

Libertarian Party of North Carolina

Executive Committee Meeting Minutes

6 June 2025

In Attendance:

Ryan Brown, Chair¹
Bob Drach, Vice Chair
Kate Shawhan, Secretary
Mac Browder, At large
Angela Humphries, At large
Nick Taylor, At large

LPNC Guest members:

Bob Derr
Dee Watson
Rob Yates

Absent:

Bryce Acer, At large
Barbara Howe, Treasurer
Matthew Clements, Assistant Secretary

Call to Order:

Bob Drach, vice-chair, called the meeting to order at 7:26 PM.

Chair Report:

None Provided.

Previous Minutes:

Minutes for the May meeting were adopted at 7:29 PM.

Electronic Voting:

- None

Treasury Report:

Barbara Howe posted a report on convention finances to Mattermost prior to the meeting. "Just

¹ While Ryan Brown was ready to be present for the meeting and was present for Executive Session, he was unable to attend the public meeting.

a quick update on Convention finances. While I may have gotten an item or two in an incorrect category, the overall numbers are decent.

Income was \$8872.00. Expenses were \$7951.32. Surplus was \$920.68.

While we made money (a bit), I want to note one thing. The income portion included \$5540 in registrations. Ideally, the registrations should cover expenses. Not the case this year. I just want to put that out there for the Convention Committee to consider in planning next event.”

Officer, Director and Committee Reports:

- No other officer, director or committee reports were given.

Business:

Marketing/Communications Ask - Rob Yates

Rob Yates made a request as Communication Director to allocate a combined \$12,500 for the purposes of running iHeartRadio streaming advertising and hiring Parker Nevens as a marketing consultant. Parker Nevens presented her qualifications and her plans.

- The \$5,000 for iHeartRadio streaming is a sale price that is \$8 for 1,000 impressions; normally it is \$21 for 1,000 impressions. Parker noted that this price is locked in through the end of 2025. Parker and Rob addressed questions related to our past campaign and comparing this expense to more traditional radio advertisement.
- \$7,500 to hire Parker Nevens to help expand outreach operations with spot analysis, social media strategy, marketing strategy, email marketing, and supporting Rob's team in coming up with effective strategies.

Bob noted concerns about the size of this request compared to our actual budget for marketing and asked about structuring so that we could spend half of our budget and base the rest on how the first part of the campaign goes; Rob explained that there are logistical problems with doing so. Rob's stated goal for this marketing drive is increasing membership, volunteers, and donations.

Mac Browder suggested moving the vote to Mattermost so that all members of the EC can vote on this request, pending data from Rob and Parker.

Convention Report – Bob Drach and Angela Humphries

Bob relayed that this year the convention eliminated the live auction. The silent auction and casino night brought in enough money to ensure we brought in a surplus over \$900. Angela added that the library table was well-received and a small source of fundraising as well. Casino

night and the accompanying cash bar were a success with a lot of positive feedback. While physical attendance was down, business went smoothly.

Angela Humphries noted that next year is our 50th convention so there is some discussion about where to hold our convention; either way we need more people for the convention committee.

Constitutional Carry Rally - Ryan Brown²

Ryan Brown gave a report on the state of the upcoming Constitutional Carry rally. We do have a permit scheduled for July 12th at 1:00 PM on Halifax Mall. If SB 50 passes, it may not be necessary. David Blackwelder is spearheading.

Executive Session for Member Conduct – Bob Drach

Bob called for an executive session with no objections. The executive committee moved to executive session at 8:17 PM.

Member Conduct – Bob Drach

Member conduct was discussed. Ryan Brown recused himself from the discussion. Mac Browder proposed, “I move to create a subcommittee to investigate allegations of harassment and provide the facts of the incidents to the EC and recommend either action or issue a statement to find there is or not sufficient evidence to take action. And to appoint Bob Drach and Kate Shawhan to that committee.” Bob Drach Seconded. Ryan Brown abstained. The motion passed without objection.

The meeting moved to regular session at 8:55 PM, where the results of the executive session were briefly discussed.

Angela Humphries moved to adjourn at 9:00 PM, Mac Browder seconded and the meeting adjourned at 9:00 PM EDT.

Submitted by, Kate Shawhan, Secretary LPNC

² This item was accidentally discussed during Executive Session rather than the regular meeting.