

ATTENDANCE:

Present at the start of the meeting were Chair Harold Thomas, Secretary Jon Mohler, Treasurer Linda Comstock, and members-at-large Cory Combs, Helen Gilson, Homer Taft, and Kryssi Wichers. 7 of 9 members present. Quorum is 6 of 9.

Also present for the meeting were Patrick Glasgow, Tricia Sprankle, Ken Moellman, Travis Irvine, Jeff Daly, Michael Sweeney, Jennifer Flowers, and Jim Cavoli.

I. CALL TO ORDER: Mr. Thomas called the meeting to order at 11:06 AM.

II. CONFLICTS OF INTEREST: Mr. Taft disclosed that he works with River Properties Company.

III. APPROVAL OF THE AGENDA:

- A. Mr. Thomas asked to move the Campaign Evaluation Session ahead of Business Conducted Between Meetings out of consideration for the guests who came for that portion of business only.
- B. Mr. Thomas requested to insert "The Constitutional Question" at the beginning of New Business.
- C. Mr. Taft moved to adopt the agenda with Mr. Thomas' suggested alterations. Ms. Comstock second. The motion passed without objection.

IV. APPROVAL OF MINUTES FROM PREVIOUS MEETINGS

- A. Ms. Wichers moved to approve the minutes of the August 4, 2018 meeting. Mr. Combs seconded. The motion passed without objection.
- B. Mr. Taft moved to approve the minutes of business conducted between meetings. Ms. Wichers seconded. The motion passed without objection.
- C. Ms. Wichers moved to approve the minutes of the September 18, 2018 meeting. Mr. Combs seconded. The motion passed without objection.
- D. Vice Chair Dustin Nanna joined the meeting at 11:15 am. 8 of 9 members present.

V. EVALUATION OF THE 2018 CAMPAIGN

A. Candidate Recruitment and Training

- i. **Mr. Glasgow:** Candidate recruitment efforts were good, given the time frame that the party had to work with. Follow-up on candidate training could have been better. For future elections, the political division could use more deputies or assistants in Political Division in the future.
- ii. **Ms. Sprankle:** There are plans for at least 3 candidate training sessions in 2019. An increase in County Development Groups should lessen the burden on the state Political Division. The Party should focus more on County Political Directors than Regional Political Directors, unless there are exceptionally qualified candidates for Regional Directors.
- iii. **Mr. Daly:** Standard training videos with follow-up would have been helpful for campaign staff.

B. Candidate Campaign Organization

- i. **Ms. Wichers:** Campaign organization and leadership fell to individual campaigns instead of the state party. This could have been a result of having too many candidates.



- ii. **Mr. Nanna:** The Irvine campaign had about 40 volunteers; would like to see that level of staffing for all campaigns in the future. Party leaders were candidates; would like to see candidates be outside party leadership in the future. Would like to see more campaigns for ballot issues.
- iii. **Mr. Taft:** Would like to have seen more candidates in order to get more name recognition for party and for statewide candidates. Money talks and we need to raise and spend more money to be competitive.
- iv. **Mr. Moellman:** Would have liked to have had a candidate in each county that also pushed the Irvine campaign.
- v. **Mr. Sweeney:** Campaigns were dictated by the availability of candidates and resources. The party shouldn't let opposing people tell the party how to run its campaigns. Franklin County plans to run local candidates in 2019, but also focus on issue support while directing volunteers toward a candidate/issue campaign that they are interested in.
- vi. **Ms. Flower:** Many of the people who put the most time into the Irvine campaign were candidates themselves, which likely impacted down-ballot races.
- vii. **Mr. Glasgow:** Because of the size of the party, statewide candidates draft off of down-ballot races.
- viii. **Mr. Daly:** The Party should have a more complete strategy for fundraising in the future.

C. Candidate Outreach

i. Issues

- 1. **Ms. Wichers:** The Party and its candidates were not bold enough in policy positions.
- 2. **Mr. Nanna:** Respectability politics doesn't work.
- 3. **Mr. Daly:** Playing game of respectability politics doesn't work.
- 4. **Mr. Irvine:** One of best moments in campaign was getting Mike DeWine and Richard Cordray to shake hands.
- 5. **Mr. Moellman:** Every race is different. Voters seemed to vote based on anger and hatred toward the other side.

ii. Media

- 1. **Mr. Thomas:** Campaigns garnered some media exposure but were mostly ignored by media outlets.
- 2. **Ms. Wichers:** Most candidates had the best social media campaigns in their races.
- 3. **Mr. Cavoli:** Youtube ads by other parties seemed effective.
- 4. **Mr. Combs:** Events and fairs/festivals were most effective, should have done more.
- 5. **Mr. Moellman:** IFO presentation

D. Data

- i. **Mr. Taft:** The party needs more data for future campaigns and needs to verify the accuracy of that data. Most boards of elections have phone numbers for voter records that can be requested as public record – some boards of elections

seem hesitant to provide this or will only provide paper copies. The party needs a complete database of election results to target campaigns.

