

**League of Women Voters of Winchester
Steering Committee Meeting via Zoom
October 20, 2020
7-9 pm**

Facilitator: Lynne Brodsky

Secretary: Jeanette Kolodziej

Attendees:

Sonya Rao, Caroline Shamu, Marsha Bird -guests, Jean Herbert, Kim Foley, Lynne Brodsky, Marilyn Mullane, Amanda Littel-Clark, Michele Nathan, Jeanette Kolodziej

Introduction

We started with an informal intro to get to know our guests. Our three guests introduced themselves and briefly shared why they might join the Steering Committee. Sonya recently volunteered at our Farmers Market table. She has worked on civil rights issues as a lawyer and is interested in protecting people's right to vote. Caroline has been on our mailing list for a while and feels this is a good time to get involved with the League. She served as the timekeeper for our recent debate between candidates for the Massachusetts House 31st Middlesex District at WinCam. Marsha volunteered to help plan the recent Zoom debate between Caroline Colorusso and Katherine Clark hosted by the Belmont LWV. She is concerned about the level of disinformation voters are getting.

Minutes

Minutes from last month were approved with some minor corrections. Corrected minutes will be sent to Amanda to be posted on our website.

Budget

The budget was presented by Jean Herbert and accepted. Due to Covid, we have not had many expenses.

Fundraising

Marilyn reported that Jimmy Tingle reimbursed the league for \$1250 for the event that had to be postponed due to Covid. Sonya wanted to know how our league raised funds. Lynne explained that we hold various events: Kitchen Tour, Fundraiser (ex. Evening with comedian Jimmy Tingle), Membership Dues, and various grants.

Membership

Kim reported that Vicky did a fantastic job and sent out 200 letters. She stated that Vicky thinks we should stay with sending out real letters in the mail for now because many people aren't comfortable navigating online.

We have 91 members.

49 renewals so far (10 of those renewed online.)

Our numbers have to be reported to the national league by January 2021.

Kim will work on an eBlast encouraging folks to join online. She'll include instructions in the text and send that to Susan Woodward who will send it out.

Sonya stated that it would be good include a link with how to join in all publicity. Lots of people want to get involved and this would make it easier.

Lynne suggested hosting a Facebook Live event to answer questions about what our league does. A statement such as "If you've watched the LWVW debates and are interested in joining, help make democracy strong and sign up.....(link)" could be added.

Kim mentioned that WinCam is looking for board members. There was not enough notice given so we decided not to advertise this to our members.

Communications

Amanda is on top of communications via

- LWV Winchester website content updates
- Facebook posts
- Twitter
- Email blasts
- L.T.E.'s
- Sharing relevant and aligned posts to our Facebook page

She is feeling overwhelmed by the number of internal emails chains coming into her inbox. Many committee members echoed her sentiments. She expressed a desire for a larger plan moving forward as a way of consolidating information that is shared. Perhaps a newsletter.

It would be good to assess whether people are seeing items on the website...what is the level of engagement? We need a more cohesive plan for communication protocols to assess content and best avenue to use.

Marsha sympathized and, as a non-user of all social media, she advocated for continuing to use online platforms and traditional methods of communication. She suggested that we put our events in The Star's calendar. Kim stated that she regularly reads The Star online and agreed that was a good idea. Caroline suggested a monthly or quarterly newsletter.

Sonya brought up that the younger generation primarily use social media to get up-to-date information. Marilyn mentioned that in the past our league used to have a monthly newsletter, and, she acknowledged that lately the email from the League Leaders is coming in like a fire hose perhaps because of the election, the 100th Anniversary, and because we aren't able to have in-person meetings.

Amanda will check with the MA League about what to post and where.
Jean and others agreed criteria are needed.

The issue of timing was discussed because items don't always reach Amanda in time to post before the event. We discussed the need to have a subcommittee so she is not alone on working on this very large task. Sonya and Michele volunteered to help.

Amanda, Sonya, and Michele will “meet” to determine what we post and how social media can best be used.

The topic transitioned to the Zoom account. Jean has been using her personal account and feels it's not appropriate for LWVW to pay the monthly fee because she uses it for other meetings as well. However, it would be good to have a second person able to host our Zoom meetings. Marilyn volunteered to sign up for an account as back-up. She will be reimbursed the monthly fee. There is an add-on feature for more money that would allow us to host a webinar.

Voter Services

Lynne reported that WinCAM is editing their video recording of the local debate between Rep. Michael Day (D) and Elizabeth Harrah. When the link to the final edited recording is available, Lynne will forward it to Amanda for posting.

There was discussion of the MA 5th Congressional District debate between Caroline Colorusso and Representative Katherine Clark (incumbent) hosted on Zoom by LWV Belmont. Marsha represented LWVW, and participated in writing and editing questions for this debate.

Lynne and Marsha reported that they edited questions in their respective debates to make them balanced and nonpartisan in tone.

