



Steering Committee Minutes

Tuesday, May 13, 2025, 6:00pm
Wenham Senior Center, 10 School St.

Approved 08/12/2025

Jane Kusel, Chair

Dacia Rubel, Recording Secretary

SC Members Present: Jane Kusel (Chair), Dacia Rubel (Recording Secretary), MJ Brown, Christina Holz, Bethany Swanson, Max King, Lindsay Schnabel (arrived @ 7:30 pm)

Absent: Stephanie MacLeod

Call to Order and Minutes

- The Meeting was called to order at 6:05 p.m.
- April 8, 2025 minutes were approved (unanimously).

SubCommittee/Area Reports

Governance - update provided by Dacia Rubel

- Social Media Guidelines
 - Our goal is to develop some Social Media Guidelines along with some stock responses to use. Some ideas that were discussed include:
 - Can always repost stuff from LWVMA or LWVUS, especially "actions"
 - Any guidelines should be organized by platform (i.e. FB, Insta, Threads, and Bluesky - etc)
 - Try to keep responses fact based without interpretation
 - Wait 24 hours before responding
 - Respond only by email (not text) - to slow things down
 - Use stock responses if appropriate, but if any issue, put question out to SC
 - Draft response using Google Docs so that SC members can comment and edit (keeps discussion all in one place)
 - Send draft response around to SC for consensus - individual SC members can defer to the group if too busy to comment or if have no strong feelings about issue
 - Dacia will take a crack at drafting something and will circulate for comments (Dacia will also review these materials)

- LWVUS [Social Media Guide](#)
 - [LWVMI Communication Guidelines](#) - League of Women Voters of Michigan
 - [External Media Policy](#) - League of Women Voters of Maine
 - [LWVUS Nonpartisan Messaging Guidance](#) (responding to accusations of partisanship)
- Annual Meeting Preparation
 - Rescheduled from June 9 to June 30 at 6:30, due to conflict with Wenham Special Town Meeting - **Lindsay to send an email to Jim Reynolds to secure COA**
 - MJ will resend Annual Booklet and will set new due date for SC members to return amended booklet sections (Booklet must be distributed not less than 2 weeks before Annual Meeting)
 - Bethany will send around food sign-up to SC
 - Christina will bring job description to distribute at Annual Meeting - need big push for someone to take over Candidates Night
 - SC 2025-26 planning meeting at Dacia's on Wed. July 2, 2025 at 6 pm - Potluck (if we still have a Democracy by then - MJ!)
 - Bylaws - Jane updated By-laws in accordance with LWVUS requirements and will provide marked-up copy for annual booklet. She will also present changes at the Annual Meeting and field any questions.
 - Because one of the by-law changes eliminates our right to terminate members for cause, we discussed posting the LWVUS "Code of Conduct" or "Members Rights and Responsibilities" on our website and provide a link to this info to new members in their welcome letter.
 - Local Program Planning:
 - More member events - Maybe have some kind of get together with members on quarterly basis to watch a webinar or documentary on a topic of interest - maybe after monthly SC meetings?
 - Provide information/links for ACTIONS
 - Topics will focus on what's going on in Massachusetts
 - LWVMA - has 17 legislative specialists
 - Ask Members at Annual Meeting if they are interested in something like this and what topics are of interest
 - Make concerted effort to work more with other Leagues
 - Keep an eye on new "Information Tools" that might become available and consider how to get these tools to those who may need them - (e.g. "Red Cards")

- Dacia will draft local plan in Annual Booklet based on these ideas - others can edit and add

Finance and Data Management - On hold as Stephanie MacLeod was not in attendance

- [Expense Summary](#)
- Scharfman Grant: Dacia to check if we can apply in the next cycle
 - Ideas for grant application
 - Cost of printing “Red Cards”
 - Cost of ordering Pocket Constitutions for 8th graders and to give out at tabling events
 - Civics Flash Cards - 2 boxes of cards one for each of our League boxes

Membership - update provided by MJ Brown

- Roster & Dues Updates - MJ reported that now have 51 members (9 new members YTD 2025) - new members are receiving welcome email and postcard
 - Renewal notices will be sent in June
 - Chapterspot seems to be working OK (Jane has paid and Christina has renewed - WOW!!)
- Newsletter - MJ now sending out weekly newsletters with lots of “Action” items and updates on our Stand-outs - All agreed that MJ was doing a great job “Keeping it Fresh”!!!
- Merchandise Updates
 - We decided to lower prices on T-shirts (\$10) and Lawn signs (\$10) to move inventory - may consider providing T-shirt with membership
 - Push \$10 signs on social media before special town meetings (Christina volunteered to deliver signs to people)

Communications, Calendar & Website - Social Media Update

- Need response to question posed in FB Messenger by Community Member - Christina to send copy of question to Dacia - Dacia to draft a response
- Postings generally include in-town events with a focus on non-partisan activities, LWVMA and LWVUS Actions.
- Website Update - Hold until Stephanie back www.lwvhw.org
 - Calendar Update - Jane to add new Annual Meeting Date

Civics Engagement - updated provided by Dacia Rubel, MJ Brown

- “Red Cards” - These cards provide people with a summary of their legal rights if confronted with ICE or other law enforcement. They have been developed by groups supporting immigrant communities. We agreed to

print/order these for distribution. We agreed to print some in English, Spanish and Portuguese.

- Weekly Stand Out plans
 - Saturdays 11-12; going really well despite the rain
 - Steph posting reminders and pics on Social Media
 - Poster workshop when weather is better
 - Consider providing Hand-out at Stand-outs on how to deal with confrontations (MJ and Max?); maybe do role plays to figure out how to act if someone is yelling at you
- Pride Picnic Invitation - Sunday, June 8, 12-4 pm, Patton Homestead
 - We will have a table - Dacia will take the lead. MJ has sent out volunteer sign-up
- TCH Block Party - Saturday, June 21 (rain date Sunday June 22) - MJ sent out volunteer sign up - MJ will look for registration information from TCH
- Junior Class Book Award
 - June 4th (evening) - Bethany to present award
 - We decided to give Sonia Sotomayor's Memoir "My Beloved World" as Book Award - MJ to order hardcover and add LWVHW bookplate
 - Max, Christina and Lindsay to review applications and make selection

Elections and Voter Services

- We agreed to order 150 pocket constitutions for 8th grade class: MJ working with Kristen Kassner staff to get some for next year's class; Dacia will explore getting Sharfman grant to help cover expenses (\$2 each)
- Bethany mentioned that her son is conducting a survey on Town Meeting - exploring topics like remote voting and Representative Town Meeting vs. Open Town Meeting - Christina to send Bethany Link from Wayland from Trudi Reid, Wayland Town Clerk

Advocacy and Legislative - No update at this time

MA and US League

- [LWVMA Convention 2025](#) - *Democracy Forward* – Sat, June 14th, 9 AM to 4 PM, EnVision Hotel, Mansfield.
 - Registration open; \$125 before May 26; \$145 after
 - 2 delegates (almost three!)
 - MJ has registered; Dacia and Christina interested
- [Unite and Rise 8.5](#) New US initiative to mobilize 8.5 million voters - includes tool kit

- [Signals Survey](#) New initiative by LWVUS to understand emerging anti-democratic trends or patterns - Looking for person from each league to report trends or patterns - We will all keep an eye out for this

New Business

- No new business

Meeting Adjourned: 8:14 pm.

Next meeting: **Annual Meeting - Monday June 30, 2025 at 6:00 pm**
Location: Wenham Senior Center

Chair: **Dacia Rubel**

Recording Secretary: **Jane Kusel**