

**Libertarian Party of Nevada**  
**Executive Committee Meeting Minutes**  
*3:00PM on Sunday, June 12, 2022*  
*Meeting held remotely.*

**1. Call to Order:**

Chair Charles Melchin called the meeting to order at 3:09 PM. A quorum of the Executive Committee was present.

**2. Roll Call:**

Executive Committee Members Present:	Charles Melchin (Chair) Jeffery Hurley (Vice-Chair) Bryan Elliott (Treasurer) Katie Banuelos (Secretary) Adam Haman (S. Regional Rep.) Sam Toll (At Large Rep.) Chris Orton (N. Regional Rep.)
Executive Committee Members Absent:	None
Party Members & Public Present:	Brad Carpenter Travis McGlothlin Darby Lee Burns Randy Sadac

**3. Public Comment:** No comments.

**4. Approval of Minutes:**

**a. Executive Committee Minutes (2/19/2022) and 2022 Convention Minutes:**

Jeff Hurley made a motion to approve both sets of minutes as written. Adam Haman seconded the motion. With no objections, the motion carried.

**5. Reports:**

**a. Officer Reports:**

- i. **Chair's Report:** Charles Melchin reported that aside from some technical difficulties, the 2022 state convention had run smoothly and had produced the largest candidate slate in 40 years. He stated appreciation for the guests and speakers who had attended. He also reviewed the results from the national party convention recently held in Sparks and announced that state Treasurer Bryan Elliott had been elected as a national At-Large Representative.
- ii. **Vice-Chair's Report:** Jeff Hurley reported that he had been in communication with the social media managers of other state affiliates about establishing a shared discord and developing working relationships to support other affiliates. He reported that the state website had been updated with a shared events calendar and candidate listing, and that he was processing volunteer requests through the website and regularly backing up the data. He has also been recording the SOS data to monitor changes in voter registrations.

**Libertarian Party of Nevada**  
**Executive Committee Meeting Minutes**

- iii. **Treasurer's Report:** Bryan Elliott reported \$13,600 in the bank following the state convention, with a donation rate of about \$400 monthly. He noted that the party had slightly positive cashflow when donations and expenses were annualized.
- iv. **Secretary's Report:** Katie Banuelos reported that the bylaws amendments and candidate filings had been handled within the appropriate time frame.

**b. Director Reports:**

- i. **Events and Outreach, Legislative:** Sam Toll reported that he had been casually monitoring the weekly legislative meetings but there was little of substance taking place in the off-season.
- ii. **Communications:** *Vacant, no report.*
- iii. **Tech:** Brad Carpenter reported that he was exploring alternatives to the Google suite. He noted that the party had applied for free use as a non-profit, but if rejected would need to pay \$3 per user per month.
- iv. **Elections, Fundraising:** Brandon Davis was not present.
- v. **Judicial Committee Organizing:** Bryan Elliot had nothing to report.

**c. Affiliate Reports:**

- i. **Clark County:** Jeff Hurley reported that the county convention had been very successful, and that they had increased the number of regular events. They had recently held their largest social meet-up on record and a local paper had written an article on the event. They had started tabling at the Las Vegas Gun Shows, and had also organized two hikes and a candidate workshop. Future plans include a second candidate workshop, a rally for gubernatorial candidate Brandon Davis, and a table at Freedom Fest.
- ii. **Douglas County:** No report. Jeff Hurley noted that the Douglas Executive Committee had been holding regular events since their convention.
- iii. **Washoe County:** Chris Orton reported that the county had regular social meetups twice monthly and were looking at adding another recurring event. He had been unable to attend the county convention but that it had been very successful.

**6. Old Business:**

- a. **Discuss outstanding items from the 2022 State Convention, if any:** Bryan Elliott stated that he was donating the cost of the state convention venue to the party and no reimbursement was necessary. Travis McGlothin will review his expenditures and submit for reimbursement if necessary. Katie Banuelos owes the party for a few meal tickets and will remit payment. Charles Melchin stated that he would like to establish a location calendar for future state conventions.

