

# Agenda, December 1, 2007

Executive Committee Meeting, Libertarian Party of California

10:00 a.m. – 5:00 p.m.

Marriott Courtyard Burbank

2100 W Empire Ave., Burbank

Burbank, California 91504

818-843-5500

<http://www.marriott.com/hotels/maps/travel/burcy-courtyard-los-angeles-burbank-airport/>

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## Call to Order

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- 10:00

### *Attending*

#### Officers

Kevin Chair Takenaga, Chair  
Richard Newell, Northern Vice Chair  
Zander Collier, Southern Vice Chair  
Don Cowles, Treasurer  
Beau Cain, Secretary

#### At-large Representatives

Matthew Barnes, San Bernardino County  
Ted Brown, Los Angeles County  
Bruce Dovner, Los Angeles County  
Brian Holtz, Santa Clara County  
Mark Johnson, San Francisco County  
Cam McConnell, Contra Costa County  
Mike McMahan, San Bernardino County  
Chuck Moulton, Santa Clara County  
Lawrence Samuels, Monterey County  
Jesse Thomas, San Diego County

#### Alternates

Dan Minkoff, First Alternate  
Mark Selzer, Second Alternate

#### Staff

None

## LPCA Members and Guests

### *Quorum*

- Quorum will be established by roll call.

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## **Call for Comments**

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## **Approval of Agenda**

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## **Approval of Previous Minutes**

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## **Reports**

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### *Officers' Reports*

#### Chair (Chair Takenaga)

I have personally discussed holding an election night party on February 5, 2008 in the hopes that you'll get to know each other and that you'll start discussing some of the plans you have in progress for this event.

I've also attached a draft of a Election Night Party Planning document which you can use to help you plan for the event. I'd appreciate your feedback before I circulate it to the rest of the county parties. I'd like to get this guide out by the beginning of December so that counties have two months to plan for this event.

On this email are the following county chairs:

- Matt Turley, Marin County
- Brian Darby, Santa Clara County
- Bill Todd, Orange County
- Roberto Liebman, Placer County
- Mike Wacker, Butte County

- 

#### Northern Vice Chair (Newell)

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## Southern Vice Chair (Collier)

- 

## Secretary (Cain)

I apologize to all Executive Committee members and county Party officers for publishing the minutes of the September 15<sup>th</sup> Executive Committee meeting November 25<sup>th</sup>, forty-one days later than the 30-day deadline specified in the by-laws.

### County Rosters

- Revised and modified the database fields and data so that Treasurer Cowles could disburse county Party dues shares for 2007 Q1 through Q3, and I could compile and distribute county Party rosters.
- Collected county officer contact information from county Party websites and distributed county membership rosters November 7 to the addresses collected from the county Party websites.
- Visited online membership database interface being designed by Bil Todd. According to Todd, the “Show”, “Export”, and “Insert” features are working, but the “Import” feature is not. He will add “Update” soon.
- Also according to Todd, he is apparently working with the California Fulldump database that comes from LP national office, but has only Orange County data for the part of the reporter he calls “lp\_list2”.
- Volunteers in the Party are working on an online application that will allow both push and pull technology for exchanging member information. Chair Takenaga called for everyone at the September meeting to avoid pressuring the volunteers.

### Online Payments

- Submitted 5-page application to activate Insta-charge, DonorPerfect’s feature for authorizing and settling one-time charges. No response from DonorPerfect as of November 28.
- Copied recurring monthly charges from PC Transact It into DonorPerfect, but experienced a lot of difficulties getting the batch charges to run correctly. Twice resorted to running recurring monthly charges through PC Transact It while attempting to get them to work in DonorPerfect. November 27, DP technician Monique discovered that I’d unknowingly generated the payment file multiple times while attempting to correct billing information, revealed that there’s no front-end ability to correct the error, and promised to delete the excess charges overnight.
- Set up PayPal account and gave website manager Robert Obreczarek access to add PayPal link to LPCA website.
- Worked with DonorPerfect to design input screens for online point-of-sale feature. Reviewed input screens with Chair Takenaga and Treasurer Cowles, incorporated their input into the designs. Submitted revised function

specifications to DonorPerfect technician Joshua Gardner for re-working and approval on November 27.

