

Libertarian Party of North Carolina  
Executive Committee Meeting  
November 12, 2016

**CALL TO ORDER - Meeting convened at 11:12 a.m.**

1. Attendance: In addition to the Chair, Brian Irving, present physically at the start of the meeting were EC members Matt Clements, Jeremy Hussey, and Matthew Clements plus director of volunteers Amy Lemons Lamont, I/T manager Brad Hessel, J.J. Summerell, and Michael Desantis. Present virtually were EC members Timothy Cole, Ralph Lake (until 1221), Sandra Mood, and Kenneth Penkowski. Joining the meeting later were EC member Christopher Dooley physically (1113), EC member Tom Hohman virtually (1237), and Susan Hogarth virtually (1242). Absent were James Hines, Brian Lewis, and Windy McKinney. There was one recess for lunch.

2. The agenda was approved.

3. September minutes were approved online.

4. The following online votes were:

a) Tim Cole moved, Jeremy Hussey seconding, that the Executive Committee authorize the expenditure of \$500 to support Election Nite celebrations. Passed 5 to 3.

b) James Hines moved, with Ralph Lake seconding, that the 2017 LPNC State Convention be held at the Lake Lure Inn and Spa (Lake Lure, NC) on Aug. 11-13, 2016. Note: this rescinds a previous motion to hold the convention in Asheville April 21- 23. Passed unanimously, 8-0.

**OFFICER REPORTS**

1. Chair (B. Irving) - He reported that the double achievement of the two percent threshold by both Johnson/Weld and Lon Cecil means no petitioning needed until 2021 at the earliest to obtain ballot access for the LPNC. His immediate priorities will be to leverage the bounty of volunteers from the election to organize counties, fill holes in the volunteer staff lineup at the state level, and to recruit a 2020 gubernatorial candidate.

2. Treasurer (R. Lake) – He reported that \$5,100 on hand; now up to \$900/month in recurring (all-time high)...already raised more money in 2016 (\$22.5k) than last year with six weeks to go

3. University Relations (M. McQueen) - no report.

4. Outreach (B. Hoarty) - no report.

5. Volunteer Director (A. Lamont) – She reported that in the past four months (since starting) have processed 207 new volunteers plus 46 new inquiries statewide, most from national. The flood has stopped. Next will be looking at affiliate Facebook pages to capture inquiries there

(Nationbuilder automatically captures inquiries on the LPNC Facebook page but not on the affiliates).

## 6. County Affiliate Coordinators

- a) Western (W. McKinney) - Report submitted online and available on G Drive.
- b) Central (J. Hussey) – reported that he is working on Chatham, Granville, Vance, and (for Brian) Cumberland counties. Alamance folks backed out. There will be a regional meeting in Kernersville 7 p.m. Dec. 10. Jon Nance is behind by only 33 votes in his nonpartisan race for Water and Soil Conservation Supervisor and may be asking for a recount.
- c) Eastern (B. Irving) – he reported that he is working on Bladen, Brunswick, Harnett, Lenoir, Pitt in addition to Cumberland where Marty Martin is back.

7. Press Secretary (B. Irving) – Reported many inquiries. He did an election night interview with WTKF talk show host Lockwood Phillips.

## 8. Social Media (C. Dooley) –

- a) The Facebook page passed 10k likes this Fall. Most growth was organic, although someone is promoting our posts [Brad said that should be reported as contribution] These numbers are up 80% since November 2014 with reach and page views in the thousands and over 200k people reached in last six months. We need to add connections to active FB affiliate pages to affiliate page on website.
- b) Regarding Twitter: tweet about Lon Cecil hitting 2% was retweeted hundreds of times. 1150 followers, up 100% since September 15 with 1800 impressions this week; 33k last week.
- c) Opened an Instagram account, and now have 26 followers.
- d) Google+ is dead.
- e) YouTube: 250 subscriptions, but not a lot of activity since the Convention. We need to develop more content.

9. I/T Manager (B. Hessel) – Reported that we are two to three months behind on importing new Libertarians from NCSBOE. We also need to import the data from Susan Hogarth regarding the NC Johnson/Weld campaign, which reportedly is as many as 40k, but we will need to be aware this will affect our rate for our subscriptions in Nationbuilder and MailChimp. The e-mail crisis seems to have abated but Brad and Dooley will still be working on it with a view towards migrating away from WebHostBiz and simplifying our server architecture. We passed 32k registered Libertarians in NC (and 4k in Wake County). After a scarily slow start in 2016, we are now the fast-growing again YTD, and passing the unaffiliateds. If we can hold on to that lead, it would be the eighth consecutive year which we have lead everyone in growth (every year since getting back on the ballot in 2008).

