



1. Call to Order

The regular business meeting of the Libertarian Party of Brevard County, Fl. was called to order at approximately 6:54 PM by Chair – Brian Fleming

2. Present:

Executive Committee: Brian Fleming –Chair, Mari Peele -Vice-Chair, Greg Peele – Treasurer, Rick Heffelfinger –Secretary, Nathan Slusher -Director-At-Large

Voting Members: Robert Klimkowski, Thai Heiler

Visitor:, George Lebovitz, Jennifer Keyser, Ron Treharne, John Olivadoti, and Fritz Neumann.

Determination of Quorum (75% of Executive Committee or 25% of all voting members)

- Quorum was met

3. Approval and Adoption of Agenda

- Motion to approve the agenda passed unanimously.

4. Approval of the Minutes

- Motion to approve the minutes from the September 20, 2021 Business Meeting and September 27, 2021 Special Meeting passed unanimously.

5. Officer Reports

Director At Large Report – Nathan Slusher

- Working Gala planning and organizing.
- Facebook numbers: 1239 followers. 1600 engagements this month. Last month was right around 1200. Reached over 7500 people.
- Went to Brevard BOCC meeting. They passed a motion to move forward with irrigation ordinance advertising. Went to Titusville meeting. Posed question “Is Florida discharge effecting the lagoon?” Asked that the water be sampled. Mayor agreed that the effect should be looked at. City manager reported that they can’t sample because it is state waters. Mayor



will check with Marine counsel (part of the SOIRL) to see if they can help. One of the Brevard environmentalists may also be able to test. Mayor will report at the next meeting.

### Secretary Report – Rick Heffelfinger

- 7 eligible voters present at meeting (5 EC, Rob, and Thai). 309 registered in our Mail chimp database.
- Added email service Sendinblue to begin sending to NPAs in Titusville and D4.
- To date, 1<sup>st</sup> Gala announce (Mailchimp) campaign, 2<sup>nd</sup> Gala follow-up/reminder (Mailchimp) campaign, D2 call for candidate (Mailchimp) campaign, Meeting email (Mailchimp) campaign, NPAs in D4 (Sendinblue) campaign, and NPAs in Titusville (Sendinblue) campaign.
- Event posted on web page for our 2022 LPBC Convention. Agenda is still in process.
- Meetup group will expire soon. Reached out to Larry Gough to find out status.
- Web page “volunteer tab/form” has been modified by Mari in anticipation of making requests for people to get involved, particularly with upcoming campaigns next year.
- Attended BOCC meeting.



### Vice Chair – Mari Peele

- Up-to-date on verifying LPF emails. Making a list to add to email list.
- Working through NPA email verification. So far 1500 have been verified out of just over 10,000.
- Continue to support Gala. Sample Tickets and Sample letter have been produced and are on-hand and passed around at this meeting for consideration. Special tickets for Candidate/Speakers will be made that identify guest as no money was paid to prevent them having to declare as campaign expense.

### Treasurer Report – Greg Peele

- Big thanks to all donors. Q3 report was a record for donations collected for LPBC.
- Financials:
  - Total donations for last month: \$1377.38
  - Total Current Monthly Pledges: \$283.98
  - Approved budget: \$4,637.80
  - Expenditures last month \$ 2,155.12
  - Total balance of all accounts: \$2,548.54
- Stripe account has been zeroed. Two accounts active – PNC & Paypal
- Detailed budget spreadsheet has been created showing all authorized expenditures, authorization, and time limit if applicable.
- 2021 3<sup>rd</sup> Quarter Treasurer Report submitted on time and accepted.
- 2021 4<sup>th</sup> Quarter Treasurer Report due January 10, 2022
- #launchliberty Twitter account that started in March. Up to 73 followers.
- MeWe posting has been resumed.
- Continue working to get Facebook approval for purchasing ads.



Chair – Brian Flemming

- Motion was before the LPF to fund the Gala for \$500. The motion failed.
- LPF convention committee proposed the LPBC Brevard site, Holiday Inn on Wickham, as the venue for the State convention. There is also a site in Orlando being proposed. Decision to follow soon.
- Possible LPF Christmas party in Broward.
- Researching USPS service for sending out political mail.
- KBB park selection. All EC members have submitted three parks they would like for consideration. Decision should come in November.
- LPBC 2022 Convention/Annual meeting Agenda is up for review. Targeting November for release of Agenda to membership.
- New Task list items:
  1. Create a Prioritized spend plan (on paper, hammered out). Think short term and long term.
  2. Communication Plan (message, target audience, and strategy to reach them). Think short term and long term.



## 6. Unfinished Business:

### State convention planning

- 25 thru 27 February 2022.
- See notes under Chair report.

### LPBC convention planning.

- Current planning is to have it at Cape Royal 2<sup>nd</sup> floor.
- The convention will occur on Saturday, January 8, 2022
- Chairman called for ideas from the attendees.
  - Dunk Tank
  - Kissing booth
  - Barbeque on the beach before
  - Beach cleanup before
  - Friday mixer
  - Donation in-kind Keg for Saturday
  - 10<sup>th</sup> Amendment Center guest speaker
- Chair called for additional ideas via email of LPBC chat.

