

LEAGUE OF WOMEN VOTERS ALAMEDA

BOARD MEETING MINUTES, Jan. 16, 2020

Alameda Hospital, Room A

Board members present: Susan Hauser, presiding; Anne McKereghan, Ruth Dixon-Mueller, Bill Smith, Karen Butter, Anna Crane, Sally Faulhaber, Laura Kinley, Kate Quick, Ken Werner, Keasha Martindill. Absent: Doris Gee, Sheila Durkin. **Other members present:** Cynthia Silva.

Call to order: Susan Hauser called the meeting to order at 7:00 PM.

Consent agenda: Minutes of the Nov. 21 Board meeting and Membership committee report were moved, seconded and adopted. [All committee reports are summarized below]

Treasurer's report: Anna presented a fiscal year-to-date (YTD) budget through Jan. with revised categories of income and expenses by budgeted amount, actual YTD and difference. She welcomes suggestions for clarification. Contributions to the Centennial Fund have almost met budgeted net income from MYPO for this year! A generous grant from Patti Heimburger's estate to our general fund will go to Centennial, Youth Outreach and Voter Education. Anna will thank Patti's estate.

President's report:

1. Vacancies: Positions are open for Budget Committee chair (Anne to follow up) and Voters Edge reporter (to replace Kimberlee Macvicar; Susan to contact new member Mary Ann Kiely).
2. Midyear evaluation: Susan reminded us of the informal goals we proposed in September.
3. Speaking with one voice: When LWVA members challenge Board-voted positions and ask for reconsideration, refer them to Susan. Meeting agendas should be posted in advance on website so our members know what's coming up and can attend discussions. (Note that we already do this.)

Committee reports:

Action:

1. Measure A, the AUSD parcel tax to support teacher salaries and general and special programs, is on the March 3 ballot. Karen presented pros and cons; there is no formal opposition. Committee made no recommendation to the Board because of serious concerns, despite the League's strong support for education. Motion was made/seconded to support Measure A; approved 8/3. See https://www.lwvalameda.org/uploads/8/9/2/9/89297946/pros_cons_for_ausd_measure_a-league_of_women_voters_of_alameda.pdf.
2. Measure C, the Children's Health and Child Care Initiative for Alameda County, won support from only three of the six Leagues of Alameda County Council (ACC). ACC thus takes no position.
3. Schools and Community First: LWVA has gathered 300 signatures so far to place proposition on Nov. 2020 ballot. Kate will draft a letter to the editor of Alameda Sun encouraging voters to sign. Of 1.5 million signatures needed statewide, about 500,000 have been gathered so far.

Centennial: Sheila reported that the Centennial Appeal Letter resulted in contributions of \$5,847 as of Dec. 31. Banners for Park and Webster streets have been delivered for display Jan. 21 to Feb. 4; motion was made/seconded/approved to ratify allocation of \$1,400 for the banners. Proclamation will be read at City Council meeting on Feb. 4; LWVA members are encouraged to attend. LWVA will celebrate National Day of Action (100th birthday of the League!) on Friday Feb.

14th 2-5 PM at Tucker's Ice Cream with voter registration, information handouts, balloons, banners, live music and birthday cake. Special invitations will be sent to selected public officials.

Communications:

Keasha explained that the Communications Committee is working to improve our website's Google page rank. Previously, if one searched for 'voter information alameda,' our website did not appear on the first page of results. Now, it appears as the fifth from the top of the first page. This means that more people are likely to find and visit us online.

Membership: Doris reported that as of Jan. 15, 68 members have renewed; we need to reach at least 100 by Jan. 31 to ensure three delegates to LWV convention. Membership team is contacting everyone who has not renewed. Committee will meet Feb. 26 at 10 AM at East Ocean Restaurant.

Nomination: Cindy Silva is chairing the committee; organizational meeting was held in December. Committee is assessing willingness of current Board members to serve another year and will begin identifying candidates for vacant positions.

Programs: Bill is organizing two community forums: the first, on Alameda's electrification program (replacing all natural gas) for late April and the second, on gun safety and the schools, for late May. He is requesting help in identifying speakers & issues for the gun safety forum.

Voter Service: Ken read a list of proposed voter registration and get-out-the-vote activities from JuelleAnn Boyer for us to consider. Additional groups to approach include Alameda Boys & Girls Club, Food Bank, and West End renters. Ken is consulting with the Oakland League's registration person and has a new contact at the Registrar of Voters. He will respond to request for a voter registration event from low-income housing project in Pleasanton (not our jurisdiction).

Youth Outreach: LWVA was awarded a 2019 Rotary Club Grant for the Youth Speech Tournament for 2020. The College of Alameda professor has postponed the enrollment deadline for 35A, the class that trains students. Laura will seek permission to promote the class in five high schools; if minimum enrollment is not reached, it will not be offered. Laura and her team will test the content of the student quiz show with journalism students in Palo Alto High School's Media Arts Center on Jan. 17. The quiz features questions from the U.S. Citizenship and Naturalization Service test and trains students in how to identify fake news in print and social media sources.

New Business: Ken presented the concept of "organic" succession planning and how to identify and mentor skilled volunteers for Board positions and committee chairs. He offered to chair a committee to conduct "self-assessment" interviews with Board members, committee chairs, and perhaps additional members to identify what's working, what's not, and how to improve our organizational effectiveness.

Meeting adjourned: 9:15 PM
Ruth Dixon-Mueller, Secretary