**7. New Business:**

- a. **Set new target metrics for the target metrics report:** Jeff Hurley reported that the party was currently at about 16,600 registered voters, 110 dues-paying members, 94 active participants, and 20 additional email list subscribers. He proposed adding or replacing dues

**Libertarian Party of Nevada  
Executive Committee Meeting Minutes**

paying members with monthly donations. The executive committee discussed the various metrics and agreed to set the following targets for the remainder of 2022:

**2022 Target Metrics Goals:**

Registered Voters:	20,000 or 1% or registered voters, whichever is greater.
Email Subscriptions:	3500
Active Participants:	150
Dues Paying Members:	220
Monthly Donations:	\$800

**b. Discuss impending price increases from tech vendors and possible alternatives:**

Charles Melchin reported that both the Google Application Suite and NationBuilder would be increasing their costs. Jeff Hurley reported that he had confirmed that the party was not eligible for a free account as it is not a 501cs. Sam Toll stated that it might be preferable to leave Google due to their data collection activities, and offered to host the party's domain on his ISP free of charge. Brad Carpenter explained that to remain with the service would cost \$3/user, and by using aliases the party could reduce the number of users to around 25. Jeff Hurley will investigate alternatives and present the committee with options. He explained that the cost to maintain NationBuilder would also increase by up to 15% after July 27th. Bryan Elliott will try to discover the timeline for the national party's decision-making with regards to the national CRM, as they are currently evaluating options and it might be worthwhile to consider joining their CRM. Katie Banuelos made a motion to renew with NationBuilder on an annual basis once the subscription expires, unless Bryan determines that the timeline for national is short enough that it makes sense to renew on a monthly basis. Bryan Elliott seconded the motion, and all approved. Sam Toll stated that he believed NationBuilder had the capacity for creating walk-lists and other resources for candidates. Charles Melchin stated that he was also able to create walk and call lists using SOS data.

**c. Discuss preparing a voter's guide or other resources for membership:** Sam Toll was involved with the production of the 2018 voter's guide and explained that it had been a challenge to produce and that printing had not been practical. The committee discussed the possibility of creating a standalone website for the voter's guide which could be used to connect to candidates, build engagement and funnel traffic to the email list, and be used as a template for future election years. Katie Banuelos made a motion to establish a committee to develop a 2022 voter's guide as discussed. Chris Orton seconded the motion, and all approved. Katie Banuelos, Charles Melchin, Sam Toll, and Adam Haman volunteered to serve on the committee and recruit additional volunteers as needed.

**d. Consider recruiting/appointing new directors for existing committees:** Katie Banuelos noted that as she had resigned from the position of communications director there was a vacancy to be filled. Adam Haman noted that Brandon Davis had previously expressed a desire to step down as fundraising director as well. Jeff Hurley stated that it might be worthwhile to hire a professional fundraising director to ensure that the role was competently

**Libertarian Party of Nevada**  
**Executive Committee Meeting Minutes**

filled during the election season. He also noted that all events organizing had been taking place at the county level rather than the state level. Sam Toll agreed that a professional fundraising director might be needed and volunteered to draft a “business plan” for pursuing donors. Bryan Elliott will explore the possibility of hiring a fundraising director and will report back to the committee. Jeff Hurley stated that he was aware of a volunteer who might be a good fit for the communications director position. He will reach out to her. Katie Banuelos made a motion to abolish the *Events and Outreach Director* position and to replace it with a *Volunteer Coordinator* position to be filled by Jeff Hurley. Adam Haman seconded the motion, and with no objections the motion carried.

- e. **Discuss candidate support and fundraising:** Charles Melchin stated that the party should use its resources to provide walk/call lists to candidates. Jeff Hurley suggested that the next level of support should involve messaging workshops and volunteer events such as door-knocking and putting up signage. Katie Banuelos suggested that the party establish simple web pages for all candidates who currently lack them, or host a workshop to assist candidates in setting up their own. Brad Carpenter volunteered to set up the websites. He will coordinate with Brandon Davis. Katie Banuelos will coordinate with a Washoe county volunteer to produce professional photographs/headshots for northern candidates.
- f. **Discuss outstanding reimbursements:** Jeff Hurley noted two possible reimbursements currently outstanding.
- g. **Discuss the potential for establishing a Nye County Affiliate:** Jeff Hurley explained that Pat Kirby and Cindy Lake had expressed interest in establishing a Nye County Affiliate. He volunteered to coordinate with them to recruit other executive committee candidates and plan an organizing convention. Charles Melchin believes there is also potential to establish an affiliate in Churchill County.

**8. Future Meeting Schedule and Calendar Updates:**

The executive committee agreed to schedule the next state executive committee meeting on Sunday, July 17, 2022 at 3:00PM.

**9. Adjournment:**

Jeff Hurley made a motion to adjourn. Adam Haman seconded the motion, and with no objections the meeting was adjourned at 5:34 PM.