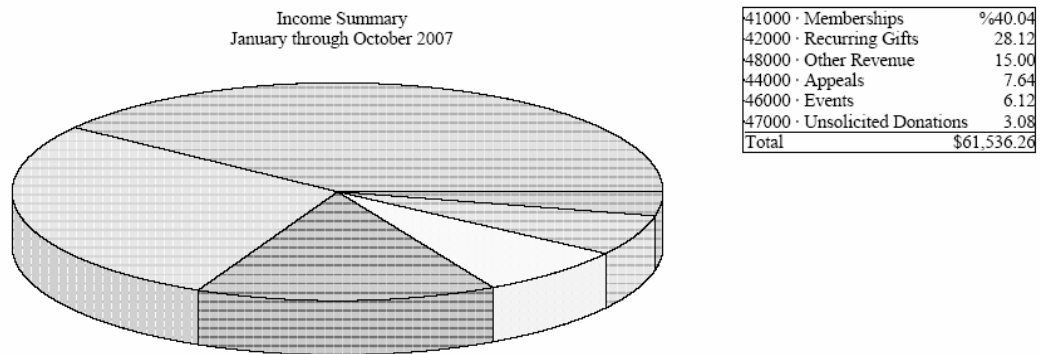
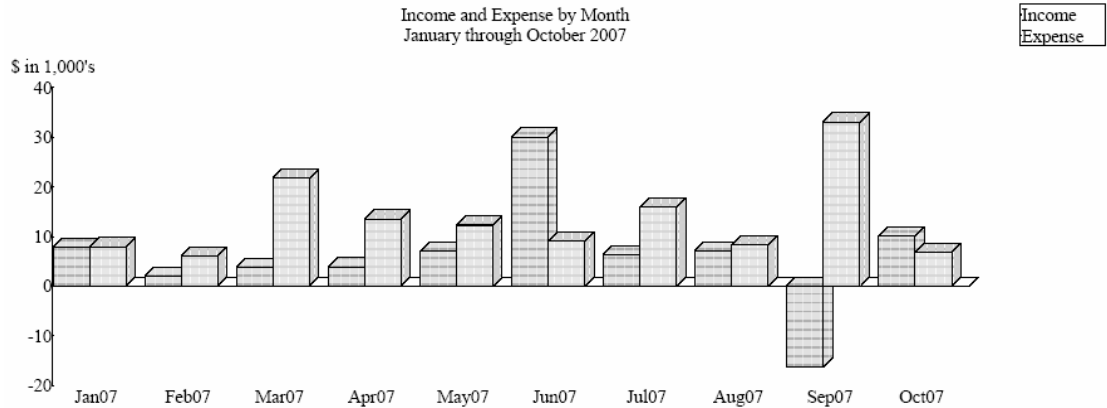
#### Membership Renewal Appeals

- Planned and supervised two membership renewal mailing events at the LPCA office. First event was Saturday, October 6, with 1,208 letters targeting members whose membership lapsed or would lapse in 2007. Second event was Saturday, November 17, with 1,711 letters targeting members whose membership lapsed in 2006. Results of the first mailing follow, and results of the second mailing are forthcoming.