Marilyn offered to speak to MaryEllen Lannon about whether the town is offering rides to polls as they have done in the past – perhaps this year through Lyft?

Amanda mentioned having read about a service that matches riders with a service to get them to the polls and will also look into that. We discovered on the LWVMA website, an advertisement for Lyft discounts for ride to the polls that we can re-post on our website.

Marilyn offered to contact the high school to ask about hanging the Vote banner there where it will get more visibility than the Transfer Station.

Jeanette picked up the LWVW Vote banner from FastSigns in Woburn and brought to the DPW to be hung at the Transfer Station. (Due to the train station renovation project no signs can be hung at the transom in the center.) She requested that the banner be hung a few days ahead of October 20th and it was hung up on October 17th. As of October 29th, the Vote banner is hanging at the high school until just after the election.

Voter registration

Jeanette will contact MaryEllen Lannon, the Town Clerk, after the election to ask her to provide data on new voter registrations during the two week period of 9/14 -9/28, which includes our September Saturday at the Farmers Market and the week during which the Voter Registration Week banner hung at the high school.

Our league had a table at the Winchester Farmers Market on October 3rd. Lynne, Kim, Marilyn, Meredith, Vicky, and Sonya volunteered to do shifts and provided people with LWVW, Voting, and Voter Registration information, especially targeting voter registration amongst teens. The poster Jeanette had made with a scannable QR code that leads the user to Vote411.org with all

pertinent voting info was colorful and successfully attracted attention. High schoolers were asked about whether they were registered and those passing by were asked what their voting plan was. The table was in a good location and got lots of visitors. Info was provided about becoming a poll worker. Kim was impressed with how engaged people were. Marilyn gave out lots of brochures and the sign-up sheets were handed over to Vicky.

Jeanette had a new banner made for Voter Registration Week. The dates, Sept 21-25, can be patched over so that we can use the banner again. With Marilyn's help, it was hung at WHS. After a lot of back and forth with the Network for Social Justice about collaborating on a Registration Drive, Jeanette communicated directly with their teen interns, encouraging them to promote voter registration at the high school to vote. She provided them with text and LWV links that they could use. The teens were asked to take selfies after registering to vote and post them on social media as a way to encourage their peers to register to vote. The interns sent the photos to Jeanette who forwarded them to the MA league for publicity. The Network for Social Justice publicized the LWV voter registration and voting info on their website. The interns enlisted peers who translated the info into Spanish and Chinese which could be found as a link on their website.

Update on Recent Events

Jean reported on the subcommittee's work on Policies and Procedures. The bylaws have to be voted on at the Annual Meeting and she, Merry, Marilyn and Lynne met to edit and revise them.

Yes on 2: Ranked Choice Voting (RCV)

We co-sponsored a Zoom informational event on this ballot question spearheaded by league member, Patty Shepard, formerly on the Steering Committee.

Upcoming Events

Moveable Feast

Merry was unable to attend tonight's meeting. Someone (who?) will ask Merry to look into the possibility of using individually wrapped foods this year.

(MetroWest Meeting has not happened yet. Nothing to report. This will not appear in the final version of the minutes.)

D.E.I. (Diversity, Equity, Inclusion)

Patty Shepard has been instrumental and continues to spearhead this effort in conjunction with activities that overlap with the Winchester United Universalist Society. She is on the state DEI committee and we will ask her to present at our open meeting in December. As a suggested springboard for discussion, she sent us a survey to fill out regarding our vision and commitment to action.

Sonya is interested in and very knowledgeable about DEI. She worked at Boston Children's Museum on their DEI committee as well as other organizations, helping them align content and actions with their stated DEI goals. Sonya mentioned that we can work on DEI by simply looking

at different places to advertise and thinking about different ways to connect with people from diverse backgrounds in order to expand participation in our LWVW programs. Having a speaker come to present is a great idea but that can be very expensive. Sonya shared her experiences as an Asian Indian American.

Lynne asked if Sonya felt comfortable speaking directly with Patty. Sonya mentioned that she will be speaking on the topic to Georgetown University Medical School. Lynne wondered if it were going to be recorded and, if so, if we might be able to view it. There was a positive response to both these questions.

The topic of who our Legislative Liaison is came up. It is Eve Coffey. Lynne has not had success getting in touch with her. Jeanette knows her and will reach out.

LWVMA 100th Virtual Birthday Gala and Recognition Award on December 13th

Marilyn recommended Judy Muggia. The choice was unanimously met with approval. Marilyn will compose and submit our nomination for this award.

League Leader Lunch

Marilyn and Kim attended on October 17th and will provide more details during next month's meeting.

Later Programs and Events

- Moveable Feast
- Day on the Hill
- Annual Book Read
- Civic Leadership Award
- Town Day
- Spring Town Election

Addendum: Susan Carney has stepped off the Steering Committee

Respectfully submitted by Jeanette Kolodziej