



Minutes of Executive meeting

November 21, 2010

Eastern Sense Chinese Restaurant, 200 Marycroft Drive, Woodbridge Ontario

Present

Sam Apelbaum, Matt Belanger, Phil Bender, Gene Balfour (guest), Jean Serge Brisson (by phone), Craig Hodgins, Jim McIntosh, Allen Small

Absent

Paolo Fabrizio, Peter Radzio, Heath Thomas

Call to order - Gene Balfour agreed to chair the meeting. Jim McIntosh agreed to take minutes. The meeting was called to order at 1:46 PM.

Approval of Agenda – Phil Bender provided a hand-written agenda based on our last meeting. It was agreed we would focus on the web site and fundraising. Jim asked that we discuss a New Business item, the Pitney Bowes proposal, first. The Agenda was approved.

Pitney Bowes Proposal – Jim had posted on the OLP_Exec Discussion Group his analysis of a proposal received from Pitney Bowes (see attached). Jim estimated next year's postage costs without the PB Meter at \$1,116.48 with HST assuming a 3.5% increase in rates and 10% increase in mailings. The costs including rental of the postage meter, the cost of an additional ink cartridge and allowing for the \$75 postage provided by Pitney Bowes and the 5.3% rebate provided by Canada Post, would be \$1,214.37, for a net added cost of \$97.89. *[Note: The attachment has been corrected to eliminate the \$9.75 HST on the \$75 free postage. The corrected net cost is \$107.64]* Since it would be used primarily for *Bulletin*, it would be kept at Maureen's apartment.

Maureen did not believe it would be worth \$100 to her and did not have space for it. There was also concern about the security of the meter and our liability for costs.

Moved by Jim, seconded by Phil, that the Party rent a Pitney Bowes mailstation 2K700 Postage Meter. Aye – 0, Nay – 6, Abstain – 1

Jim advised that Anthony Orsi of Imageworks Print & Prepress in Richmond Hill has volunteered to print the envelopes and John Mandl of MDS Express in Markham has volunteered to pick them up and deliver them, as contributed goods and services. Jim will provide Maureen with an advance (from his personal account) to cover postage for

the next issue of *Bulletin* so he won't need to deliver them to her. The Party would then reimburse Maureen for the actual postage purchased for each issue. After each reimbursement Maureen would be in a position to repay the advance.

Approval of minutes – Minutes of the Annual General Meeting on November 6, 2010 had been distributed in advance of this meeting. Sam pointed out that several dates were incorrect. The date in the header should be November 6, 2010 (not November 7, 2009). The date of the next meeting should be November 21, 2010 (not January 10). The date of transcription should be November 14, 2010 (not 2009).

Moved by Jim, seconded by Sam that the minutes of November 6, 2010 be approved as corrected. 5 Yea, 0 Nay, 2 Abstain, **Carried**

Moved by Jim, seconded by Allen, that the minutes of September 19, 2010 be approved. 5 Yea, 0 Nay, 2 Abstain, **Carried**

Treasurer's Report – Bank Balance as of November 20 - \$5,328.98

AGM – Jim reported 43 people (not including 3 speakers) registered for the Annual Liberty Seminar and General Meeting. He estimates about 13 of our guests were there to hear Stefan Molyneux. Registration Fees totaled \$2,510. The hotel charged \$2,640 for the room and food. Including other costs, our loss on the event is about \$260. (Jim to contact Jan Narveson for an invoice for the 3 books he provided as speakers' gifts.)

Election Preparation

Jim reports that there are at least 60 names on our list that have either run in the past or have indicated an interest in being a candidate. Jean-Serge reports he has a new potential candidate, Phil Warland, in Mississippi Mills.

Sam provided a two page document titled *What is a Libertarian*. This should be used during the election and on our new web site.

The next Caucus meeting is tentatively scheduled for April 10, 2011. Sam suggested we consider using the Banbury Community Centre (where we met with Rob Lavigne).

Fundraising

Jim pointed out we should be doing something extra before Christmas to increase year end donations. Sam believes that telemarketing is not nearly as effective as it was before the proliferation of answering machines, voice mail and Caller ID. He was also not keen on a separate mailing. Jim agreed to include an appeal for funds in the winter *Bulletin*, outlining our budget for the election.

Jean-Serge had to leave the meeting at this point since his cell phone battery was running low.

Web Site

Sam, Heath, Phil, Jim and Allen met with Rob Lavigne (as recommended by Gene) on September 20, 2010 at the Banbury Community Centre. He provided a lot of facts and suggestions as to how we might increase our web presence.

In the last month or so, Alex Dvornyak has created a draft version of a new web site using Drupal, available at www.libertarian.on.ca/d6. Jim has used it to experiment with adding content and re-arranging it. Cassandra Damiris contacted Sam and met with Sam, Alex and Jim at Pub Night November 10. She will be starting a public relations course in January, but wants to assist us with our web presence. She has built several web sites with Drupal and has graphics skills. She would like to design a new logo for the Party.

