

Libertarian Party of North Carolina

Executive Committee Meeting Minutes

08 June 2023

In Attendance:

Ryan Brown, Chair
Sean Haugh, Vice-Chair
Dee Watson, Secretary
Mike Ross, Treasurer
Christina Aragues, At large
Mac Browder, At large
Angela Humphries, At large
Nick Taylor, At large

Absent:

LPNC Guest members:

Stephen Sumner
Phil Jacobson
Stephen DiFiore

Call to Order:

Ryan Brown calls the meeting to order at 7:05 pm.

Chair Report:

Welcome all, thank you for coming tonight. Since our last meeting, the LPNC helped put on the Carthage Buggy festival. This was to help restart the Moore County affiliate and the LPNC was able to get names of people looking to get involved. Earlier this week we recorded episode 1 of season 3 of Liberty INC. It was a great podcast, with Andy Stevens from GRNC joining, and I am looking forward to it going public very soon.

Previous Minutes:

The minutes from the previous meeting were accepted without objection.

Electronic Voting:

There were no electronic votes since the last meeting.

Treasurer Report:

Mike Ross gave the treasurer's report. The report is given in full at the end of this report.

Officer and Director Reports:

- Mac Browder gave the outreach report. The Fayettevill gun show had about 10 signups and there were 5 donations made for Gadsden Flags, which covered the cost of the table. The Jacksonville gun show will be July 15-16 and Mac is working with Onslow county. Davidson will host a pride event table this weekend, and the LPNC will help with materials.
- The communications report was submitted by Rob Yates, and is given in full at the end of this report.

Old Business:

- Dee Watson moved to rescind the Non-Disclosure Agreement Policy and substitute a revised version.
 - a. [Non-Disclosure Agreement Policy - Google Docs](#) - rescinded version
 - b. [Non-Disclosure Agreement Policy Dee - Google Docs](#) - proposed versionSeconded by Mac Browder. The motion passed without objection.
- Sean Haugh moved to rescind the Policy on Policy Proposals [Policy on Policy Proposals - Google Docs](#) - Seconded by Dee Watson. Mac Browder argued against removal since he found it very humorous.

Yes: Christina Aragues, Angela Humphries, Nick Taylor, Dee Watson, Seah Haugh, Ryan Brown

No: Mac Browder

Abstain:

The motion passes 6-1-0.

- Sean Haugh moved to rescind the Affiliate Team Funds Policy. [Affiliate Team Funds Policy - Google Docs](#) Seconded by Mac Browder. The motion passed without objection.
- Dee Watson moved to rescind the Candidate Recruitment & Support Policy and replace it with a new Candidate and Support Policy.
 - a. [Candidate Recruitment & Support Policy.doc - Google Docs](#) - rescinded version
 - b. [Candidate and Support \(WIP\).pdf - Google Drive](#) - proposed versionSeconded by Sean Hugh. The motion passed without objection.
- Sean Haugh moved to rescind the Google Drive Access Policy. [Google Drive Access Policy.doc - Google Docs](#) - Seconded by Mac Browder. The motion passed without objection.

New Business:

- Dee Watson discussed the need for a volunteer report. Volunteers are arguably a more important resource than money, but no accounting of the volunteers are given. All people working with the LPNC are unpaid volunteers, but there are 3 important classifications.
 - a. Elected officers of the LPNC and its affiliates. It was agreed that the place of record for these members would be the website.
 - b. Staff members who have roles and responsibilities within the organization until they resign. It was agreed that the place of record would also be the website.
 - c. Volunteers for events or temporary assistance. These volunteers are more difficult to keep track of, and more thought will have to be given on how to report on their work and availability.

The secretary and the chair will work together to draft website changes and create a report for staff members. Some more thought will have to be given on how to report temporary volunteer assistance.

- Dee Watson moved to rescind the Website Content Policy. [Website Content.doc - Google Docs](#) Seconded by Mac Browder. The motion passed without objection.
- Dee Watson moved to rescind the Tele-meeting (Skype) Policy. [Tele-meeting \(Skype\).doc - Google Docs](#) Seconded by Mac Browder. The motion passed without objection.
- Dee Watson moved to rescind the Revolving Literature Fund Policy. [Revolving Literature Fund 2009.doc - Google Docs](#) Seconded by Mac Browder. The motion passed without objection.
- Dee Watson spoke on the importance of having accurate staff and affiliate pages.
 - a. Mac Browder confirmed the affiliate page the place of record for who is an affiliate, who the officers of that affiliate are, and who the county contacts are.
 - b. It was agreed that the Chair and Secretary would work to make the staff page the place of record and updated page.
 - c. Ms. Watson recommended the Chair or Secretary maintain the staff page, a form is created for affiliates and each affiliate maintains their information on the page, and the county contact coordinator maintains the information for non-affiliated counties.
 - d. There was an issue with private emails being placed on the website. All involved staff members are now aware that should not be done, and the divisions have been made aware. It was decided it was not necessary to write a policy, unless there are further issues.
 - e. The remaining questions were only given to the outreach director the day before the meeting, and he did not have time to answer them. The remaining discussion was tabled.

- Ryan Brown as Recording Secretary of the 2023 Convention presented the 2023 Convention Minutes, Bylaws and Rules. Ryan Brown attempted to make a motion to approve the minutes, but Dee Watson pointed out that the chair cannot make motions. Angela Huphries pointed out that EC members needed more time to read the 68 page document. It was decided that approval of the minutes would be an online vote, and questions would be discussed in Executive Public.

Other Business:

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Adjournment at 8:15 PM EST.

