

**League of Women Voters of Greater Lafayette**  
**Board Meeting**  
**November 20, 2007**

**Attendance**

Betty Doversberger, Jo Ann Mullen, Jean Andres, Donna Giroux, Winnie Adler, Jane Frankenberger

**Minutes**

The meeting was called to order at 5:05PM and the minutes of the October 16, 2007 meeting were approved.

**Membership Recruitment Initiative (MRI)**

Winnie, Jean and Betty attended a training session on MRI. Important components are membership goal, consistent message and frequent exposure. We discussed partnerships with organizations such as YWCA, WALLA, Rotaract, and Purdue Retirees Association. To facilitate outreach, Betty will prepare a Power Point presentation. We will consider a speakers bureau and letters to editor. Betty has drafted a brief message statement that she will circulate for reaction. She also distributed a LWVUS brochure on the LWV Storybank.

Our membership goal is 112 – a 5% increase over our baseline of 106 members. Donna listed the 24 members who have not yet renewed for the 2007-2008 year. There was a discussion of retention and whether we should adjust our goal. Jean needs to know how many new members we have gained since August 2007. Donna will provide this information.

Betty met with Ramona Lawson who carries the membership portfolio off board. She has updated our membership brochure and inserted a sheet with activities through May 2008.

Special events that will provide an opportunity for exposure are:

- Election
- Making Democracy Work Award (using LWVUS criteria)
- Law Day
- Sunshine Week
- Other possibilities (Women's History Month, Constitution Day, Independence Day, Bill of Rights Day)

**Web**

Jane led a discussion of format of our local positions and how best to post on the web and prepare for program planning discussions. It was agreed to discuss again in January and to prepare a suggestion for members at the program planning meetings in February. This will start the process for member agreement at the Annual meeting in May.

### **Vote Centers**

Jean presented a written report on the Vote Center Forum and exit surveys. Her report is attached to these minutes in the permanent file. She suggested sending a letter of commendation to WBAA, WLFI and the Journal Courier for their efforts to inform the public about vote centers. The board agreed to this and to a letter to the editor.

### **Upcoming events for members**

- Legislative Coffee December 6, Patsy Hoyer's house
- State Council April 25-26, Muncie
- National Convention June 13-17, Portland, Oregon
- Presidents Day, Feb. 9, Indianapolis

### **Observers**

Jean led a discussion of reactivating the observer corps. This activity provides frequent exposure that is one of the core messages of the MRI. The LWVUS is providing 15 free LWV lapel buttons. She is working with Winnie on this project.

### **January Newsletter**

The deadline is December 21. It will be mailed Jan. 2.

Pat Corey will write about the Legislative Breakfast.

Betty will write about the MRI.

Cathy Potter or Mida Grover will write about the Immigration Reform Consensus Meeting.

Betty will gather information from the Bloomington League newsletter to write about the Health Care Forum in March.

Patsy Hoyer will write about the Juvenile Justice position review and forum.

Jo Ann will write about Program Planning.

Jean will write about reactivating the Observer Corps.

### **Upcoming programs**

Immigration Reform January 8, TCPL

Legislative Breakfast January 26, MCL

Program Planning meeting West Lafayette Library, Feb. 19

Donna will provide soup

Jane will provide desert

Winnie will provide tableware and water

Health Care program – March 4, Ivy Tech

### **WALLA**

There was a discussion of offering a 4 session course for the WALLA spring semester.

Jo Ann is willing to present 1 of the sessions. She is working with Joe Krause on this.

We brainstormed possible subjects for our sessions.

### **Award**

Betty will form a committee in January to organize a Making Democracy Work Award.

**Legislative Coffee**

Postcards will be sent with driving directions. Donna will get mailing labels to Pat Corey.

**Next meeting**

There will be no December board meeting. Next meeting is January 15, 2008 at West Lafayette Public Library 5PM

Meeting adjourned at 6:40PM.

Respectfully submitted,  
Donna Giroux, Secretary