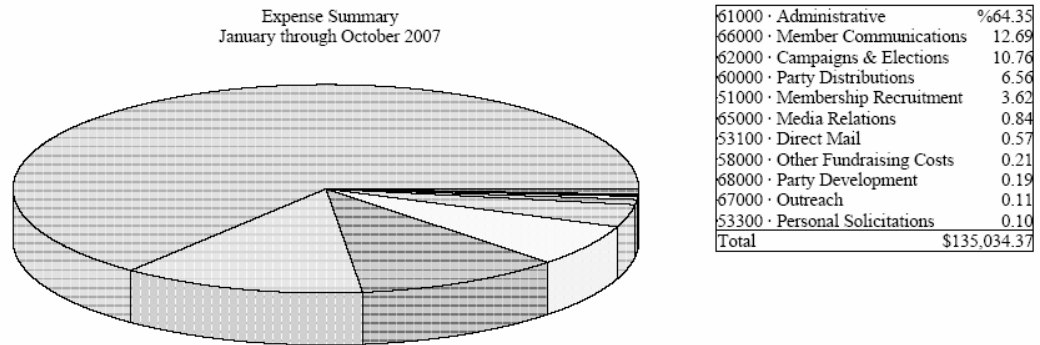
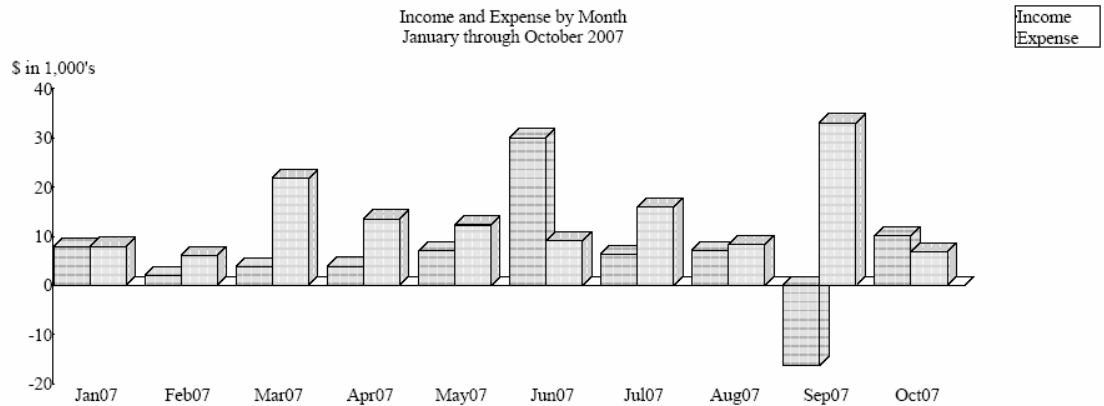
Pieces mailed	1,208	
Pieces returned undeliverable	15	1.2%
Renewals	174	14.2%
Income from renewals	\$15,043.00	
Income per letter	\$12.45	
Average gift	\$87.97	
Average daily income as of November 18	\$385.71	

- Mailings planned for the remainder of 2007: Operation Breakthrough balances due and thank-yous, California Coffee Club thank-yous, distribution of membership cards.
- Mailing planned for January 2008: all lapsed, unrenewed 2007 memberships, unrenewed 2006 memberships, and possibly lapsed memberships from earlier years, which will likely include a significant number of LPCA Central Committee members.
- Replaced malfunctioning laser scanner-printer with new Canon Multi-Function ImageClass 6530 (\$469.23), plus purchased printer network server (\$177.35) and letter folding machine (\$212.39).
- Further reduced basic operating expenses by renegotiating Pitney Bowes contract from \$115 quarterly to \$85 quarterly. Unfortunately the per-quarter reduction extends the duration of the contract 4 extra quarters.
- Mailed 15 information packs to inquirers.

