

# League of Women Voters Asheville-Buncombe County Board Meeting August 15, 2024; Zoom at 6 pm

Submitted by Patricia Hearron, Secretary

**In Attendance:** Suzanne Fisher, President, Nicole Wheeler-Schumacher, Vice-President, Kathy Schofield, Treasurer, Patricia Hearron, Secretary and Board members: Kelly Carlson, Nadine Hamby, Donna Mann, Cheryl Williams, and Sharon Withrow.

Suzanne called the meeting to order at 6:04.

**Minutes** from July 18, 2024 Meeting were approved by acclamation.

**Finance and Budget Update:** Kathy reported that we had received a generous anonymous donation which will be reflected in the next report. Suzanne encouraged members to think about the best ways to use the funds. Grants from LWVNC of \$500 (for Vote 411) and \$1000 (for voter information materials) are forthcoming. Kathy has used the debit card and notes that it requires a PIN and has her name on it so an ID would be needed if used in person.

**Membership Committee:** Sharon reported that we will collaborate with the UNCA Political Science Department to host Common Cause NC on September 11 from 6:00-7:30 at the Reuter Center as part of their semester-long focus on civic education. The department has a budget for refreshments. We will advertise this event after the August 20 "Trusted Elections" presentation at First Baptist Church in Weaverville.

Nicole is working on confirming a date for a future presentation by someone from the Asheville Watchdog.

## LWVNC

- Suzanne reported that there is a big push to monitor Boards of Elections in every county; we are currently covering Buncombe, Madison, McDowell; it would be good to try to find someone for Yancey (Burnsville) and Haywood (Waynesville). Sharon said she would send a list of members to see if any reside in those counties.
- All member meeting is scheduled for September 3, at which time they will roll out the Election Tool Kit.
- Suzanne called attention to a document she had previously circulated clarifying the types of statements or activities that are non-partisan and urged everyone to adhere to the guidelines.

## Voter Outreach Update

Cheryl reported that after a relatively quiet August, the team would be extremely active in September with tabling at several different venues, although we may have to begin paying for space. The outreach team will assist "Let's Vote 2024" at the Goombay festival. Anyone interested in staffing a table at Asheville Community Theater should let Cheryl know. Cheryl will order two pull-up banners and two tablecloths. She will be mailing bags of supplies to volunteers in preparation for National Voter Outreach Day, September 17. In addition to events at the YMCA and UNCA, the Y is also hosting an event in connection with a Hispanic/Latinx health fare, where we will have two Spanish speaking volunteers. Additional volunteers are welcome. Check the latest newsletter to find a link to sign up.

**Vote 411:** Kelly reported that only about a dozen candidates had failed to provide email addresses as of now. She will distribute a list of those names for volunteers to continue following up, and then send postcards to any remaining candidates. Surveys will be emailed to candidates beginning on August 28. The Vote 411 website will go live on September 14 whether or not every candidate has responded.

The Vote 411 marketing committee (Kathy, Kelly and Nadine) submitted a proposed publicity plan which was distributed to the board prior to the meeting. Kathy emphasized that the objective is to build awareness and drive visitors to the Vote 411 site and that a direct mail campaign would accomplish this more effectively than billboards. The primary target audience is prospective women voters with a focus on those registered in Buncombe County between May 1 and September 30. A secondary target audience is all registered voters in our area. The mailings would use materials available at no cost from LWVUS and be timed to arrive within the early voting window (October 17 – November 2). The decision regarding the use of first class vs. bulk mail was left to the marketing committee.

The motion to accept the proposed plan with a cap of \$5000 to reach the maximum number of voters was made by Kelly (seconded by Cheryl) and approved unanimously.

In addition to the direct mail campaign, we will place at least one insert in *La Noticia* (the Asheville Spanish language newspaper), two quarter-page ads in the *Mountain Xpress* and one full-page ad to be prominently placed in the latter's election issue.

Finally, Kathy urged all LWVAB members to support the publicity campaign by posting on social media platforms, sharing and distributing the LWVUS print and video resources, and displaying a VOTE 411 yard sign at every tabling event. Cheryl mentioned that she has yard signs and asked for recommendations regarding placement. The consensus was to wait until closer to the start of early voting on October 17.

**ERA/Gender Equity Action Team:** Suzanne said she would like the action team to arrange a presentation by *BC [Breast Cancer] Ruckus* for next year. The group works to ensure women are aware of their breast density and the impact their density level has on the reliability of their mammogram / 3D tomosynthesis screenings.

**Election of the President by Popular Vote:** Suzanne has contacted all the General Assembly candidates in counties where we have members with an offer to do a presentation on the National Popular Vote Interstate Compact. She reported a very positive reception from Brian Turner.

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### **New Business**

Suzanne shared an invitation regarding an outreach project that ACLU-NC is currently working on. They would like us to host screenings of [North Carolina's Abortion Story](#), a 10-minute documentary that aims to amplify the voices of individuals navigating the landscape of reproductive rights in North Carolina. She suggested that we think about this and discuss it at the next meeting for scheduling next year.

Kathy has proposed that we hold a board retreat next year in her condominium's club room. Nicole recommended that we schedule this for February to avoid conflict with the January general membership meeting.

**Schedule of Meetings** (third Thursday at 6:00 p.m.)

- **2024:** September 19, October 17, November 21, December 19(?)
- **2025:** January 16 (Winter Social?), February 20, March 20, April 17, May 15 (Annual Meeting?), June 19

**Next Meeting:** September 19 at 6:00 via Zoom

The meeting adjourned at 7:16.