

LEAGUE OF WOMEN VOTERS ALAMEDA
November 15, 2018 BOARD MEETING MINUTES

Location: Alameda Hospital, 2019 Clinton, Conference Room C

Board members attending: Presiding Officer Georgia Gates Derr, Kate Quick, Felice Zensius Doug Neu, Sally Faulhaber, Keasha Martindill, Ken Werner, Adina Singer, Mari Clark, Susan Hauser, Karen Butter. Others attending: Ruth Dixon-Mueller

Call to order: Georgia called the meeting to order at 7:04 PM.

Minutes of the October 18, 2018 Board meeting were accepted and filed with changes.

Treasurer's report: Adina distributed the Treasurer's report, accepted and filed. California Retired Teachers Association contributed \$200 as honorarium for Georgia's presentation, to be credited to line item on youth scholarship fund. Any contributions from LWVA's Facebook posting for Giving Tuesday (11-27-18) will go toward the youth scholarship fund.

Administrative update/calendar reminders:

Nominating committee: Kate reported that Committee will meet soon and elect a chair.

Board meetings Jan-May 2019: Susan reported that Board will meet at Alameda Hospital Room A (second floor) for Jan, Feb, March and May (7-9 PM); City Hall in April (6-8 PM), no cost.

Event calendar for Jan-June was presented and discussed. Annual program planning and priority setting meeting Sat. Jan 26th, 1-3 PM, Alameda Hospital, Room A.

Committee Reports:

Action: Advocacy Day in Sacramento: Felice attended event on Sept. 25 with Bill Smith. League legislative analyst and policy director presented "Lobbying 101" on grassroots efforts to influence policy.

November election results: Felice reported that on California ballot measures, 80 percent of League recommendations carried. Locally, major success for our position and publicity on Measure K (charter amendment on rent control) with overwhelming No vote resulting despite over \$300,000 spent on Yes.

Campaign finance charts: Georgia reported on Allan Mann's interest in having a debriefing on these charts at upcoming Action Committee meeting Dec. 13th. LWVA's charts were presented in the Alameda Sun and other places, plus our website and distribution at forums. Allan will prepare one more set when post-election funding reports are filed.

Communications: Keasha announced that our website received 200+ visits/day during October. Three website spikes occurred as follows. A 6 Oct LWVA Facebook post advertised video of the Mayoral candidate debate and led to 462 visits. The 15 October eBlast and a coordinated Facebook post announcing Measure K campaign finance charts led to 490 website visits. Another spike occurred on 5 November, the day before the elections! During the month of October, LWVA's top five active web pages were the Home page, Campaign Finance, Vote with the League, Pros & Cons Recommendations, and our Calendar.

Fundraising: Why we need it: Georgia reported that LWVUS receives \$32, LWVC \$28, LWVBA \$2.50, leaving LWV ALAMEDA with \$7.50 of the \$70.00 dues.

Planning: Doug reported that next MYPO planning meeting is Dec. 9 at his house. Volunteers welcome! Vacancy currently for food and drink coordinator, volunteer coordinator. Event reservation confirmed at Elks Lodge Thu. March 28; requesting better lighting. Ticket prices will be raised from \$10 to \$20 (first increase ever!), with each member asked to purchase two tickets. We'll probably move from printed tickets to on-line sales.

LWVBA Liaison: Board members should be receiving Bay Area League e-blasts plus the Monitor. Sally will talk to Doris about submitting a list of members with emails; our current directory contains privacy controls. Georgia noted that Board members should be receiving (reading!) Leader Updates from LWVUS and LWVC. **Bay Area League Day is Sat. Feb 9**, 188 Embarcadero, SF. Sally mentioned ideas raised at BA that members could email proposed questions to candidate forum organizers, the young people should write questions, and that each candidate has one 'wild card' to use to respond directly to another candidate.

Membership: Ruth reported for Doris that we currently have 188 members (including family members); Renewal packets have been sent out to all except students and those who joined since Oct 1st. New member packets are sent out as needed. Next meeting Nov. 28, 9 AM, at Sharon Shinker's. Doug reported that he has been updating the National Database; adaptations to the system are very complicated! PayPal takes \$4.00 from those who pay online on our website. Question: do we need to ask the relationship to primary member of family members?

Programs: Susan reported for Michele Ellson the following events: Jan. 24th forum on Bridging the Partisan Divide, with panelists, 6:30 PM at Phoenix; Feb. 13th, film on Dark Money, discussion with Eric Kos and Dennis Evanovsky of Alameda Sun, 5-8 PM, Alameda Library; March 28th, MYPO, 5:30-7:30 PM, Elks Lodge; April, forum on Sea Level Rise or Disaster Preparedness; May, TBD; June, Crowdsourced Alameda Peeps. Perhaps a Citizen's Academy, building on Lobbying 101.

Voter Service: Ken reported on the positive feedback on the campaign finance graphs from the Bay Area League. They are interested in having Allan talk to them about the process. For next election cycle, LWVA needs to order more Easy Voter Guides in English (we ran out). Susan Davis of AUSD contacted the League about participating in vote count on renaming Haight School on Nov. 30th.

Youth Outreach: Alice sent a report that the topic of the April 12th LWVA/CoA High School Civics Scholarship Speech Tournament will be "What would motivate more young people to vote?" Alice will recruit judges; College of Alameda does most of the heavy lifting on selection and training of participants.

New Business: 2020 Census: Georgia, Susan and Ruth attended kickoff event for Alameda County: an enormous push to count everyone. Major concern is possibility of a citizenship question that will raise already high level of distrust and difficulty in reaching certain groups. Centennial Celebration: of 19th amendment, 2019. Oakland may take the lead on organizing.

Meeting adjourned: 8:56 PM.

Respectfully submitted, Mari Clark and Ruth Dixon-Mueller