

Maricopa County Libertarian Party – Minutes of August 10, 2022 Meeting

The Maricopa County Libertarian Party met via Zoom on Wednesday, August 10, 2022. Thirteen members, including the Chair, Secretary and Treasurer were present; the First Vice Chair had previously given notice he would be absent. The following topics were discussed:

I. Call to Order/Adoption of Agenda:

The meeting was called to Order at 7:03 p.m. The Agenda was adopted without revision.

II. Secretary's Report

Secretary E. Goldberg presented Minutes of the June 8, 2022 meeting. The Minutes were adopted with revision to remove a sentence referencing an extraneous topic.

III. Treasurer's Report

Treasurer R. A. Pepiton presented the Treasurer's Report. Month ending bank balance at end of July was \$5846.68. \$455.39 was received in donations, yielding a current balance of \$5882.07.

A refund was obtained related to a mailbox which had been reserved but not purchased. \$420 was spent on advertising.

IV. Chair's Report

Chair Brandon Slayton presented the Chair's report:

A. Primary Election Wrap Up

The Chair described the disappointment felt across the party following the primary election (and sense of exhaustion and betrayal voiced by some volunteers). He highlighted that, moving past the disappointment, that MCLP had undertaken steps never tried before (in terms of marketing metrics), had demonstrated a flexible and collaborative approach, and that this is reflective of necessary steps also being taken by the national party.

Nathan Madden discussed the observed difference in number of write-in votes obtained for his corporation commission write-in race, versus the pool of write-in candidates who had received candidate support through social media, email, text, and telephone calls; the performance for the supported candidates was 200% of the unsupported candidates. Bryon Freeze, noted that contacted voters were receptive to hearing from MCLP/AZLP.

1. Ballot Processing/Adjudication Comments

The Chair noted that he had been present at the Maricopa County Elections Department's hand count audit on Saturday, and that count yielded the same results as announced; he has confidence in Maricopa County's elections department.

The Chair noted that some write in votes needed to be adjudicated and that while there was some room for error, he did not expect the results to change.

This much said, the Chair noted that there is room for criticism concerning the audit process prescribed in A.R.S. 16-602(f); batches are selected to be reviewed before tabulation; the pre-tabulation process is subject to criticism related to 'fraction magic' and sorting errors. The only remedy for this is a robust audit that is verifiable.

The Chair had attempted to appoint an 'Early Ballot Challenger' as provided for statute, but was ignored; he suspects that the county postulated that the party would appoint election integrity activist John Brakey and did not entertain the request for that reason. The current process allows no one close enough to scrutinize the statutorily created processes.

2. General Election Preview

Marc Victor is the LP's only candidate on the ballot in the general election.

LP voters may be appointed to several volunteer and paid positions related to the general election in November; these include precinct workers, observers, hand count volunteers.

V. Committee Reports

A. Advertising - The Chair noted that the Advertising Committee was assembled, but had not actively met yet; a report was anticipated.

B. IT Committee - Nathan Madden and Eric Fowler gave a report on behalf of IT Committee. They noted that the voter data is critical to running effective political campaigns, that the data game is the nature of political work now. Maricopa County updates its data daily in primary season. A list of all voters who participated by voting in the primary was compiled and a recommendation was made that a postcard be sent thanking those voters for their participation (and to request donations). The last time MCLP had a full complement of data was 2015.

Further build out of the CRM/communications database is necessary; although we know who has voted in an election after the fact, we have more than 20,000 registered voters and currently communicate with a few hundred. The Chair noted that every registered voter should receive a mailed communication from the party at least once per year. Eric Fowler noted that of the files available through the county portal, approximately 30 to 50% have telephone numbers associated; in July 2022, we had telephone numbers for 11,000 members.

1. LP National Data Transformation Group

Mr. Fowler works with LPUS' Data Transformation Group to develop a process for integrating each state's voter data into the national CRM. Ken Moellman and Andy Burns have been impressed with his work.

Mr. Fowler made recommendation that Secretary of State data be obtained multiple times a year at intervals that optimize receiving the 'freshest' data.

AZLP received May 31 data in July, but was not able to integrate it into the CRM timely for use in this election cycle. It is that problem that Mr. Fowler is writing code to integrate data directly into the CRM (versus a national staff member needing to manually upload it), while maintaining the integrity of the data and formatting. Thirty states are on board to use the projected process. National is also in process of moving its platform from Raisers' Edge to CiviCRM, for the sake of tracking people and contributions.

2. Data Mining

Discussion was held concerning the utility of data mining in verifying the accuracy of voter records (by comparing with death records, etc) as well as developing cross-state movements, through ability to sort voter data in conjunction with other available digital indicators and identifiers. L2 was mentioned as an LP-friendly data mining company which can source and provide email addresses for voters.

3. CRM Issues/Obstacles/Etc

Mr. Fowler noted that there are a number of utilities that the CRM has available that MCLP has historically not used. He encourages all PCMs to have access to/become conversant in the workings of the CRM and to use the data for their precincts.

4. Future Projection – Data Transformation Group

Mr. Fowler described that he foresees the use of digital data to assist LP activists in canvassing, door to door outreach, identifying candidates, obtaining signatures to get candidates on ballot, for the data to function efficiently to optimize those activities it has to be current.

There will be learning management systems and training modules as functions are added to the existing data sets. National currently sponsors CRM trainings on Thursdays and Saturdays and he encouraged those who are not currently on the CRM to attend them.

C. PCM Handbook Revision

The Chair introduced the proposed revisions to the existing PC Handbook. Nellie Mullins had created the layout. The Chair reiterated that the purpose of the handbook was to articulate the answer to "now what" for PCMs and describe duties and expectations in terms of strategic and actionable steps.

Discussion was held concerning the need for an additional PCM Planning Meeting, to review and ratify the changes to the handbook. Discussion was also held concerning the potential to translate the handbook to Spanish, and to make the website available in Spanish or have a Spanish language resource page on the website.

D. Events

The Secretary raised a question concerning MCLP's presence at Phoenix Pride in November; she was tasked with obtaining the vendor information. *(n.b. Phoenix Pride will take place on October 16 this year; Pride Committee did not notify former vendors of the date change. Eva Steele of Pride Committee advises that there is a 70-organization wait list for vendor spots).*

VI. Old/New Business

1. Congratulations to Elected Libertarians! Nathan Madden won a Buckeye School Board seat. Timothy was reelected PC in a three-way contested race.

2. Biennial Organizing Meeting – It is time to begin planning the end-of-year organizing meeting for MCLP, which elects officers for the next two-year term (and state committee members to represent MCLP at AzLP's convention on January 21st).

3. Ongoing Outreach Ideas - The Chair mentioned happenings that he regards as “low hanging fruit” for outreach and development, including First Friday Arts events, Capitol Lawn movie nights, and Pints and Porcupines (with the next event scheduled for 08/29 in Laveen).

VII. Conclusion

A motion to adjourn was made (E. Goldberg) and seconded (N. Madden) and the meeting was adjourned at 8:45 p.m.

Respectfully submitted,

Emily S. Goldberg, Secretary