



Minutes

Regular Meeting of Board of Directors
League of Women Voters of the Bay Area
Monday, April 12, 2021, 10 AM
ZOOM Online

I. Call to Order - The meeting was called to order by President Sherry Smith, at 10:08 AM

II. Introductions and Roll Call

Board Members Present: Eric Arens, Kathleen Cha, Danielle Crider, Roma Dawson, Veda Florez, Janet Hagquist, Madeline Kronenberg, Sherry Smith, Alex Starr, Leslie Stewart
Guests: Ann Draper, Alec MacDonald, Ken Bukowski

III. Minutes - The minutes of the March 8, 2021 meeting were accepted, without objection.

IV. Treasurer's Report – Referring to her previously distributed reports, Leslie Stewart commented that the budget to actuals shows that income is down, but so are expenses, because League Day was virtual this year. There are some notes about Monitor finances that will be relevant to the Monitor Report. Because there have been changes this year with respect to the Monitor, she will do a revised budget in June or July to give a more accurate picture of how the budget will look. One issue to consider in the next month or two is the office space agreement, which will come up in August. There was discussion about the need for office space in the future, but no decision was made. The treasurer's report was accepted.

V. Guest Comments: Ken Bukowski commented that he thought the office space should be maintained for committee meetings.

VI. Monitor Report – Alec MacDonald reported:

- A. He continues to move along with the Monitor transition. The second to last printed edition (April) has been completed.
 - B. Regarding contacting Metropolitan Transportation Commission (MTC) about funding for next year, he spoke with Ursula Vogler to inquire about becoming a Community-based organization (CBO). MTC, through Ursula, proposes to let the current contract expire at the end of the fiscal year, and then make a lump sum grant of \$10K for next year. Alec thinks there may be an opportunity for League to work with MTC on becoming a CBO in the future.
 - C. Currently, it appears that total grants will amount to \$30K, which covers the proposed business plan. He continues to work on additional funding from the Port of Oakland (\$5K), AC transit and the SF Bay Ferry Service.
 - D. Mike Adamson is moving along in his work to potentially take over for Alec on July 1st. Mike has been working with Cecily O'Connor to produce Monitor Notes. She writes the articles and then sends it out via Mail Chimp, and Mike posts the content to the website and to Face Book. Mike has been running analytics reports on the website traffic, as well as looking at Twitter and Face Book metrics. Alec is very happy with the work Mike is doing.
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- E. Alec and Mike, along with Kristin Long, CEO of Mighty Minnow, have been working on a new design for the website. To be decided: when to launch and how much to pay. Kristin has quoted \$2K, which is within the budgeted amount. He recommends a July 1 launch, after the last printed Monitor has been delivered.
- F. Alec recommended hiring Mike and paying him an \$1700 (in addition to the committed \$300) paid in two installments to cover the amount of work he will be doing during the interim couple of months. There was discussion. **MSP: Cha, Stewart to extend Mike Adamson's contract to cover a total of four months, March, April, May and June, and to compensate him a total of \$2K for the four months.** Sherry requested that Leslie and Alec work on a draft contract to hire Mike as Project Manager for the Monitor in July, and for the Executive Committee to convene if the contract is ready before the next board meeting. There was general agreement that Mike should submit a monthly invoice to LWVBA for work during the interim period. Alec reminded the board that it will be important to provide Mike with guidance on topics the League is focused on.
- G. Alex Starr asked if there is a formal or informal way for Local Leagues (LLs) to suggest topics for articles in the Monitor. Alec responded that suggestions are always welcome, and made a couple of suggestions on ways to engage LLs. Veda Florez suggested creating a form for topic ideas that could be posted on Face Book and the Monitor website.

VII. Nominating Committee – Nominating Chair Ann Draper reported:

- A. The Nominating Committee recommends Brenda Rodriguez be appointed to the board as a member-at-large or Director: DEI. Roma Dawson reported that she has been unable to connect with Brenda to discuss her interest in it, but recommends moving ahead with the appointment. There was some discussion about the process, election vs. appointment. Ann responded that the bylaws call for the board to include 10-16 members. The Nominating Committee makes a recommendation and the board appoints. **MSP: Dawson, Starr to approve the appointment of Brenda Rodriguez to the board as a member-at-large with no specific portfolio.**
- B. The Nominating Committee has identified two people to serve on the support staff for the Communications Committee: Orah Chatkin and Kevin Ma. These would be technical, non-board positions, so no board action is required. Ann has already spoken with Orah and will contact Kevin. The committee will be looking for additional people.
- C. The Nominating Committee has not yet been able to find anyone to come on to the Board to serve as Communications Director for the long term, and is suggesting the responsibility rotate among the board members at three-month intervals until a suitable candidate is found. Madeline Kronenberg has volunteered to take on the responsibility for the first three months (March through June). Sherry asked for volunteers from among the board members to serve. Madeline Kronenberg commented that the job duties are not rigidly defined but include: making sure that anything that is posted meets League standards, and the website is kept up-to-date. She added there is the possibility that Twitter/other social media could be introduced depending on the talents of the staff. Ann reported that the committee's thoughts are that the coordinator would just direct activities. Kathleen Cha volunteered for Sept., Oct., and Nov. Veda said she could do a two-month stint, but not three. Sherry suggested discussing this further at the next board meeting.
- D. Madeline has proposed a meeting of communications people from LLs in the region, not only to discuss communication across the region but also to identify/recruit potential members to serve on the Bay Area League's team. Sherry reported that a request for this information was sent out in her President's Letter to the LLs and only three LLs responded.