Matt also has experience with Drupal and volunteered to be the Party's web master. Jim and Matt will meet with Cassandra and Alex this week to discuss plans.

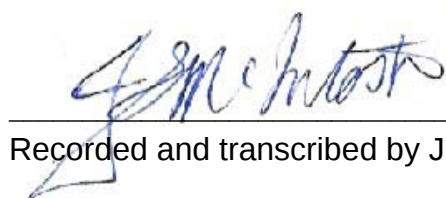
Gene Balfour volunteered to be our Communications Advisor and the Executive agreed to such an appointment.

Word on the Street - September 26, 2010

Allen Small reported that the booth was well staffed and busy. Jim sent an email (attached) reporting 143 people took the World's Smallest Political Quiz and 24 provided mailing addresses.

Next meeting – January 16, 2011 1:00 PM
Eastern Sense Chinese Restaurant, 200 Marycroft Drive, Woodbridge

Adjournment of meeting – at 5:03 PM



Recorded and transcribed by Jim McIntosh, Treasurer

November 27, 2010

Date

Attachments: Analysis of Pitney Bowes Proposal
Email – Results from Word on the Street

From: [Jim McIntosh](#)
To: ["OLP_EXEC_Discussions@yahoogroups.com"](mailto:OLP_EXEC_Discussions@yahoogroups.com)
Subject: Pitney Bowes special offer
Date: Wednesday, November 17, 2010 4:41:00 PM
Attachments: [Pitney Bowes Offer.pdf](#)

Received a call and email from a Pitney Bowes Marketing rep with a special deal. I told him I would present it at our next /executive meeting. For purposes of discussion, I will move:

That the Party rent a Pitney Bowes *mailstation 2K700 Postage Meter* with the following features;

- Reduced rate of \$14.95/mo for the first year, with 2 free months
- \$75 worth of postage pre-loaded on the machine
- 5.3% rebate from Canada Post on all postage
- It comes with one ink cartridge, good for about 1,000 impressions. (We do about 1,400 a year.)

DISCUSSION

I did a little analysis (see the attached PDF). We spent about \$988 on postage for *Bulletin* and Inquiry packages in the last 12 months. Assuming a 3.5% increase in postage (from 57 to 59 cents) and 10% increase in *Bulletins* and inquiry packages mailed (more members & inquiries), we are likely to spend \$1,116 on postage with HST.

The rental more than doubles in the second year ($\$29.95 \times 12 = \359.40), so the extra cost would be over \$350 (including HST). However, the contract is only for 12 months and the meter could be returned at the end of the term if they don't make us a more acceptable offer at that time.

The meter would be kept at Maureen's apartment. I could ask her if it is worth \$100 to her to have a postage meter for a year. (We would reduce our payments to her from \$150 to \$125 per issue.) In addition to speeding up her job, she wouldn't have to go to the post office and buy stamps (part of my delegation of jobs).

Regards;
Jim

	2011	With HST	2012	With HST
Postage costs for 2010 (<i>Bulletin</i>)	788.54		988.04	
Inquiry Packages (65 & \$1.22)	79.30			
Inflation for 2011	3.50%		3.50%	
Increased membership	10.00%		10.00%	
Postage costs next Year	988.04	1,116.48	1,124.88	1,271.11

Pitney Bowes Postage Meter

Rental (2 months free)	149.50	168.94	359.40	406.12
2nd Ink Cartridge	54.95	62.09	54.95	62.09
Postage	988.04	1,116.48	1,124.88	1,271.11
Less free postage	(75.00)	(75.00)		-
Less 5.3% rebate	(48.39)	(48.39)	(59.62)	(59.62)
Total	1,069.09	1,224.12	1,479.61	1,679.71

Increase (Decrease) in costs	81.06	107.64	354.73	408.60
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From: [Jim McIntosh](#)
To: ["OLP_EXEC_Discussions@yahooogroups.com"](#)
Cc: ["Angie Laio"](#); [Liz Horan](#); ["Stephanie Wilson"](#); ["Todd Howe"](#)
Subject: Results from Word on the Street
Date: Tuesday, September 28, 2010 12:13:00 PM

352 people respond to our request – “A penny for your thoughts. Does Government do a good job?”

- 41 – Mostly
- 164 – Some
- 60 – Seldom
- 83 – Rarely
- 4 – Never (they had to ask for this jar)

143 people took the World’s Smallest Political Quiz

24 provided Address and telephone information. I will send them information packages with membership applications.

7 provided only email IDs

I have added 30 emails to our email announcements list. I’ll let you know how many accept.

Thanks to Allen Small for arranging our booth and obtaining volunteers; John Shaw, Angie Laio, Liz Horran, Stephanie Wilson, myself and even Todd Howe with his toddler. We had a great location facing the street with lots of traffic.

The challenge now is to follow up all of these leads and turn as many as possible into members and supporters.

Regards;
Jim