

League of Women Voters of Alameda
Minutes of the Board Retreat, 4 August 2018

Present: Marian Breitbart, Karen Butter, Mari Clark, Georgia Gates Derr, Ruth Dixon-Mueller, Michele Ellson, Alice Fried, Doris Gee, Susan Hauser, Patti Heimburger, Allan Mann, Keasha Martindill, Doug Neu, Marilyn Ng, Ert O'Hara, Kate Quick, Adina Singer, Ken Werner, Felice Zensius, Keasha Martindill. Bill Smith from 2PM.

The meeting was called to order at 9:25 AM by President Georgia Gates Derr

1. Review of LWVA policies & procedures: Georgia asked for a vote to re-adopt current Bylaws plus Communication Committee Policy, Co-sponsorship Policy (with addition of National Council of Black Women), Diversity Policy, Nonpartisan Policy and LWVA Mission Statement. All but Diversity Policy and Mission Statement were re-adopted. **Decision:** Ken Werner, Michele Ellson and Kate Quick were appointed to submit a revised Diversity Policy and Mission Statement to the Board in Sept.

2. Youth Outreach: Alice Fried presented her proposal for the LWVA/CoA Civics Scholarship Program for 2018-2019 with a soft date for the fourth annual Speech Tournament of Friday April 12, 2019. Participants will be recruited primarily from Girls Inc. and the Alameda Boys & Girls Club. **Decision:** Scholarship fund should be increased from \$1,500 if possible to incentivize more students. Fundraising letters will be sent to members in the fall and proposals written to local funders to raise scholarship funds. A targeted fund for this purpose could also be set up on website combined with a single-subject e-blast. Debate topics are needed; send to Alice.

3. Campaign Finance project: Allan Mann presented his proposal for tracking and publicizing the sources and amounts of contributions to Alameda's mayoral and city council candidates leading up to and following the Nov. 6 general elections. Content and format of reporting must ensure no appearance of judgment or bias. The reporting phase may be followed by proposals for action, such as public financing. Alan has an advisory team of Karen Butter, JuelleAnn Boyer, Ruth Dixon-Mueller and Michele Ellson. **Decision:** Allan to proceed with sample formats and preliminary findings; will present to Action Committee and to Board in Sept.

4. Action: Felice Zensius reported that the statewide Schools & Communities First signature gathering effort was successful; initiative will be placed on Nov. 2020 ballot, to be celebrated in a press event in Berkeley on Aug. 14. Felice reviewed the state ballot propositions on the Nov. 2018 ballot and LWVC recommendations, which are available on the lwvc.org website. Karen Butter presented two Alameda ballot measures for which volunteers are needed to write pros and cons followed by Board decision on LWVA positions: the ½ percent sales tax increase for city infrastructure needs and the Rent Stabilization ordinance in the City Charter. Georgia asked for a vote on whether LWVA should support Alameda County

Council's support for placing County Measure A (defeated June 2018) on the November ballot. Board members present voted 10 Yes, 3 No, so recommendation was approved. [Note: the County Board of Supervisors subsequently voted no.]

5. Membership: Doris Gee emphasized the value that comes with League membership (e.g., Bay Area Monitor, free student membership); her committee plans to recruit more public officials and students age 16 and up. Committee meets last Wednesday of each month, 9 AM at Doris's house. Note that of our \$70 dues, \$32 goes to LWVUS, \$28 to LWVC, \$2.50 to LWV Bay Area, leaving us \$7.50.

6. Treasurer: Adina Singer reminded group that we need a Chair of the Budget Committee and explained the process for submitting claims for reimbursement. If an expense item is a contribution, please submit it as an expense and also as a contribution so that the actual cost of running our organization is known.

7. Programs: Michele Ellson reviewed possible forum topics for 2018-2019, e.g., Sea Rise, Election Integrity. Action Committee may propose forums on District Elections for Alameda City Council (Jeff Cambra is exploring) and other aspects of city governance (public financing of elections, strong mayor/weak mayor models). Challenge is to reach a broad audience through Next Door, Alameda Peeps, other routes. Michele would like to have live streaming and Tweeting of events.

8. Communications: Keasha Martindill described a number of activities of her team. Google Analytics reports that visitors are up 300 percent. Doug Neu and Miska Kazda are helping with e-blasts; Ert O'Hara is new Voter Editor; Ashley Lorden is working with Kate Quick and others on social media. Events can be filmed by AHS Multimedia for \$100; flyers farmed out for graphics. Resources: \$400/year; Facebook ads are \$15-20 six times a year; Hootsuite and reach multiple sites for \$29/month. A strong social media presence gives us the most bang for the buck.

9. Fundraising: Doug Neu gave a soft date for MYPO 2019 of Thu. March 28, with Mar. 21 and Apr. 11 as backups. Elks Lodge is a good venue if lighting can be improved; we also need to organize tables better at entrance so that everyone pays and knows where to go, and have fewer and better displayed auction/raffle items. Turnout was lighter in 2018 due to spring break; we made less. \$2300 came in with presale of tickets. Good turnout of public officials. Susan Hauser noted that LWVA could possibly raise funds by managing elections of Homeowners' Associations.

10. Voter Service: Ken Werner will recruit registration volunteers for AUSD Multilingual Back to School night with 9 languages; has most covered, Tues 6-8 PM at AUSD Office. National Voter Registration Day is Sept. 25: LWVA will be at Library 1-4 and will look for other venues, e.g. Alameda Point Collaborative, Islamic Center, churches, local Asian communities. JuelleAnn Boyer sent a list of local candidates and measures for the Nov. 2018 ballot. She will report to Voters' Edge and send them pros and cons.

11. National issues: Keasha, Ken and Kate spoke about the national Convention in Chicago. Major areas of emphasis remain the same (Making Democracy Work) with the addition of promoting the National Popular Vote Compact to bypass the Electoral College and the passage of the Equal Rights Amendment. LWV's concerns regarding diversity apply to our work. What are the definitions, the purposes, the goals? What do we do at the national, state and local levels, and how to we measure our progress? Active **inclusion** is the key, not just absence of discrimination.

12. Directions to the Board from the Annual Meeting: Bill Smith proposed modifying local position on land use to promote housing. Decision: he will present to the Board in Jan. 2019 general meeting.

13. Additional business:

Executive Committee: Georgia explained that the EC consists of President, VP Admin, Secretary, Treasurer, plus one additional member appointed by the President (JuelleAnn Boyer) and two selected by the Board (Keasha Martindill and Doris Gee volunteered and were elected).

Nominating Committee: Patti Heimburger was nominated and elected as the third non-board member of the 2019-2020 nominating committee, filling a vacant slot. Kate Quick and Adina Singer were nominated and elected as the two Board members of the 2019-2020 nominating committee.

Announcements:

Alameda Hospital Room C will not be available for Board meetings beginning Jan. 2019 because of remodeling. Contact Susan Hauser if you know of potential venues. Adina Singer's email address for League business is AdinaSinger@gmail.com.

Meeting adjourned about 2:30 PM.

Submitted by Mari Clark, Secretary

Handouts:

Agenda

Board and Committee Chairs contacts

Draft event schedule Aug. 2018 to Aug. 2019

LWVA Administrative Calendar 2018-2019

Revised Co-sponsorship Policy

Housing Action Forum Proposal & Sea Level Flood Insurance Report (Bill Smith)