She will contact the LL presidents about this, specifically, to see if she can get a better response. Alex and Leslie suggested asking for the names of incoming as well as outgoing communications people, since this is Annual Meetings season.

VIII. Bay Area League Council Meeting – May 1st. Kathleen Cha reported that she, Roma and Danielle Crider met to come up with a meeting agenda, which she then presented to the board.

- There was quite a bit of discussion and feedback on the “business segment” of the meeting, so it was changed to: Update on LWVBA. Following the Update there will be a 30–45 minute segment for Policy Briefings on: Climate Change/Sustainability with a speaker from the LWVBAE Climate Change Group, and Housing/Homelessness/Plan Bay Area 2050 with a speaker from SPUR. After Policy Briefings, about an hour has been allotted for a Town Hall segment, which will allow the LLs and county councils to report out their League priorities, their successes and challenges, and also allow them to interact and connect. The Closing Announcements at 12:30pm will include LWVC Convention and possibly Community Dialog dates.
- Comments: Guest Ken Bukowski suggested adding a poll or survey to the end of the meeting. Roma commented that if anyone has an objection to having a speaker from SPUR she can suggest three League members in the region who have served on the LWVC Housing/Homeless Committee.
- Sherry asked for a final version of the agenda so she can forward the Call to Council to the LLs. Madeline will provide a Zoom link. Kathleen offered to send a write up along with the agenda.

IX. SPUR Briefing - Community Dialogs – Roma Dawson reported that she has known Michael Lane, State Legislative Director for SPUR, for many years. Michael has offered to speak to the League about specific state legislation that pertains to housing in the Bay Area. This would be an educational/informational talk and give members the opportunity to ask questions. Veda commented that she likes the idea and requested he speak about AB 269 which requires MTC to adopt fare-integration. Alex suggested that members be made aware of how they can find out what legislation LWVC is following. Veda suggested that Dora Rose, Deputy Director for LWVC, be invited to attend. Roma requested this item be taken up at the next board meeting.

X. Plan Bay Area 2050 letter – Kathleen reported that it is too late to send a letter commenting on the plan. However, a letter commenting on the Draft Implementation Plan (DIP) is appropriate. She has received feedback from several members. Using that feedback, she will work with Eric Arens and Veda to draft a letter emphasizing the League’s policies of equity, transparency, and access to government bodies as they relate to the four large areas referenced in the DIP: housing, transportation, economy and the environment. The letter will also emphasize community outreach and working with local governments as essential parts of the plan. Roma asked to be included in drafting the letter as she has some points to add on several of the areas referenced. Veda asked that LLs be notified that a letter is being drafted so they may add input. She also asked that the board consider partnering with Six Wins on this issue and in a broader sense, which has been done in the past. Kathleen offered to handle the idea of partnering with Six Wins, as it pertains to this issue, offline. Roma asked that partnering with Six Wins be added to the agenda for next

month. Ken had several comments about Plan Bay Area and said he would put them in a letter to the board for consideration when drafting the DIP letter.

XI. Independent Redistricting Commissions – Leslie reported that her Diablo Valley League has sent out letters to various entities, including regional entities that encompass more than one League, encouraging the set-up of Independent Redistricting Commissions (IRC). There was discussion about coordinating such letters among LLs or if LWVBA should be sending these letters. Sherry, in her President’s Message, will remind the LLs that letters to their local government entities about IRCs are fine, but any letters to entities with jurisdiction covering more than one League’s geographic area should be the responsibility of the Bay Area League.

XII. National League’s Decertification of Nevada State League – Alex reported that she looked at several League websites for statements on non-partisanship. She found that the LLs are addressing the topic in League-like fashion, albeit in creative ways. Kathleen commented that non-partisanship is still a perfect topic for a Community Dialog.

XIII. Zoom Link – Madeline reported that she and Leslie are currently listed as administrators on Zoom and asked who else would like to be included. Roma and Veda asked to be included.

XIV. State Convention Award – Alex suggested that LWVBA apply for a State Convention Award for Bay Area League Day. There was general consensus that she should apply. Sherry requested that Alex copy the board on the application. There was discussion about sending voting delegates to Convention. ***MSP: Starr, Kronenberg to send Roma and Veda to convention as BAL’s voting delegates.*** The cost is already in the budget. The delegates will need to submit a voucher to Leslie for reimbursement.

XV. Regional Observers: There were no reports.

XVI. Work Groups

Community Dialog Events – Suggested topics should be sent to Sherry for inclusion in the agenda for next meeting.

XVII. Comments – There were no comments.

XVII. Adjournment

MSP Starr/Florez to adjourn the meeting. The meeting was adjourned at **12:26** PM.

Please note: These minutes have been edited for length and clarity.

Janet Hagquist, Secretary

Next meeting: May 10, 2021, 10 AM