## Treasurer (Cowles)



By Account



By Account

**Libertarian Party of California**  
**Profit & Loss**  
January through October 2006

	Jan - Oct 06
<b>Income</b>	
41000 · Memberships	
41001 · Annual -- Renewal	41,549.75
<b>Total 41000 · Memberships</b>	<b>41,549.75</b>
42000 · Recurring Gifts	
42001 · General	39,745.75
<b>Total 42000 · Recurring Gifts</b>	<b>39,745.75</b>
44000 · Appeals	
44003 · Personal	50.00
<b>Total 44000 · Appeals</b>	<b>50.00</b>
45000 · Convention	
45001 · Revenues	3,506.45
<b>Total 45000 · Convention</b>	<b>3,506.45</b>
48000 · Other Revenue	
48001 · Membership List Rental	5,000.00
48003 · Interest Income	618.99
48009 · Other	4,315.58
<b>Total 48000 · Other Revenue</b>	<b>9,934.57</b>
<b>Total Income</b>	<b>94,786.52</b>
<b>Cost of Goods Sold</b>	
51000 · Membership Recruitment	
51046 · Miscellaneous	125.78
51058 · Postage	22.93
51066 · Printing	148.49
<b>Total 51000 · Membership Recruitment</b>	<b>297.20</b>
53100 · Direct Mail	
53146 · Miscellaneous	10,300.72
<b>Total 53100 · Direct Mail</b>	<b>10,300.72</b>
53200 · Telemarketing	
53254 · Outside Services	3,250.00
<b>Total 53200 · Telemarketing</b>	<b>3,250.00</b>
58000 · Other Fundraising Costs	
58046 · Miscellaneous	1,499.29
<b>Total 58000 · Other Fundraising Costs</b>	<b>1,499.29</b>
<b>Total COGS</b>	<b>15,347.21</b>
<b>Gross Profit</b>	<b>79,439.31</b>
<b>Expense</b>	
60000 · Party Distributions	
60001 · County Dues Sharing	23,539.27
<b>Total 60000 · Party Distributions</b>	<b>23,539.27</b>
61000 · Administrative	
61200 · Convention	
61215 · Advertising	1,463.72
61246 · Miscellaneous	107.50
61266 · Printing	783.44
<b>Total 61200 · Convention</b>	<b>2,354.66</b>
61300 · Executive Committee	
61342 · Meetings	639.95
<b>Total 61300 · Executive Committee</b>	<b>639.95</b>
61600 · LPC Headquarters	
61611 · Compensation	17,030.00
61614 · Rent	3,780.00

**Libertarian Party of California**  
**Profit & Loss**  
January through October 2006

	Jan - Oct 06
61618 · Bank and Credit Card Fees	218.93
61638 · Meals	81.55
61646 · Miscellaneous	23.25
61650 · Office Supplies	1,341.48
61654 · Outside Services	215.42
61658 · Postage	1,462.14
61662 · Premiums	192.98
61666 · Printing	117.70
61682 · Telephone	2,230.19
61686 · Travel & Lodging	1,402.71
61690 · Utilities	248.37
<b>Total 61600 · LPC Headquarters</b>	<b>28,344.72</b>
<b>Total 61000 · Administrative</b>	<b>31,339.33</b>
<b>62000 · Campaigns &amp; Elections</b>	
<b>62100 · Candidate Recruitment</b>	
62154 · Outside Services	1,344.00
62158 · Postage	6,448.56
62166 · Printing	3,392.48
62182 · Telephone	10,250.00
62186 · Travel & Lodging	8,111.57
<b>Total 62100 · Candidate Recruitment</b>	<b>29,546.61</b>
<b>Total 62000 · Campaigns &amp; Elections</b>	<b>29,546.61</b>
<b>65000 · Media Relations</b>	
65054 · Outside Services	744.00
<b>Total 65000 · Media Relations</b>	<b>744.00</b>
<b>66000 · Member Communications</b>	
<b>66100 · Magazine</b>	
66146 · Miscellaneous	16.95
66154 · Outside Services	6,600.00
66158 · Postage	2,625.77
66166 · Printing	5,824.96
66182 · Telephone & Fax	350.00
<b>Total 66100 · Magazine</b>	<b>15,417.68</b>
<b>66200 · Website</b>	
66254 · Outside Services	146.10
<b>Total 66200 · Website</b>	<b>146.10</b>
<b>Total 66000 · Member Communications</b>	<b>15,563.78</b>
<b>Total Expense</b>	<b>100,732.99</b>
<b>Net Income</b>	<b>-21,293.68</b>



