

Board Meeting: Thursday, August 12, 2021, 5:00 – 6:15 pm

Virtual Meeting via Zoom: <https://us02web.zoom.us/join/joinMeeting?zcm=1&meetingRef=1&meetingId=973120355>

Agenda

5:00	Opening – Welcome and DEI Policy Pledge Announcements	Evelyn All
5:15	Standing business (Distributed in Advance) <ul style="list-style-type: none"> • Minutes of July Meeting • Treasurer’s Report, including Membership Numbers • Team/Program Reports 	Peggy Judy All
5:30	We Look Forward (Building on July Strategy Session) <ul style="list-style-type: none"> • Priorities (See July List, appended) <ul style="list-style-type: none"> ○ Clarify ○ Rank order? ○ Calendar? 	All
5:45	Focused Strategic Discussion: LWVSMC Role in November 2021 Elections <ul style="list-style-type: none"> • Open Discussion and Action Plans <ul style="list-style-type: none"> ○ Vote411 ○ Forums <ul style="list-style-type: none"> ▪ Which races? ▪ How to enroll sponsors? ▪ How to encourage candidates? ▪ When does LWVSMC sponsor? ○ Voter Registration and Information Distribution <ul style="list-style-type: none"> ▪ Tabling ▪ Libraries ▪ ? ○ Voter Registration and Information Presentations <ul style="list-style-type: none"> ▪ Webinars ▪ Student Advocate Toolkit ▪ ? ○ Voter Information Questions <ul style="list-style-type: none"> ▪ Early Voting - locations ▪ New Machines ▪ Electronic Poll Book ▪ ? ○ Media <ul style="list-style-type: none"> ▪ Print ▪ On-line ▪ Radio/Television ▪ Facebook ▪ Municipal Signs ▪ ? 	All
6:15	Close- Next Board meeting: Thursday, September 9, 5:00 – 6:15 pm	All

For “We Look Forward” Discussion

PRIORITIES FOR THE YEAR FOR THE ORGANIZATION

(From July 8 Board Meeting Strategic Planning Brainstorming Session)

1. Form committee to identify terms that reflect our DEI or other positions to share with membership
2. Increasing membership
3. Increasing diversity of our membership
4. Fund-raising
5. Create a Fund-Raising Team
6. Revitalize Observer Corps
7. Get the word out on EYV
8. Follow-up on county’s decisions to replace voting machines
9. Expand our cable TV coverage—recruit more local cable channels to show our programming
10. Educating our membership about evolving political terms/concepts
11. Enhance LWV reputation for best-in-class forum producers. (“In keeping with our ongoing tradition...”)
12. Incorporate
13. Brand League in all we do
14. Educate public about our nonpartisanship
15. Ensure a vibrant VOTE411 and promote to candidates and the public VOTE411
16. Develop at least one new partnership over the next year
17. Maximize relationships that Annette and Pat have developed with other NJ Leagues and organizations to promote/recruit other initiatives. Create a systemic approach to doing this. (Girl Scout connection is being explored.)
18. Organize forums for all competitive races in our footprint where candidates are willing
19. Analyze our fiscal well-being/position
20. Every member and every new member has the opportunity to do meaningful work
21. Shore up and expand the mentorship program
22. Register voters at more venues than in the past
23. Educate voters—especially on the election/voting changes
24. Serve northern Ocean County (registration, forums, education, meeting with the clerks)—including starting a OC League, if appropriate.
25. Increase the value provided to the municipalities in our footprint. Create a “Know Your Town” for each, for example.
26. Ramp up our social media efforts. Incorporate branding into our strategy.