

Maricopa County Libertarian Party – Minutes of March 9, 2022 Meeting

The Maricopa County Libertarian Party met via Zoom on Wednesday, February 9, 2022. Twelve members, including the Chair, First Vice Chair, and Secretary were present. The following topics were discussed:

I. Call to Order/Adoption of Agenda:

The meeting was called to Order at 7:05 p.m. Three of five officers were present. The Agenda was adopted without objection.

II. Secretary's Report

Secretary E. Goldberg presented minutes of the February 9, 2022 meeting, and the February 10 electronic ballot. Both were adopted by acclamation.

III. Treasurer's Report

The Chair presented the Treasurer's Report and the new datasheet reporting system. The end of month balance at the end of February was \$5,491.40. The prior month's balance was \$3820.98.

Donations had been received by PayPal of \$1451.00, by check \$370.00, and in cash \$140.

Expenditures were \$290.87 (\$285.99 and \$4.88).

Discussion was held concerning the archiving/posting of the datasheets. It was agreed that the report won't chronicle the amount any particular donor has donated, but types of donations, amounts, and donor names will appear. The sheet will via hyperlink if needed.

IV. Chair's Report

Chair Brandon Slayton presented the Chair's report:

A. 2nd Amendment Rally Successes

The Chair and Communications Director Lauren Snyder gave a brief recap of the 2nd Amendment Rally held on the grounds of the State Capitol on February 19. The networking with like minded activists was particularly worthwhile.

B. PCM Orientation Set for 3/20 at 3:00 p.m. at Moxie Coffee

The Chair noted that the P.C. Handbook that has been in development, and introduction to new PCMs, would be rolled out on Sunday, March 20, at 3:00 p.m. at Moxie Coffee on 16th St. He encouraged all who are able to attend to attend.

The PCM recruitment phase is underway, with more messaging to follow.

C. Pints & Porcupines on 3/19

The Chair noted demand for more “Pints & Porcupines” events! A proposed Pints & Porcupines was suggested for 3/19 at the Yardhouse at Westgate. Additional Pints & Porcupines planning was taking place in the Slack channel.

D. Municipal Election Roundtable Set for 3/16

The Chair noted that he would host a virtual Municipal Elections roundtable on March 16. Offices (and races) to be discussed would include school boards, city councils, other local races with signature deadlines later than the legislative and Congressional races.

The Chair noted that school board races are worth more attention, given many parents’ school choice mindset forged during Covid.

E. MCLP Branded Merchandise

The Chair reported that the pins discussed at last month’s meeting (and appropriated by the electronic vote taken) had arrived. Discussion was held concerning a donation threshold at which the pins should be offered as a gift; amounts from \$5 to \$25 were discussed. The purpose of the pins as a marketing effort was also discussed; it was decided that at least initially, the pins would be offered to donors and new PC’s. If supplies ran low or a new batch needed to be ordered, discussion about whether to change the contribution for them would be entertained at that time.

F. HB2839 and Changes to PC Election Process

(n.b. A week after this meeting, HB2839 was struck down by Yavapai Superior Court, and subsequently repealed by the legislature with HB2840; these minutes describe the events and requirements as understood on the date of the meeting).

The Chair described the changes to the PCM nomination and election process ordered by HB2839, which was adopted by the legislature on March 3, 2002, as an emergency measure and takes effect immediately.

HB 2839 cancelled the county-level election for PCMs, and required that PCM candidates file directly with their political parties, rather than with their County elections directors (making the process to nominate and elect PCs in the election cycle closer to the ‘appointment’ process for vacancies in a non-election year). The bill had been controversial and immediately after its passage was already threatened with repeal.

Candidates will submit a single ‘statement of candidacy’ to their parties, rather than submit a nomination worksheet and petition bearing signatures to the county elections

department. Candidates will have an additional two weeks to transmit their candidate statements, moving the deadline to April 18 from the original deadline of April 4.

The Chair further noted that the Board of Supervisors is expected to finalize the final redistricting plan as applied to precincts today; that anyone who files to be a P.C. can file based upon their address, even if they do not know for certain the new name of their precinct after redistricting.