**Libertarian Party of California**  
**Balance Sheet**  
As of October 31, 2007

	Oct 31, 07
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
11100 · Cash	
11101 · Wells Fargo Checking -Main	29,559.96
Total 11100 · Cash	29,559.96
Total Checking/Savings	29,559.96
<b>Other Current Assets</b>	
14000 · Investments	
14001 · E-Gold Account	1.00
Total 14000 · Investments	1.00
Total Other Current Assets	1.00
Total Current Assets	29,560.96
<b>Other Assets</b>	
18000 · Other Assets	
18001 · Security Deposits	395.00
Total 18000 · Other Assets	395.00
Total Other Assets	395.00
<b>TOTAL ASSETS</b>	<b>29,955.96</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
21101 · Accounts Payable	675.00
Total Accounts Payable	675.00
<b>Credit Cards</b>	
21102 · WF Credit Card -2365	-29.12
Total Credit Cards	-29.12
<b>Other Current Liabilities</b>	
21000 · Current Liabilities	
21103 · Payroll Liabilities	720.45
21109 · Current Liabilities	930.00
Total 21000 · Current Liabilities	1,650.45
21600 · Deferred Membership Revenue	
21601 · Current Year Dues Renewal	7,957.47
21602 · Current Year Dues New	380.34
21603 · Current Year Subscription	351.55
21604 · Next Year Dues Renewal	4,175.00
21605 · Next Year Dues New	70.00
21606 · Next Year Subscription	3,700.00
21607 · Life Members Renewal	5,000.00
Total 21600 · Deferred Membership Revenue	21,634.36
Total Other Current Liabilities	23,284.81
Total Current Liabilities	23,930.69
Total Liabilities	23,930.69
<b>Equity</b>	
31000 · Beginning Net Assets	79,523.38
Net Income	-73,498.11
Total Equity	6,025.27
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>29,955.96</b>

**Libertarian Party of California  
Profit & Loss Budget Overview  
January through December 2008**

	Jan - Dec 08
<b>Income</b>	
41000 · Memberships	
41001 · Annual – Renewal	17,570.00
41003 · Annual Subscriptions	29,600.00
41004 · Annual – Donations	12,000.00
	59,170.00
42000 · Recurring Gifts	
42001 · General	24,600.00
	24,600.00
45000 · Convention	
45001 · Revenues	3,500.00
45002 · Attendees	11,500.00
	15,000.00
47000 · Unsolicited Donations	
47001 · General	1,800.00
	1,800.00
48000 · Other Revenue	
48001 · Membership List Rental	5,000.00
48004 · Magazine Advertising	3,600.00
	8,600.00
<b>Total Income</b>	<b>109,170.00</b>
<b>Cost of Goods Sold</b>	
51000 · Membership Recruitment	
51058 · Postage	1,020.00
51066 · Printing	3,000.00
	4,020.00
54000 · Convention Costs	
54046 · Miscellaneous	11,500.00
	11,500.00
<b>Total COGS</b>	<b>15,520.00</b>
<b>Gross Profit</b>	<b>93,650.00</b>
<b>Expense</b>	
60000 · Party Distributions	
60001 · County Dues Sharing	10,500.00
	10,500.00
61000 · Administrative	
61200 · Convention	
61215 · Advertising	500.00
61246 · Miscellaneous	3,000.00
61266 · Printing	750.00
	4,250.00
61300 · Executive Committee	
61342 · Meetings	1,400.00
	1,400.00
61600 · LPC Headquarters	
61613 · 1099 Payments	38,400.00
61614 · Rent	5,040.00
61618 · Bank and Credit Card Fees	720.00
61622 · Data Processing	3,420.00
61628 · Equipment	2,400.00
61630 · Insurance	224.10
61650 · Office Supplies	1,800.00
61658 · Postage	300.00
61666 · Printing	600.00

**Libertarian Party of California**  
**Profit & Loss Budget Overview**  
January through December 2008

	<u>Jan - Dec 08</u>
61682 · Telephone	1,680.00
61690 · Utilities	1,200.00
Total 61600 · LPC Headquarters	<u>55,784.10</u>
Total 61000 · Administrative	61,434.10
65000 · Media Relations	
65054 · Outside Services	480.00
Total 65000 · Media Relations	480.00
66000 · Member Communications	
66100 · Magazine	
66154 · Outside Services	12,000.00
66158 · Postage	3,600.00
66166 · Printing	10,800.00
66182 · Telephone & Fax	480.00
Total 66100 · Magazine	<u>26,880.00</u>
Total 66000 · Member Communications	26,880.00
Total Expense	<u>99,294.10</u>
Net Income	<u><u>-5,644.10</u></u>

