

LEAGUE OF WOMEN VOTERS ALAMEDA
October 18, 2018 BOARD MEETING MINUTES

Location: Alameda Hospital, 2079 Clinton, Conference Room C

Board Members Attending: Presiding Officer Georgia Gates Derr, Karen Butter, Mari Clark, Michele Ellson, Doug Neu, Sally Faulhaber, Doris Gee, Susan Hauser, Keasha Martindill, Kate Quick, Ken Werner. **Others attending:** Marian Breitbart, Ruth Dixon-Mueller

Call to Order: Georgia called the meeting to order at 7:05 p.m.

Minutes of the September 20, 2018, Board meeting were accepted and filed with changes.

Treasurer's Report: Adina sent a report as of September 30, 2018, which is attached.

Administrative update/calendar reminders: Georgia is checking incoming election materials to see other groups have invoked the LWVA's name in support or opposition to a candidate or ballot measure. **Administrative calendar reminder:** Treasurer Adina Singer to send out the LWVA Fiscal Report to members by October 27, 2018.

Future Board Meeting sites: Susan Hauser reported of her search for future board meeting sites that will be needed due to the planned seismic retrofit of Alameda Hospital during 2019; resulting in the loss of our current meeting space. The group suggested other possible sites to research such as Harbor Bay Community Center, City Hall, a local church through one of our members, the school district and the library.

Committee Reports

Alameda Campaign Finance Review Update and Peralta Measures E & G: Karen Butter reported on an article in today's Alameda Sun that displayed our charts on the amounts of money raised. She said the final filing date for campaign donations is October 25th, so once that date has passed, Allan Mann will update the charts and that in January, we would be able to wrap up the project for this election cycle. Kate recommended we give attribution to Allan on our web site for his work. Keasha will follow up. The topic of the proposition of Schools and Communities First was discussed. The state legislature may modify it, even the name.

Communications: Keasha reported a significant increase in Facebook traffic and that about 70% of our web site traffic emanates from Facebook. We have 626 followers on Facebook. It was encouraged that we continue to share information about Schools and Communities First and link it to our web site and Facebook pages.

Fundraising: Doug reported that the Meet Your Public Officials (MYPO) event date was not set, but he was meeting with staff at the Elks Club very soon and sending e-mails to all of last year's committee members to help them begin to prepare for the event.

Membership: Doris reported that we have nine new members bringing the organization to 176 total. The renewal forms will be sent soon, and Doug asked if memberships forms could be redesigned to give him better information (for the database.) Doug reported on the database and his efforts to make it useful, which continues to be a work in progress.

Program: Election Forums Update: Michele said she needs a couple of people to help present some propositions and asked for volunteers or for recommendations of whom to contact.

There was discussion of a possible new forum to be arranged in the future whose topic would be school board districts versus the current, at-large representatives.

Dark Money Film Project: Susan Hauser reported that the film, Dark Money, will be shown at the Main Library on February 13 in collaboration with the local AAUW chapter and the Friends of the Alameda Library. The hours will be from 5:00 to 7:40 and will include pre and post film discussions. The Dewey's Café staff will have some refreshments for sale. The event will be advertised in the Alameda Sun in a display ad, as well as on our web site and, hopefully, the FAL newsletter. Another planning meeting to discuss it will be held with AAUW on November 14, 2018.

Voter Service Election Forums: Ken reported that of the three forums which had already been held, we had approximately 245 attendees.

National Voter Registration Day, which was September 25, 2018, found this League all over town at Alameda Point Collaborative, the Farmer's Market and the Main Library.

LWVA Presentations—Ballot Measures: Georgia, Kate, Ruth and Karen reported that they had done presentations at Cardinal Point, P.E.O., Trinity Lutheran Church, the California Retired Teachers group, the Alameda Hospitality group, Kiwanis, and the NEA Community Learning Center.

Youth Outreach: No report

NEW BUSINESS:

As part of an overall discussion on ways to both increase our membership and provide service, Kate suggested we possibly have monthly meetings, for example, on "good governance", "how to be better activists", "responsibilities" and specifics on our own League. We could also have a quarterly Public Information Forum. We may also want to consider running a local study on a topic of interest to members -- rent control was suggested as a possible topic. Ruth mentioned that in the past our League had six or eight Hot Topics at the library, in small groups with paid advertising. Keasha mentioned that the Oakland League has hot topics, and we could publicize those on our web site. Also Berkeley has brown bag lunches which are open to all, and we could publicize them.

Meeting Adjourned at 8:43 p.m.

Respectfully submitted by
Mari Clark