The Chair further discussed the importance of growing the organization, via more organized precincts, to the Party; disorganization yields the party uninviting/unviable for candidates and activists (he gave Gary Johnson in New Mexico as an example).

The Chair's long-range view is that 10 years of PC growth will allow the party to become significantly more competitive, and develop the infrastructure to support serious campaigns. The Chair stressed that MCLP is a bottom-up organization where PC is the most important office; ideally PCs would spend three hours per week some weeks.

Outorganizing the old parties will be important.

The Chair noted that he had appointed 1st VC Scott Ullery to Chair a Member Committee.

The Chair also noted that he had appointed Lauren Synder to Chair a Communications and Messaging Committee, the committee to meet regularly outside of the monthly business meetings, with a focus on developing email, FB, Twitter, TikTok campaigns, and website features – and any other vehicles that should be used to reach a younger voter demographic.

The Communications Committee will initially meet in Slack, but is expected to evolve beyond that.

V. Additional Outreach Ideas (Chair and Others)

A. Adopt-a-Road

Brock Wilson gave an update on MCLP's Adopt a Road project. With ADOT nonresponsive, Brock had approached Maricopa County and submitted the application. The location selected is Bush Highway near Saguaro Lake, which he foresees as a good visibility location, given summer recreation at the lake.

The county will place the sign after MCLP volunteers complete the first cleanup. Brock noted that all participants have to be older than 12 years old. He expects to organize the safety training required, and then first cleanup in April (before the weather gets too uncooperative) and follow the effort with a happy hour afterwards.

B. Ongoing Fundraising & Marketing

The Chair reported on the billboard marketing campaign. \$560.00 was previously earmarked for billboard marketing, with an additional \$560.00 at the last meeting, will yield 8 weeks total data for the billboards. More money spent will yield more impressions; we are currently purchasing the minimum package.

The Chair noted that donor Kevin M. was willing to fund a billboard on I-10 eastbound, if in the California-Arizona border area (with messaging about leaving certain kinds of policy behind in California!); this will be further explored.

The Chair noted his sensibility that \$5,000.00 should be contemplated for billboard expenditure in the coming year.

Impressions noted in the first metrics from the billboards indicate that there were estimated impressions of 64,660, and actual impressions of 42,575. It was not certain whether the impressions were individuals or cars, but were believed to be individuals.

C. Postcard Campaigns

Eric offered information concerning a mailing house doing postcard campaigns he was previously acquainted with through work; it had charged \$.50 to \$.60 to print and mail. The Chair noted that the response rate for snail mail, and for email, is roughly 4-5%.

Paul H. noted that if a postcard campaign were to be worthwhile, that he thought it would be most compelling if it offered stances on issues.

Discussion on each of these marketing and advertising topics was to be continued in the Slack Communications channel.

VI. New Business - County Elections Redistricting Meeting

Chair Brandon Slayton presented information obtained from the County Elections' meeting concerning redistricting.

He noted that every district was redrawn as a result of the 2020 Census, other than Phoenix City Council districts, which remain the same. Legislative, congressional, precinct districts have all changed. Maricopa County added 100 new precincts.

Delay in receipt of final census data gave rise to some of the redistricting controversy.

The Chair noted that a 'heat map' is available on the county's website which displays the (new) precinct lines.

The Chair noted that there could be a future organizing value in dividing the county into subdistricts like the supervisor districts, or the legislative districts.

The Chair further noted that he could see a future bylaw revision to contemplate at-large board members to reflect district representation.

VII. Conclusion

The Chair noted that he was the 'most optimistic he had ever felt in the party', and member Nathan M. echoed, 'there is good energy in the party now'. The Chair noted that success can happen a lot of different ways, but that change is the norm that we need! (And that nothing can stop an idea whose time has come).

The meeting was adjourned at 8:44 p.m. (*some members remained logged into the digital meeting for open discussion*).

Respectfully submitted,

Emily S. Goldberg. Secretary