

**League of Women Voters of Appleton, WI**  
**Board Meeting**  
**Tuesday, June 15, 2006**  
**Appleton Public Library, Lower Level Meeting Room**

**Present:** Beth English, Nadine Miller, Shirley Strange, Barb Hoffman, Carolyn Mewhorter, Winnie Doxsie, Kathy Kamp, Lynda Cutts, Jody Van Domelen

**Absent:** Sue Silton, Miriam Douglass

**Call to Order:** Beth called the meeting to order at 6:05.

**Additions to the Agenda:** Carolyn asked that Membership be placed as an item on the agenda.

**Minutes:** The minutes were approved as written.

Board members introduced themselves.

**Strategic Planning:**

*Recap of Strategic Planning and Discussion:* Beth shared ideas from the State Council and the National Convention. The State Board has a three-prong strategy. The three main points: increasing visibility, increasing revenue, and increasing membership are always part of the agenda for Board Meetings. The National Board chooses priorities for the year and these become the main focus for Board Meeting discussions. They cited their challenges as funding and recognizing that they can't do it all. The question becomes...Can someone else do it better? The League can help, advise, council, but the League can't do it all. The National Board concentrates on issues that matter, issues that impact the community. Winnie suggested that the League do what others can't do better. She suggested concentrating on our positions and bringing action around the positions. Three focus points came out of the Appleton Strategic Planning Meeting of May 18, 2006. The points are: 1) to increase our visibility, 2) increase membership and 3) highlight Voter Service. Barb suggested that these three points always appear on the Board Meeting Agenda and that decisions should be made with these three goals in mind.

*Membership:* Carolyn wants to be ready by autumn with all of her work for new membership. Barb noted that names of new members must be sent to State and National in order for new members to receive the publications. It is the responsibility of the local league to send forward the names to both State and National.

Beth noted that the National League is starting a pilot project to increase membership. The target population is 50-65 year olds. Five local leagues will be part of the pilot program. The average age of the League of Women Voter member is 71 years old.

*Adoption of Strategic Plan:* Nadine moved to make the three goals: 1) increase visibility, 2) increase membership and 3) highlight Voter Service our priorities for the year. Winnie seconded and the motion carried.

*Implementation Strategy :* Board Meeting process was discussed. Beth noted that in Colorado their League has one-hour Board Meetings. Board Officer's Reports are sent via email to each Board Member. Prior to the meeting everyone reads all of the reports and the meeting is condensed to the acceptance of reports. Kathy Kamp suggested that the agenda could include reports and "action items". The reports would be straight forward. Discussion would ensue around the "action items". Winnie also suggested that a question or discussion item might be presented to get feedback through email or discussion outside of the Board Meeting.

**Update on Debates-8<sup>th</sup> Congressional District and Gubernatorial:** Beth stated that the Green Bay League will host the forum for all of the candidates prior to the Primary Election. The Appleton League will host a forum for the candidates who emerge from the Primary Election. The Appleton League has decided to align with some organizations as promotional partners for the forum. The advantages of the partnerships include sharing financial responsibilities, increasing publicity, and drawing from the various memberships to boost forum attendance. It must be noted that three Board members raised concerns about aligning with other organizations. The concerns included: Specific groups have their own agendas, political candidates may not be as candid when they know the make-up of the audience, and the League may be perceived as having a bias when other organizations are listed with the League. The promotional partners include: Wisconsin Alliance for Retired Americans, Coalition of Wisconsin Aging Groups, Wisconsin Citizen Action and ESTHER. Jan Quinlan is mobilizing plans for the forum. She will be organizing a committee to help implement the plans. The forum will be held at Lawrence.

**Board Training Date:** Deb Cronmiller offered to train Board Members with regard to job descriptions and responsibilities. A date was not set.

**Calendar Planning Date:** Beth will meet with Nadine to work on the calendar and report back to the Board.

**Treasurer's Report:**

Opening Balance-May	13,960.60
Total Receipts	457.73
Total Disbursements	785.43
Total cash Flow	(327.70)
Ending Balance	13,632.90

Barb would like to wait until the end of June, the close of the fiscal year, to analyze the income and expenditures. Carolyn moved to accept the Treasurer's Report. Lynda seconded and the motion carried. Beth noted that at the National Convention an increase of \$2.50 for 2006-07 was approved. The PMP for National will be \$26.30 and State will

be \$27.00. Local dues do not cover the cost of the State and National dues. There was discussion about raising dues, fund raising, as well as an appeal to individuals to give more than the current cost of membership. It was agreed that there is a need for further discussion of this issue. Board Members were encouraged to think about this issue and bring ideas to the next Board Meeting.

**Bulletin:** The next issue will likely be August.

The meeting adjourned at 7:45 pm.

Respectfully submitted,

Shirley Strange