how we can support our growth, major party status, and candidates
  - ii. Polk County made calls to the Libertarians within the county to clean up the list
  - iii. Open discussion occurred regarding validating phone numbers in the database
  - iv. Registration drive before the primaries
    1. County affiliates to volunteer at events or get more people involved
    2. Joseph Howe will run quotes for validating the phone numbers
    3. Ethan Lyle will get a quote for a targeted list
  - a. Robodials, drop messages
  - b. Phone banking
10. District meetings – 4:32
  - a. Ethan Lyle will be having a district meeting no May 6, 2018, and proposed the rest of the districts do the same

Ethan Lyle moved to adjourn the meeting at 4:37; Joseph Howe seconded, passed unanimously

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#### **NEW ACTION ITEMS**

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##### Item/Responsible/Anticipated Completion Date

1. Joseph Howe will setup Google Drive and provide access to all committee members
2. Ethan Lyle volunteered to assist with website updates and work with Joseph Howe and Andy Burns
3. Joseph Howe will send an inquire and update the committee members
4. Web Design
5. Ethan Lyle is the tech lead. Joseph Howe and Myra Matejka will help. Jubal Stone will be requested to assist if needed as he previously assisted.
6. Sarah Mitchell will assist with some technical and practical improvements from the previous caucus
7. YouTube channel for the party - Ethan Lyle will set it up, Bryan will upload videos he has from conventions and debates. Bryan will create short videos summarizing valuable points and memorable moments, and will upload.
8. Booth kits – Myra will make a list of what should be in the booth kit and will make 4 of them.
9. Ethan Lyle will set up shared calendar for committee members
10. Ethan Lyle will look into all three payment system options and will determine the integration issues/possibilities
11. Registration drive - Joseph Howe will run quotes for validating the phone numbers, Ethan Lyle will get a quote for a targeted list

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#### **OTHER NOTES OR INFORMATION**

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