

Minutes.

Libertarian National Committee Executive Committee Regular Meeting, Wednesday, November 19, 1997. [Draft.]

A meeting of the Executive Committee of the Libertarian National Committee was held on Wednesday, November 19, 1997, at 8:30 p.m. Eastern Standard Time by telephone conference call.

All six of the voting members were present at the meeting:

- Stephen L. Dasbach, the chair;
- Karen A. Allard, the vice chair;
- Gary E. Johnson, the secretary;
- Hugh A. Butler, the treasurer;
- Joseph W. Dehn III, LNC representative; and
- William W. Hall, LNC representative.

Non-voting observers Ken Bisson, John Buttrick, Gene Cisewski, Candi Copas, Ron Crickenberger, Barbara Goushaw, and Perry Willis were also present.

National director Ron Crickenberger said 200,000 recruitment letters would be mailed in the next week. He said a telemarketing run had been successful. The audit was in the review stage and a preliminary report was expected the next week.

Ron Crickenberger said fundraising letters had performed poorly recently, apparently due to the party's mailing list being overused by the Maury Sabrin for Governor of New Jersey campaign. There was a discussion of agreements on the use of the party's mailing list. Ron Crickenberger said that, in the future, there would be a written agreement between the party and candidates that use the list.

Ron Crickenberger, as political director, noted that more than 20 Libertarians had won elections in November.

Joe Dehn asked about the problems with mailings to the West Coast. Perry Willis said bar codes needed to be used. Joe Dehn expressed concern that the prospecting mailing would not be delivered before Christmas.

Steve Dasbach said the audit should be finished before the LNC meeting in December and mailed to the LNC. Gary Johnson moved for the LNC Executive Committee to meet by teleconference on Wednesday, December 3, to review the audit. The motion passed.

Steve Dasbach said the Ohio ballot drive had not yet started.

Perry Willis described a plan to run display advertising in Wired magazine.

Candi Copas asked about a redesign of the LP web site. Steve Dasbach said funds for this were in the budget for the next year.

Gary Johnson moved to spend \$14,100 for 3 display ads in Wired magazine. Joe Dehn expressed concern that the funds were available for this and the prospecting mailing too. The motion passed.

Karen Allard moved to authorize \$55,000 for the second phase of the membership prospecting test mailing, which would be 100,000 pieces to 10 mailing lists. The motion passed.

Adjustments to the current budget were made. All of the changes were in expenses, not revenues.

- Karen Allard moved to reduce Political Staff \$19,000 and increase Administrative Staff \$19,000. The motion passed.
- Karen Allard moved to reduce (in Administration) Legal \$2,000, Bank Fee \$6,000, and Staff Training \$7,000 and increase Software \$15,000. The motion passed.
- Karen Allard moved to reduce (in Direct Mail) List Rental \$1,000, Data Base Maintenance \$2,000, and Premiums and Thank Yous \$6,000 and to Increase Direct Mail \$9,000. The motion passed.
- Karen Allard moved to increase (in Communication) Proven Lists \$10,000, First Response \$6,000, 800 Number Regular \$2,000, 800 Number Talk Show \$2,000 and reduce 8 Number Radio Ads \$20,000. The motion passed.
- Karen Allard moved to increase LP News \$15,000 and Affiliate Support \$30,000 and reduce List Research \$45,000. The motion passed.
- Karen Allard moved to reduce (in Communications) Inquiry Generation \$55,000, Inquiry Followup \$30,000, Lapsed Members \$30,000, Major Donors (next to the Propsecting line) \$30,000, 800 Number Display Ads \$10,000, Material Sales Development \$10,000, and Radio Ads \$40,000. The motion passed.

Steve Dasbach said the changes would transfer \$62,000 from Contingency and leave \$14,000 in Contingency.

The meeting adjourned at 10:40 p.m. EST.

Respectfully submitted, Gary E. Johnson, secretary.