- ii. **Mr. Cavoli:** People currently "opted out" of emails need to actively opt back in to be contactable, even if initial opt-outs were in error
- iii. **Ms. Wichers:** Collected data during state rep campaign on what issues individual voters are passionate about - would be helpful in the future to expand this and apply to statewide campaigns.
- iv. **Ms. Gilson:** LPO has an intern available until mid-December who can help with data analysis.

E. Party Communications

- i. **Mr. Sweeney:** Look into late-night media
- ii. **Ms. Wichers:** Fairfield County is adopting a highway, suggest other counties consider this too.
- iii. **Mr. Taft:** Lorain County is looking into adopting a highway, too. Need to keep up regular communication with supporters and contacts.
- iv. **Ms. Gilson:** Eric Sammons will be doing a bi-weekly newsletter called *LPO In the Know*
- v. **Mr. Daly:** The party should actively seek out opportunities to participate in vaping conventions, gun shows, etc.

F. Fundraising (both Party and candidate)

- i. **Mr. Taft:** Fundraising from current Libertarian supporters was not very fruitful.
- ii. **Mr. Mohler:** The Party and its candidates need to raise money from people who are not active LPO members. The Combs campaign raised nearly all its money from people outside the Party.
- iii. **Ms. Wichers:** The Wichers campaign raised most of her money from non-LPO members as well, specifically because of issue-specific activism and personal connections.
- iv. **Mr. Moellman:** A Good practice is to tell people why their donation is important and what tangible goal their money will accomplish.
- v. **Ms. Flowers:** Partisan Libertarian PACs would be helpful for fundraising and endorsement.

G. Field Development

- i. **Ms. Gilson:** Campaign volunteers were mostly existing party officials and volunteers. It would be very helpful if campaigns directed their volunteers toward LPO to continue to utilize their activism.
- ii. **Mr. Combs:** Recommended finding students at universities who are willing to lead and do something to start a college chapter.
- iii. **Mr. Glasgow:** For college chapters, a faculty sponsor is often needed to form on-campus groups. Ms. Sprankle volunteered to be a point-person for interacting with faculty if needed.
- iv. **Ms. Wichers:** Tabling at college events is a good way to gain supporters and get name recognition.

- v. **Mr. Sweeney:** The party should focus on county fairs, and should table as many county fairs as possible in 2019 and 2020.

H. Information Technology

- i. **Mr. Cavoli:** No campaigns asked for any resources from IT. NationBuilder does not scale well and gets bogged down on election night. VoteFreeOhio website scaled well, seemed to be helpful, and should be used again in the future.
- ii. **Mr. Thomas:** Suggested Mr. Cavoli put together a handout advertising IT's capabilities for future campaigns.
- iii. **Mr. Daly:** Suggested that the party have a stock "welcome" package for new candidates/campaign staff/volunteers with LPO email address, resources, next steps, etc.
- iv. **Mr. Moellman:** Mike Ruffing (Midwest Direct) is a good resources for targeted advertising on an individual basis.
- v. **Ms. Comstock:** NationBuilder is up for renewal at the end of the year if the Party would like to consider moving in another direction.
- vi. **Mr Sweeney:** Localizing slate card websites is a good idea and is possible – Mr. Sweeney volunteered to spearhead this effort.

I. Events

- i. **Mr. Nanna:** The party should host more events where candidates may appear, speak, and fundraise.
- ii. **Mr. Taft:** The Party needs to do as many county fairs as possible and needs to identify as many different events/festivals as possible on a calendar.
- iii. **Mr. Cavoli:** When people show up to events, the Party needs to get contact information from them.

J. Other

- i. **Mr. Taft:** Need 3% for president in 2020 to retain ballot access. Federal candidates will be important to this - we should try to recruit 16 good US Congressional candidates for 2020 to help drive the presidential campaign. County campaigns did well in 2018; this is an opportunity that we should expand on in 2020 and 2022.