### November Golden Liberty Gala event Planning.

- Shai Salter, Event Specialist with the zoo, will be present during the entire event to help with AV.
- Mark Goulab will make an attempt to attend but will not be providing AV support as originally considered. He has offered to help in the event we still need him.
- Call for Auction items
- Possible deal to be made with local gun manufactures, Golf courses, Mom and Pop restaurants.
- Libertarian “swag” basket
- Libertarian “Constitution basket”



- Jennifer volunteered to help put together baskets
- AV system has an HDMI input to display pictures/videos what ever.
- Jennifer reported that Spike Cohen has agreed to do 15 to 20 minutes of call in during the event. She call also coordinate advertising for the evnt via bootleg Libertarian pod casting.
- Volunteers needed to work event
  - Parking lot supervisor
  - Ticket taker
- Zoom meeting with all speakers/event volunteers will be conducted before to ensure all understand time line and expectations.
- Marco Murrero will be MC for the evening
- The second catering payment motion will occur at a special meeting just prior to payment due date.
- Gala cost analysis was presented by Treasure.
  - A/V support has been cut
  - Souvenirs have been cut
  - Musician (violinist) has been booked but will depend on tickets sale to move forward (\$200). Play list will be used in the event Musician is too expensive.
  - Still require tablecloths (appr. \$200) with current table count
  - Signage will still be necessary
  - Required spending is Appr. \$300
  - Current tickets sold is 28
  - 58 tickets total required to break even on Gala expenses
- J Mark at LPF has been contacted about acquiring some LPF mailchimp contacts.



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## 7. New business

- Motion 2021-12: Create a LPBC Campaign Support Committee (Special)  
Mover: Rick Heffelfinger

Motion: I move we create a special Campaign Support Committee (IAW the LPBC Constitution, ARTICLE V: PARLIAMENTARY PROCEDURE, SECTION VI) and request via Facebook, Twitter, Email, and our web page for volunteers for a committee Chairperson and members. The Secretary will be the acting committee Chairperson until a volunteer for the position is found. After a Chairperson comes forward, the Secretary will continue to be a member of the committee and act as a liaison to the EC.

- Motion 2021-12 Background

The Secretary will seek volunteers with existing campaign skills such as campaign Finance, Management, Marketing, PR, Data and IT, Volunteer Coordination, Graphics, Fundraising, etc. as well as anyone with an interest in learning about campaigning or just wants to work on one.

The committee's purpose will be to help all Brevard LP candidates with campaign PLANNING, SETTING GOALS, PRE- ANNOUNCEMENT, LAUNCH EVENT, GROUND GAME, MEDIA, and FUNDRAISING (as identified in the LP Candidate- Workbook-010919 by Cara Schulz).

The Campaign Support Committee Chair will report to the EC at monthly meetings.

Discussion: Nathan pointed out that, via the Constitution, the DAL is responsible for overseeing all candidate requests. Nathan was assured that the purpose of the committee was not intended to take his job but would be a collection of people willing to help work campaigns.

Disposition: Seconded by Greg Peele and passed unanimously.



- Motion 2021\_13: Authorize a budget of up to \$16 per month for email validation

Mover: Mari Peele

Motion: I move to authorize a budget of up to \$16 per month for email validation. This motion is valid for October, November, and December of 2021 for a maximum liability of \$48.

- Motion 2021\_13 Background

Our current email verification service, ZeroBounce, has a minimum purchase increment of \$16 for 2000 credits at \$0.008 per credit. As of 10/16/2021 we have 15 credits left on our account and credits do not expire.

All LPF emails have been validated, including new emails from the September voter disk.

The remaining emails totals are detailed below.

October's budget would cover the remainder of the original test categories with some credits left over. IF all credits were used toward NPA emails, they would be 59% validated by the end of the year.

This motion does not require us to spend all or any of the money or to spend it on NPA emails specifically. It only gives us the option to do so. LPF emails have been and will be a priority over NPA emails.

Emails remaining to be validated from D4 and Titusville (NPA)	
Titusville	266
D4	1,474
Total	1,740





NPA emails left to verify from the rest of Brevard	
D1 (minus Titusville)	814
D2	1880
D3	2191
D4	2224
D5	2034
Total	8,443

Grand Total of unverified NPA emails	10,183
Projected cost for validating all NPA emails	\$81.47

After much discussion, the Chair recommends to amend the motion. The motion was amended to:

- Motion 2021\_13: Authorize a budget of \$100 for email validation  
 Mover: Mari Peele  
 Motion: I move to authorize a budget of up to \$100 for email validation.



Disposition: Amended motion was Seconded by Nathan and passed unanimously.

Disposition: Amended motion passed unanimously.

## 8. Notice & Announcement

- The next monthly meeting will be:
  - Monday Novemberber 15<sup>th</sup> at 6:30pm
  - Cape Royal Professional Business Center  
1980 N Atlantic Ave 2<sup>nd</sup> floor  
Cocoa Beach, Fl 32931
- No future Social planned

## 9. LP/LPF News

- Fritz reported that the Florida Rank Choice Voting organization (Non Partisan) is having call in training this week.

## 10. Summary/Action Item List

- KBB park decision
- Create a Prioritized spend plan (on paper, hammered out). Think short term and long term.
- Communication Plan (message, target audience, and strategy to reach them). Think short term and long term.

## 11. Adjournment

- Meeting adjourned at 8:50 PM (or thereabouts) by Chair – Brian Fleming  
Minutes prepared by: Rick Heffelfinger



Meeting Minutes  
Libertarian Party of Brevard  
Meeting held on 10/18/2021  
Cape Royal Professional Business Center  
1980 N Atlantic Ave Second Floor, Cocoa Beach

These minutes were approved by the LPBC Executive Committee during the Business Meeting held on 11/15/2021.

A handwritten signature in black ink, which appears to read "Richard K. Heffelfinger". The signature is written in a cursive style.

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Richard K Heffelfinger  
Secretary, LPBC