

## **Maricopa County Libertarian Party – Minutes of April 13, 2022 Meeting**

*The Maricopa County Libertarian Party met via Zoom on Wednesday, April 13, 2022. Nineteen members, including all the officers, 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. The Agenda was adopted without objection.

### **II. Secretary's Report**

Secretary E. Goldberg presented minutes of the March 9, 2022 meeting. The minutes were adopted by acclamation. (7:09 p.m.).

### **III. Treasurer's Report**

Treasurer R. A. Pepiton reviewed the numbers provided on the monthly balance sheet. The March month-end bank balance was \$5304.92, income was \$376.26 and expenses were \$562.14.

Discussion was held concerning financial goals, inspiring/motivating donors, thanking current donors for their gifts (cards and lapel pins being mailed).

### **IV. Chair's Report**

Chair Brandon Slayton presented the Chair's report:

#### **A. PCM Election Procedure/2<sup>nd</sup> Revision Update**

The Chair reviewed Precinct Committeeman filing progress, and noted that final write-in nomination papers were due the latest at 5:00 p.m. on Monday, April 18. He noted that several members had to file twice (*n.b. given the late repeal of the emergency requirement to file with parties, rather than with counties*). He thanked 1<sup>st</sup> VC Scott Ullery for his assistance in redirecting people who had previously submitted forms to the party under the early March provisions.

The Chair advised that if attendees had not submitted their paperwork yet, the thing they needed to do was to go to our website, or the county's elections website, download and complete the write-in nomination form, and file it with County Elections by Monday 4/18.

The Chair reminded attendees that only elected PCM's are eligible to vote at the county organizing meeting in December, and indicated that he would not likely appoint additional PCMs between May and December.

He encouraged recruitment of additional PCMs with hope that the value in the role is apparent.

## **B. Review of Q1 Goals**

The Chair reviewed his goals for Quarter 1 2022, indicating that most had been completed, including development of ongoing advertising, presence and visibility in municipal races, and the PCM nominations.

## **C. Q2 Goals**

The Chair described several goals for Quarter 2 2022, as follows:

1. Continue ongoing marketing/advertising initiatives;
2. Visibility;
3. Fundraising (level of \$1,000/mo or above);
4. Ancillary media, including local newspapers, neighborhood websites, other outlets.

He elaborated on these plans as follows:

### **A. Fundraising**

The Chair noted that giving people opportunities to support efforts they are enthusiastic about should bring about greater than \$1,000/mo donations. Some of this will be achieved in developing websites and messaging about local election races (including school boards) that have an August filing date. Additional information will be placed on the MCLP website related to those races.

Outreach on apps such as Next Door for PC organization was mentioned.

Acceptance of donations through PayPal, Stripe, and similar modalities (and fees associated) were discussed.

### **B. Broader Goals**

The Chair focused the discussion on qualifying candidates for the ballot; that using data effectively is the most critical challenge to develop proactive strategy (rather than reactive).

Ways to accomplish this included using the electronic signature portal where possible; creating a 'signature opt-in' list beyond that; testing data available through the CRM; and increasing voter registration.

### **C. Future Organizational Plans**

The Chair noted a future possibility for PC organization in the county within the Board of Supervisors' districts, depending on how the PCs are distributed geographically; this could evolve into amending MCLP's bylaws to recognize district representatives to the MCLP Board from the supervisor districts. The appropriate time for working on this plan would be after LP NatCon and after the August primary election.

### **D. Billboard Advertising Updates**

The Billboard advertising campaign continues. The minimum expenditure is \$140/week. Metrics related to the Billboard campaign were discussed. Impressions are tracked but are rough estimates; it is not scientific whether the 'impressions' are individuals or cars. The current artwork displays through May 9. Opportunity would exist to update the artwork to feature topics on inflation or taxes after that.

**A motion was made (Brandon Slayton) and seconded (Scott Ullery) to appropriate an additional \$840.00, to continue the billboard campaign through the end of the quarter.** The motion passed unanimously.

### **V. Old Business**

#### **A. Adopt a Road Project**

Brock Wilson gave an update on adopting a 1-mile stretch of Bush Highway. He had attended MCDOT's safety training meeting, and picked up gear including vests, signs, gloves, and trash bags. The sign will be posted after the volunteer group does its first cleanup, which is scheduled for April 24; he has gear for seven people plus himself. The location is a desirable one in that it is on the way to Saguaro Lake Recreation Area, so will be well viewed. After the sign goes up, the expectation from MCDOT is that the volunteers will return twice per year. Brock noted he would post the information in Slack, but five were already interested in this meeting.

Discussion was held concerning combining a future cleanup with a gathering including a tailgate/cookout/tubing party.

#### **B. Pints & Porcupines**

Sheila S. gave an update on availability of Yardhouse as potential Pints & Porcupines location; April 28 was an available date. Generally Yardhouse needs a few days' advance request. Additional May dates were discussed.

**VI. New Business**

Eric H. discussed potential ways of utilizing voter data to graphically depict distribution of Libertarian voters. Obtaining/receiving updated voter data from the Secretary of State and ingesting into the CRM was discussed.

**VII. Conclusion**

A motion to adjourn was made (B. Slayton) and seconded (B. Wilson) and the meeting was adjourned at 8:18 p.m.

Respectfully submitted,

*Emily S. Goldberg.*  
*Secretary*