VI. The meeting recessed at 2:04pm and was called back to order at 2:44pm.

VII. OFFICER REPORTS, ACTIVITY UPDATES, & COMMENTS:

A. Treasurer Report (Ms. Comstock):

- i. Ms. Comstock presented the Treasurer's report.
- ii. Ms. Gilson asked to move \$349.70 in October Expenses from Field to Communications. Mr. Nanna agreed to accept a charge of this amount against Communications' budget.
- iii. Mr. Mohler moved to accept the Treasurer's report as amended. Mr. Nanna second. The motion passed unanimously via voice vote.

B. Secretary Report (Mr. Mohler):

- i. Kyle Pierce resigned as Deputy Secretary.
- ii. The existing service mark was renewed with the Secretary of State. None of the 3 new marks have been registered; they will be \$125 each. Mr. Mohler will start

a discussion on Basecamp to discuss which, if any, of these logos should be registered.

C. Vice Chair Report (Mr. Nanna): No Report.

D. Chair Report (Mr. Thomas):

- i. Mr. Nanna made a motion to create a committee consisting of Division Directors, the Central Committee Chair, and the Central Committee Secretary to review and re-write the LPO SOP's and to report back to the Executive Committee prior to the last meeting of this Executive Committee. Ms. Wichers seconded. The motion passed unanimously via voice vote.
- ii. Mr. Thomas reported that Mark Browns had started the legal process to sue the Columbus Metropolitan Club for failing to include Johnathan Miller in the US House Congressional District 14 debate.
- iii. Mr. Nanna moved to authorize a \$350 payment to Irvine for Ohio and to authorize the chair to pursue legal action on behalf of Johnathan Miller regarding his exclusion from the Columbus Metropolitan Club Debate. Ms. Gilson seconded. The motion passed via voice vote.

VIII. Division Reports

A. Political Division Report

- i. Mr. Glasgow presented the Political Division Report.
- ii. Political Division is still looking for Deputy Legislative Director for Campaign and Lobbying.
- iii. Political Division is looking for Candidates for 2019.
- iv. Multiple candidate training events are tentatively scheduled in 2019.

B. IT Division Report

- i. Mr. Cavoli presented the Political Division Report.
- ii. NationBuilder is expensive and is up for renewal on Feb 17, 2018. Mr. Cavoli suggested switching billing to monthly (extra \$60/month) if we plan to move away from NationBuilder. Mr. Cavoli suggested LP National's CRM as a potential free solution.
- iii. Networking and tech in office needs updated. Mr. Cavoli is currently working on this and will keep it well within budget.
- iv. Secretary of State voter info files are available for access.

C. Communication Division Report

- i. Mr. Thomas reported on the status of the communications division.
- ii. Mr. Thomas stated David Jackson has done a good job reaching out to reporters and developing relationships.

D. Events Division Report

- i. Ms. Gilson reported on the status of the events division.
- ii. The Events Division report is uploaded to Basecamp.
- iii. Ms. Gilson stated that Mark Jenkins needs a date range to plan the 2019 conference. He is currently looking into possible locations for the conference.

E. Field Development Division Report

- i. Ms. Gilson presented the Field Division Report



- ii. Ms. Gilson is currently working on Field Division SOP updates.
- iii. The LPO intern is going to work with Mr. Moellman on data analysis from the Irvine campaign.
- iv. Candace Loyd has agreed to be membership coordinator.
- v. Mr. Taft stated he thinks the Party should prioritize pushing a ballot initiative to change ballot access laws.

F. Finance Division Report

- i. Mr. Taft presented the Finance Division Report.
- ii. The datafinder project got a of returns.

IX. Special Committee Reports: Tabled until next meeting

X. Old Business

A. Use of Donate buttons on websites

- i. Mr. Taft inquired if Donate buttons on LPO websites should go to the State Candidates Fund
- ii. Ms. Comstock and Mr. Cavoli mentioned the difficulty and
- iii. Mr. Cavoli will investigate and find out how to change Donate buttons to redirect to different bank account. If the Party transitions away from NationBuilder in the future, Mr. Cavoli will make it a requirement for the new platform to have better flexibility in directing donations to different bank accounts.

XI. New Business

- A. The constitutional question:** Consensus is that everything is ok with LPO Constitution in the short term. Necessary changes will be address by Bylaws Committee and at Convention.
- B. Renewal of lease:** On Jan 1, 2019 the current office lease expires. Ms. Comstock will approach Continental to inquire about renewing our lease prior to the end of December.
- C. Renew Ballot Access News Subscription:** Mr. Nanna moved to renew ballot access news subscription for next year for \$16. Mr. Mohler seconded The motion passed via voice vote.

XII. Set the next ExCom meeting date and location: Mr. Nanna moved to set the next ExCom meeting for December 8, 2019 at 10:30 am. Ms. Gilson seconded. The motion passed without objection.