## **COMMITTEE REPORTS**

1. 2017 Bylaws (T. Cole) – nothing to report. However, B. Irving mentioned that Tom Howe requested to be added to the committee

2. 2017 LPNC State Convention (J. Hines) - In the absence of J. Hines, B. Irving reported that one can now make reservations at the hotel—by phone only—and urges everyone to do so. B. Irving is staying through Sunday nite. We have 50 rooms reserved, which may be optimistic for a off-election year. There is a \$600 charge for a beach event based on 100 people Friday night which J. Hines might cancel. We are on the hook for \$1000 for room rentals and \$2800 for food (not sure if that is a minimum or can be reduced). M. Clement pointed out a clause in the contract that appears to give the hotel the option to jack up the meeting room charges if our attendees don't rent enough rooms. We can get Larry Sharpe for \$500 plus airfare and room. M. Clement made a motion to enable the convention planning committee the discretion to make financial decisions with respect to setting event pricing and determining costs with the objective of at least breaking even, seconded by Jeremy. This passed 9-0.

ACTION: B. Irving to pursue the costs of the meeting room with J. Hines, and B. Hessel to follow up to get J. Hines wired in to event handling on NB.

## **OLD BUSINESS**

1. Campaign Support/Coordination (B. Irving) – He reported that there was not enough coordination with campaigns. For example, we have no clue what county commissioner candidates did nor what non-Wake local candidates aside from Nic Haag did. In 2018 we need to have someone assigned to coordinate at state level if we have no political director.

B. Hessel mentioned that WakeLP created and paid for Facebook ads for candidates and made a contribution to our one two-way race (Owen Watson).

Ideas for 2018: M. Desantis and T. Cole proposed packages—“candidacy-in-a-box”—to build standard websites and social media outlets, graphics (lawn signs, biz cards, rack card, bumper sticker), and set of standard issues. The party could charge one price for each level to start a candidate out. M. Desantis and B. Hessel suggested county affiliates might help out with issues and event coordination where they are active. M. Desantis suggested focusing on coast (Walter Jones' district), west (Mark Meadows' district), and suburbs as targets for NCGA candidates. M. Desantis also suggested running a candidate as a Republican or Democrat (whichever is dominant) in some districts because independents can vote in our primary in an off-year with low turnout. B. Irving said as a party we are not interested but as a tactic for an individual it might work.

2. State Fair Post-Mortem - New location no better or worse from point of view of traffic, but the tractor pulls were noisy on weekend afternoons. It will be up to the 2017 project officer to decide if we want to move back to the Education building, if that is even possible. (See attached report)

## **NEW BUSINESS**

1. Recruit, retain Johnson volunteers—Mr. Irving said he is still waiting on getting a list of Johnson campaign volunteers from Susan Hogarth.

2. County organizations – These should be the focus for next six months. B. Irving is considering a different model: to grow through active affiliates that are responsible for their neighboring counties. J. Hussey has expressed interest in being County Affiliate Development director statewide. B. Irving thinks that instead of traveling around, he should coordinate these other groups. He suggest that we could create “paper affiliates” in as many counties as possible by naming a chair between now and 2018, maybe all 100.

ACTION: B. Hessel to target the half-dozen NC Johnson/Weld volunteers with Nationbuilder experience. Longer term: want to get Nationbuilder database mavens for as many affiliates as possible to help clean the data in other counties besides Wake (which he is doing)

4. LPNC “Staffing” - ACTION: We need to try to match volunteers with open jobs. In addition to county affiliates director, priorities are political director, fundraiser, and possibly executive director.

5. Revive Strategic Planning Committee – We need to update at least the goals of the plan, and revise the staffing to be congruent with what we have and need to do. M. Desantis also interested in serving on the committee.

ACTION: K. Penkowski to consider how to accomplish an update, B. Hessel and K. Penkowski to look for a chair.

6. Revise meeting schedule (see below) - After some discussion, Brian suggested he would look to re-schedule the Dec, 3 virtual meeting to a weeknight at 8 p.m. before Dec. 15.

7. Vice-chair: Mr. Clement nominated JJ. Summerell to fill the vacant vice-chair position. Mr. Summerell was elected unanimously.

Mr. Summerell is working on creating issue presentations that could be given in different localities (possibly videos). B. Irving mentioned David Ulmer’s campaign videos, can be viewed on Facebook.

8. Election bills: Mr. Irving said he's made informal contact with the Greens and Free the Vote NC on a bill to lower the ballot access restrictions in NC. This would be the same bill introduced in the last session of the General Assembly.

## **CLOSING**

The meeting adjourned at 1:20 p.m.

Next meeting: Dec. 12, 8 p.m. (virtual)

## **MEETING SCHEDULE**

Jan. 7, 2017 (Greensboro)

Feb. 11, 2017 (virtual)

Mar. 11, 2017 (Greensboro)

Apr. 23, 2017 (was post-convention) (virtual/actual)?

June ?, 2017 (actual?)

Aug. 13, 2017 – (Lake Lure, post convention)