



MINUTES

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

Virtual Meeting via Zoom. (First in 5-6:15 time slot; First with Team Activity Reports)

ATTENDING (18): Evelyn Murphy, Lois Kiely, Marie Curtis, Susan Sferas, Wilma Pfeffer, Nancy Sabino, Dallas Grove, Judy O'Malley, Pat Supplee, Sol Hara, Diane Hara, Peggy Dellinger, Annette Scott, Anne Ugrovics, Jayne Mackta, and Robert Grove. Member guests: Cornelia Golden. Non-member guest: Linda Littman (interested in learning more about LWV).

Opening – Welcome and DEI Policy Pledge (read by member Cornelia Golden)

Announcements

- **NEW WEB PLATFORM:** Evelyn announced that LWVSMC is making progress looking into migrating our website to the Club Express web platform. We created a website team (Ted Dellinger, Peggy Dellinger, Evelyn Murphy, Nancy Sabino, Susan Sferas) that met via Zoom with Club Express (endorsed by LWVNJ). The ongoing cost is \$24/mo. Start-up costs are in neighborhood of \$3,400. The team continues to vet the vendor and will return to the Board when ready with a recommendation.
- **FACTS & ISSUES DISTRIBUTION:** Dallas announced that we are looking for additional cable outlets for our LWVSMC programming, as we currently have done with Asbury Park and Ocean. Board members asked to reach out to Dallas if they have contacts.
- **FACTS & ISSUES** “Words that Hurt” was recorded this afternoon

Standing business (Distributed in Advance)

- Minutes of July Meeting—approved as distributed.
- Treasurer’s Report (Judy O’Malley)
 - 50% of \$1,492 in membership and donations collected to date for 2021-2021 LWV year was paid via PayPal. Judy reports PayPal system is smooth and informative.
- Resignation and appointment
 - Treasurer Judy O’Malley announced that she has accepted a position with the NJ Attorney office and must resign from the Board. Motion passed to accept **Judy’s resignation as Treasurer** as of COB August 27.
 - Susan Sferas has agreed to fill the rest of the term (through June 2022) of Treasurer, beginning COB August 27. Motion passed to appoint **Susan as Treasurer** for the rest of the term.
- Team/Program Reports
 - This meeting marks the premiere of Team Activity Reports. Team leaders are to send reports to president at the end of each calendar month. The president compiles and distributes. Board members review in advance of Board meeting. The purpose is to cover work already done in order to free the Board meeting to focus on the future.
 - There will be a place on the agenda going forward for anyone attending Board meetings to raise questions about the Team Activity Reports.

We Look Forward (Building on July Strategy Session. Reminder: Everyone on the call can participate in discussion; only Board members vote.)

- Reviewed the Priorities brainstormed at the July Board meeting (listed at the end of the August Board agenda).
 - High Priority: Increasing membership and diversity of membership (younger members, for example). Membership Team will develop ideas.
 - Observer Corps—Marie will convene meeting of Observers to discuss reports, etc.
 - Networking with other LWVs. Annette has arranged with Vanessa Merhi to publicize our work.
 - Fundraising highlighted as an area to address this year.

Focused Strategic Discussion: What role will LWVSMC play in November 2021 Elections

- Vote411—Workshop to auction off competitive races is scheduled for 7 PM, August 17. Board members who cannot attend the workshop can “adopt” races in advance.
- Candidate Forums-
 - Nancy Sabino is Voter Service Co-Chair for Forums. She is overseeing the scheduling and volunteers for all the Monmouth County Forum volunteers.
 - We had Forum Organizer Training July 28 and were able to train additional potential organizers.
 - We are looking to cover only competitive races. (The list of competitive races in our footprint are listed in the July Board Reports). Board members are asked to look at the list of competitive races in our footprint to see if there are races without organizers that should be added to our target list.
 - In answer to a question, we clarified that in the past, we have hosted candidate forums for the Brick Board of Ed and are available for other races in Ocean County.
 - Our practice is to find sponsors for our forums. The Board confirmed its endorsement of this policy and the sponsor fee structure. There are a few exceptions: historically, the LWVSMC has sponsored Ocean Township Bd of Ed and municipal (every four years) races. The Board agreed that we should invite the Ocean Twp. PTAs to sponsor; Evelyn will discuss with Ocean Twp. Bd. of Ed. forum organizer Janice McGowen the possibility of reaching out to the local PTAs.
- Registration: Confirmed that LWVSMC will be active in registering voters (in person tables) and distributing information.
- Information Presentations
 - Webinars on the election and voting process have been updated from last year with as much information as is currently available. We will offer the webinars to organizations by request.
 - The Student Advocate Toolkit is a resource available for wide distribution. It is a PowerPoint presentation with information and key links to register and vote in person and by mail that is designed to equip adults and students to become resources/advocates for their friends and families. It has been updated for 2021. We have the adult and student versions ready to go. Biggest challenge is getting the word out that this resource and training is available. Contact Pat Supplee for information or to offer potential opportunities.
 - Textline—The LWVSMC has a text number (732-927-1131) that Evelyn monitors to answer questions and accommodate requests for help with all things voting. We have business cards with the number to distribute, which we give out when registering voters and delivering “Fighting for the Vote.” The suggestion was made to advertise the number.
 - The LWVNJ maintains a voting hotline: 800-792-VOTE (8683). We can be promoting this service as well.
- Early Voting
 - We are challenged to develop and disseminate voting information in the absence of updates from the County (and state) on the details of the proposed process, including knowing what machines will be used for early in-person voting, how they will work, and where they’ll be located. Early in-person voting for the General Election is available October 23 through October 31 at designated sites in each county. Can vote at any machine in county to early vote. [“Top 5 Things to Know About In-Person Early Voting”](#) is available on the state website NJVOTES.
- Voter Service Team
 - The consensus is that we should a re-activate the LWVSMC Voter Service team and reach out to the other Monmouth County Voter Service teams. Board members were asked to consider joining and to send names of anyone they mentor who might be interested to Evelyn.
- Media
 - It was clear from the discussion that our impact will depend on reaching the public and that our reach depends on aggressive media exposure. We are currently using email blasts, social media, limited TV (F&Is), print, hyper-local online media (like The Patch), and municipal signs.
 - Municipal signs were mentioned as a no-cost effective way to get election information out that we should tap to its full potential.