**FINANCIALS**

- It took an extraordinary effort to climb a very short learning curve by both Beau and myself. Beau has mastered Donor Perfect and is currently migrating from NOVA to Donor Perfect to process our monthly recurring donations.
- The financial statements are as of 10/31 and are produced with accounts properly allocated and accrued. (I owe a large Christmas basket to my accountant for his help.)
- We were able to forward checks to the counties on October 31<sup>st</sup> and e-mailed a summary of the distributions to the Executive Committee on November 20<sup>th</sup>. They came to a total of \$7,637.50.
- For \$200, we were able to leave the quirky platform providing us QuickBooks and its goofy print functions by obtaining a stand-alone copy of 2008 QuickBooks. This has freed us from a \$35 monthly fee and unending agony. This has also enabled us to shake loose from an accountant who fees totaled \$11,608 in the first half of the year. We were able to pare his fees to \$1,246 in the second half of the year and anticipate no further bills.
- Operation Breakthrough did not live up to its billing. It was set up in accounts receivable to bring in \$51,569 with a built-in bad-debt account of \$10,000. Instead of income in the amount of \$41,569, we received \$21,841, resulting in

a bad-debt expense of \$19,728. Expenses in 2006 for OB amounted to approximately \$47,050.

- Additional costs that were not anticipated were for almost \$1,000 for Kelly Services contracted for and obtained sometime in 2006. In addition, the vendor Meta Information received \$13,278 but there will be no further funds expended to this vendor.
- Kevin was in Southern California over Thanksgiving and came by my office on Friday the 24<sup>th</sup> to help construct a budget with an optimistic outlook for 2008. Please find the preliminary Budget for 2008 that I sent to the members of the Executive Committee on Monday of this week.

#### Comments

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### *Representatives' Reports*

#### Monterey County Libertarian Party

- Approximately 25 to 30 people attend the Monterey Mini-Con "Is Freedom Dead in America?" on Oct. 13, 2007. A number of people from the Peace Coalition of Monterey County decided to attend our event. Afterwards, I hosted a BBQ at my home in Carmel Valley.
- I organized a campaign to stop the proposed ban on medical marijuana dispensaries in the city of Salinas. I spoke against the ban at City Hall
- and argued with the pro-ban Salinas mayor on his weekly KION 460AM radio program. After months of debate, the ban unfortunately passed by a vote of 4 to 3. However, the mayor, Dennis Donohue, agreed to attend a medical marijuana clinic with me and some other local libertarians in January.
- I joined the Ron Paul Meetup group in Monterey and attended one of their meetings.
- I spoke at the 2nd annual "Quit Torture Vigil and Teach-in" on a military base in Monterey (controlled by both the federal government and the city of Monterey). This three-day event saw a number of speeches, movies and vigils. One of the co-sponsors was Libertarians for Peace. Prof. David R. Henderson also spoke at this event as the co-chair of Libertarians for Peace.
- I organized the JSA Convention at the Santa Clara Marriott on Nov. 17, 2007. We had six to seven volunteers manning our three tables. We helped to arrange a Ron Paul table next to our literature tables. Informed Ted Brown about the Southern California JSA conventions (one in Los Angeles and another one in Orange County).

Respectfully submitted November 26, 2007

Lawrence Samuels, Monterey County Libertarian Party Chair

## Committee Reports

### Media Relations Subcommittee Report

#### Accomplishments

- The LPC has now issued 131 editions of the Libertarian Perspectives, and it continues to generate regular media coverage by large and small general news publications, as well as print and online niche media. Significant publications that semi-regularly carry the Libertarian Perspective includes the Los Angeles Business Journal, the East Bay Business Times, the Santa Monica Daily Press and the Sacramento Union.
- Joe Cobb, a resident of Arizona, will no longer be a regular contributor to the Libertarian Perspective, although occasional submissions from him will be welcome.
- The media database includes about 3,000 reporters and editors, and, depending on the subject matter, is augmented by up to 200 additional contacts.
- Issued two news releases chastising the state legislature and governor for their handling of the state budget.