Submitted by Dee Watson, Secretary

Treasurer's Report – 6/8/2023

Balances (As of 5/31/2023):

Truist Primary - \$34,129.25

Truist Federal - \$190.54 (still)

Income Statement (May 2023)

ACCOUNTS	May 01, 2023 to May 31, 2023
Income	
Public Donations - PayPal (Net of Fee) ↗	\$905.32
Public Donations - Stripe (Net of Fee) ↗	\$152.76
Total Income	\$1,058.08
Total Cost of Goods Sold	
	\$0.00
Gross Profit As a percentage of Total Income	\$1,058.08 100.00%
Operating Expenses	
Events - State Fair ↗	\$1,400.00
Infrastructure - Cloud Server ↗	\$360.00
Infrastructure - Software ↗	\$71.99
Total Operating Expenses	\$1,831.99
Net Profit As a percentage of Total Income	-\$773.91 -73.14%

Budget Tracking:

**LPNC 2023-2025 Term Budget
Tracking**

Budget Approved 4/13/2023, As of 5/31/2023

	<u>Spent \$</u>	<u>Budget \$</u>	<u>% Spent</u>	<u>% Left</u>
				100.00
Convention:	\$0	\$20,000	0.00%	%
Events:	\$1,400 \$455.9	\$10,000	14.00%	86.00%
Infrastructure:	8	\$13,000	3.51%	96.49%
Affiliates:	\$80	\$7,000	1.14%	98.86%
				100.00
Candidates:	\$0	\$7,000	0.00%	%
				100.00
Marketing:	\$0	\$1,000	0.00%	%
Fundraising:	\$8.75	\$1,000	0.88%	99.13%
				100.00
Administrative:	\$0	\$1,000	0.00%	%
Total:	\$1,945	\$60,000	3.24%	96.76%

Donor Base (May 2023):

Active Donors

Processor	Apr-23	May-23
PayPal	54	55
Stripe	5	5



Communications Director Report – June 8, 2023

Prepared for the LPNC Executive Committee

Rob Yates, LPNC Communications Director

Accomplishments

1. One year as Communications Director 😊.
2. Tar Heel Libertarian newsletter distribution sustained at over 5,000 people with steady uptake numbers (graph pasted below). New format seems to have increased prospect engagement by about ten percentage points.
3. Launched season 3 of podcast – 1st two episodes are top five all-time in views (1st episode currently second most viewed of all time).
4. Loaded season 3 of podcast to Spotify, as well as YouTube.
5. Significant progress was made on reworking the home website and adding member's only site (second part spearheaded by Phil Jacobson).

Goals Outstanding.

1. Complete website refresh project.
2. Hit 500 views per episode on podcast – includes expanding to multiple other platforms.
3. Use comms platform to heavily advertise Gastonia rallies and support Pastor Moses.
4. Identify and promote 2023 NC candidates.
5. Remake newsletter into more of a “newspaper” look, and enhance delivery and versatility to increase appeal to more readers. I would like to have this going to 35,000 people and keep the current engagement percentages. I would also like to get more people involved in contributing.
6. Create literature and materials for member and affiliate usage at events around the state for the rest of the year.
7. Begin planning a semi-annual “retreat.” (in the mountains this time?).
8. Up mailing cadence to once a week, with content that remains relevant and engaging.

Date / Email	Total Sent	3 hour		24 hours		72 hours		Total*		% Open	**Total** refers to the numbers as of the next newsletter mailing, so it might eventually be higher than this
		Open	Click	Open	Click	Open	Click	Open	Click		
10/22/22 - 7th Rally	269	52	8	62	19	74	28	77	28	28.62%	
10/11/22 - October Tar Heel	5502	457	72	1312	103	1487	113	1549	114	28.15%	
11/11/22 - November Tar Heel	5505	489	49	889	53	1154	68	1182	68	21.47%	
12/13/22 - December Tar Heel	5503	512	51	914	62	1212	69	1316	70	23.91%	
1/1/23 - HNY*	5491	1112	35	1395	44	1468	44	1477	47	26.90%	
1/1/23 - HNY (prospects)*	504	112	18	118	22	129	22	130	22	25.79%	*in this case "3 hour" refers to the next morning, ~12 hours
1/10/23 - January Tar Heel	5465	728	28	1129	36	1256	37	1284	39	23.49%	
1/11/23 - Jan Tar Heel (prospects)	495	56	61	77	70	80	73	83	73	16.77%	
2/7/23 Our State of Disunion	5464	739	21	1212	68	1398	79	1430	84	26.17%	
2/14/23 - February Tar Heel	5441	736	64	787	64	899	76	912	76	16.76%	
2/14/23 - Feb Tar Heel (prospects)	491	56	77	58	77	60	83	60	83	12.22%	
3/14/23 - March Tar Heel	5463	539	58	988	122	1211	158	1349	171	24.69%	
3/14/23 - March Tar Heel (prospects)	493	66	46	69	56	70	58	84	68	17.04%	
3/28/23 - Override Cooper's Veto	5457	819	52	1286	62	1444	68	1496	71	27.41%	
3/28/23 - Override Cooper's Veto (prospects)	501	77	5	89	5	92	5	98	7	19.56%	
4/11/23 - April Tar Heel	5450	618	88	1199	156	1387	185	1414	214	25.94%	
4/11/23 - April Tar Heel (prospects)	490	57	24	90	67	95	68	99	72	20.20%	
4/27/23 - Constitutional Carry	5437	983	99	1111	118	1218	145	1260	160	23.17%	139 unique clicks on GNRC petition
4/27/23 - Constitutional Carry (prospects)	489	68	8	98	15	101	15	110	15	22.49%	