

Meeting convened at Blue Dahlia Cafe at 4:35 PM.

Attending: Joanne Richards, Stewart Snider, Diane Owens, Mike Ignatowski, Teresa Taylor, Dave Rawlins

1) Minutes from Feb. 4th 2012 moved by Stewart, seconded by Diane and approved unanimously.

2) Treasurer's report:

Balance Forward from FY 2011	\$ 330.68
Donations through 3/1/2012	1,713.43
Expenses through 3/1/2012	<u>(1,675.42)</u>
<b>Balance as of 3/1/2012</b>	<b>\$ 368.69</b>

3) Constant Contact Seminar on "Best Practices":

Stewart, Dave and Joanne attended a seminar last week and some of the insights gained were:

- a) Readers make decision in 2 second whether or not to read email message
- b) Must put reason to open message within first four words on Subject line
- c) Message should be 'personal' e.g. sent from person, not an organization
- d) Message should be written in 'first person' to connect to reader
- e) Every message should encourage reader to 'bring a friend' to next event
- f) Constant Contact has 'Event Marketing' feature that costs \$19.95/month

4) 2012 Communications Game Plan and Newsletter:

Tabled for Tanya at next meeting

5) Craig McDonald follow-up:

- a) March 8<sup>th</sup>: Initial Report due from Sunset Commission about Ethics Commission
- b) Mid-March: Plan a Texas-wide email blast from Coffee Party USA select email list inviting people to write to their state reps either to make changes to or to support the recommendations.
- c) April 10<sup>th</sup>: Public hearing for Sunset Review of Ethics Commission

6) Tabled items from February 4<sup>th</sup> Board Meeting:

- a) Promote civil discourse and positive solutions:
  - Mike suggested workshop on 'How to hold civil discussions'
  - Use 'Red Bench' method for encouraging meaningful civil discussions
- b) April 2012: ACLU Religious Freedom / Immigration Reform event
- June 30, 2012 RITA Regional Convention on Human Rights in Austin
- 1Sept. 22-23, 2012 RITA State Convention on Human Rights in Dallas

7) Coffee Party Austin Board Retreat to do list:

- **Mike and Dave:** Design a Coffee Party Austin principles template that we can use to "score" candidates. Mike will contact Coffee Party USA team developing standard report card. Due on Labor Day. Some subjects are:
  - Selective photo ID Bill
  - Dream Act
  - Fair Elections Now Act
  - Sen. Wentworth's bill to create a Redistricting Commission
- **Mike and Dave:** Write two questions that we can ask every candidate in person  
Joanne's question: If elected, will you support reinstatement of Glass-Steigall?
- **Mike:** going to see if his church would allow us to show **Pricele\$\$**
- **Mike:** set up Bill Moyers Discussion Meetup **DONE**
- **Teresa:** agreed to draft wording for Bill Moyers Discussion Meetup - **DONE**
- **Stewart:** to inform us about Sunset Review of Texas Ethics Commission in April
- **Tanya:** Facebook and Twitter postings once/day; **Mike** will repost to his email list

8) 2012 Meeting Dates:

January 7: Brian Roberts, UT Dept of Govt. History of Campaign Finance Regulation.	January 19 Mike Ryan about Austin Move to Amend " <b>Occupy the Courts</b> " protest
February 4: Craig McDonald	February 16 Bill Moyers Discussion Meetup February 3 episode
March 3: Book Club: Winner-Take-All Politics discussion moderated by Ralph Bussard	March 15 Bill Moyers Discussion Meetup January 13 episode
April 14: <b>Messaging for Common Good</b>	April 19 Bill Moyers Discussion Meetup January 27 episode ??
May 5: Linda Curtis-Independent Texans	May 17 Bill Moyers Discussion Meetup
June 2: Book club: <b>Greedy Bastards</b>	June 14 Bill Moyers Discussion Meetup
September 8: Book club discussion:	September 20
October 6	October 18
November 3	November 15
December 1: Book club discussion	

\*Coffee Party Austin Book Club discussion

9) Other Business:

- Joanne will share NPR guidelines for even-handed discussions
- Stewart will contact Ken to ask if he could re-direct his efforts from Freedom Fest to RITA event or Republican and Democratic Parties state conventions
- We need to determine cost of having presence at state conventions
- We need a messaging strategy - devote April 14 meeting at Carver to messaging

10) Adjournment: meeting was adjourned at 6:15 PM