#### Plans

- Continue to add print, broadcast and Internet media to the party's media distribution list.
- Enhance working relationship with the Legislative Team to develop and distribute news releases promoting libertarian solutions to government legislation.
- Recruit additional Libertarian Perspective writers.
- Recruit a backup/secondary media subcommittee member to assist with news releases and media outreach.
- Increase outreach on behalf of the chair to generate media interviews and become a regular source/contributor to political stories throughout the state.
- Create Letter to the Editor program targeting statewide issues that will be distributed to executive committee members, who can submit to their local papers.

#### Recommendations

- Remind executive committee that occasional suggestions about topics that would make good column fodder for the Libertarian Perspective and/or subject for media outreach is welcome and encouraged.
- Encourage executive committee members to share news articles that illustrate government growth, taxpayer abuse, arrogant politicians, etc., and would present an opportunity to issue a news release/statement from the chair promoting libertarianism as a solution to society's political, social and economic problems.

- Notify media director when Libertarians announce their candidacy for a significant office so that it can be announced statewide.
- Notify media director when a Libertarian office holder proposes and/or succeeds in passing libertarian-oriented legislation so that it can be announced statewide.

Respectfully submitted November 28,  
Dan Minkoff, Media Relations Director

### Campaign 2008, 15 minutes

Ted Brown, Campaign 2008 Committee Chair

### Ballot Propositions, February 2008, 5 minutes

Ted Brown, Campaign 2008 Committee Chair

### Property Rights Initiative, Howard Jarvis Taxpayer's Association, 5 minutes

Ted Brown, Campaign 2008 Committee Chair

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## Executive Session

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Chair Takenaga, 25 minutes

Ideally, this session can be scheduled right before or right after lunch, so that visiting members can take extra time for lunch.

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## Old Business

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### *Vacant LNC Regional Representative and Alternates Positions*

Chuck Moulton, At-large Representative

### *Fundraising*

Don Cowles, Treasurer

In the spirit of “give or get” for members of the Executive Committee, at the last meeting I passed out five assignment sheets, each containing three contacts. The members of this group were to contact the donors and thank them for their ongoing support and attempt to increase their current giving to a higher plateau or perhaps become a member of the Coffee Club. I sent reminders to the five last Sunday in hopes that we could share some of their success with the other members at this meeting.

One item that I was unable to provide the group was a donor card. I promised to send them out when they became available. The donor cards have now, finally been printed.

A Donor and Membership page on the website (ala ACLU type) is still in the future and slowly taking shape.

One bright spot is Mark Johnson who has shown an interest and requested a list of active donors in Northern California. We were able to provide Mark with this list on November the 13<sup>th</sup>, thanks to the efforts of Beau and his ability to manipulate the Donor Perfect database. Mark also hosted a fundraising party at his home with Bob Barr in attendance.

Due to the turbulent last few months caused by the departure of office staff in July, I have been unable to devote the type of time and effort necessary for a successful fundraising effort. The turbulent period is now past and I anticipate having more time to devote solely to fundraising.

I can't do this alone and I hope each member of the Executive Committee recognizes their individual responsibility to also devote a goodly amount of time in the efforts of achieving a solid recurring donor base.

#### Comments

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## New Business

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### *Property Rights Amendment Initiative*

Michael Seebeck

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### *Endorsement of Norm Westwell*

Kevin Takenaga

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### *Sonya Sigler*

Kevin Takeanaga

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## Action Items

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### *Secretary (Cain)*

- Prepare Summary Minutes for Executive Committee review and for County Officers by Saturday, December 8, 2007, and for publication by January 1, 2008.

### *All*

- Review, revise, and approve minutes.

### *Chair (Chair Takenaga)*

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*Northern Vice Chair (Newell)*

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*Southern Vice Chair (Collier)*

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*Treasurer (Cowles)*