



Veterans For Peace 2012 Board Meeting Minutes

- January 28-29, 2012 Board Meeting
- February 12, 2012 Board Call
- March 19, 2012 Board Call Minutes
- April 14-15, 2012 Board Meeting
- May 23, 2012 Board Call Minutes
- June 18, 2012 Board Call Minutes
- June 25, 2012 Board Call Minutes
- July 16, 2012 Board Minutes
- August 8-9, 2012 Board Minutes
- August 11, 2012 Business Meeting Minutes
- September 17, 2012 Board Minutes
- October 13-14, 2012 Board Meeting
- December 17, 2012 Board Call Minutes

VFP Board Meeting Minutes – San Francisco, CA
January 28-29, 2012

Present: Elliott Adams, Leah Bolger, Ron Dexter, Mike Ferner, Nate Goldshlag, Joey King, Adrienne Kinne, Gene Marx, Camilo Mejia, Michael T. McPhearson, Doug Rawlings, Tammy Severino, Dan Shea, and Matt Southworth

Absent: Cherie Eichholtz and Will Hopkins.

Guests: VFP-69 (Paul Cox, members and guests)

January 28, 2012

Called to order at 0806 PST

Statement of Purpose read

1. Election of Board Officers

Treasurer – Nate Goldshlag; **Secretary** – Gene Marx; **Vice-President** – Doug Rawlings;
President – Leah Bolger. No objections.

2. Weekend meeting agenda finalized; approval of the agenda, unanimous.

3. Development Director Introduction and Report – Tammy Severino

VFP Weaknesses:

- DD has met with several Board members and will meet with the rest over the next several weeks; important to have our perspective of challenges, where we're in agreement, and where compromise is needed for development.
- VFP unique situation, for a national organization the fundraising efforts have been small; active donors, development, email blast donor base are 25% of the names that VFP has so a large hot list is already available.
- Education needs to take place with our data list; some donors loyal, some not.
- From one mailing to the next we have not sent to the same cluster of individuals on data base; need to be consistent; educated on a regular basis.
- VFP has used a small number of vehicles for fundraising – no Board campaign, major gifts, planned giving, corporate campaigns, electronics and texting to give.

Development plan is to develop a three-year strategy for VFP; should be a living, breathing document that's referenced frequently by the development committee and the Board and DD to see if we're on course and target with financial goals. Includes three areas:

1. Working with Board - must be involved with development, a fiduciary responsibility; if the Board doesn't give, why should potential donors? This makes a difference on

foundation proposals. Discussion – Lifetime memberships? (Gene) Considered donations and that would be helpful (Tammy); Travel expenses (Elliott) If it's reported as donation-in-kind, that works (Tammy).

2. Board members being spokespersons for the Organization, develop cultivation of donors; email DD with prospective "asks" – i.e. from social situations, in order to create data list.

Discussion - Refer them to DD to make ask, to not duplicate efforts (Doug/Tammy); Ongoing gifts (Dan), Edits have been made to website for \$100 donations or \$5/month until card expires then reach back; if donors give for 2-3 years they'll give for 7 years; enormous revenue possibility with our data base. Local asks, recurring donors, quarterly options (Adrienne/Mike/Dan).

Doug Zachary should be reinstated to part-time employee at the end of his contract, does well on calls and he should be the person calling lapsed members; Board member thank you calls to regional donors.

3. PR and public affairs are important components to fundraising campaigns, along with the right fundraising vehicles and a Strategic Plan (Board discussion for later). Development Plan will be companion piece.

Easier to make a case today for the real costs of war than ever before, and people will be open to VFP exposing true costs of war. Asking Board to consider how wide of a net we want to cast and how you want DD to move forward with plan.

Development Committee being formed; if Board has recommendations for members, pass them to DD.

Further discussion – DD is strongly behind VFP, particularly from standpoint of being the mother of a son; Assessment model? (Doug) Part strategy and part dollars and cents, DD evaluation (Tammy). Should mission be more succinct? (Leah) Theoretically, yes, but VFP's tagline – exposing true cost of war – sums it up OK (Tammy). Don't discount local efforts (Adrienne).

4. Executive Director Report – Mike Ferner

- January VFP membership numbers reviewed

Discussion – Churn rate needs to be included in monthly report; i.e. a graphic display or measure of new members vs. non-renewing members, gains minus losses (Joey). Mike will coordinate with Virginia. Total overall membership numbers remain fairly flat.

- New Chapter Support Coordinator, Casey Stinemetz – great attitude, background, well-organized, experienced with non-profits, BA degree.

Discussion – Request for job description (Leah); Job description includes inventory of chapters, coordinate programs and strengthen VFP’s membership and expand Chapter membership, maintain an up-to-date list of chapter contacts and contact information, maintain and distribute applications and materials for forming chapters and current charters for new chapters, promote VFP’s toolkits and chapter development including public relations, facilitate news release distribution between local chapters and national office, train members on social media and promote its use, work with communications coordinator, work with Membership Committee etc (Mike/Doug). Need her to be coordinating calls to lapsed members (Nate); Membership will be talking to Casey about that next week (Gene).

- Website usage/hits reviewed.

Discussion included – December 2010/2011 disparity due to December 16th action (Gene), new vs. returning visitors (Tammy), need daily fresh material/headlines (Leah), need a calendar of activities/actions (Doug), will have blog (Mike) etc.

- Budget

Discussion included revenue 2010/2011 comparisons and projection differences, increasing or decreasing membership related items, events line, protected grants, development expenses, subscriptions, E-Tapestry’s *Wealthpoint* subscription (Mike will look into this data-mining tool) etc.

Also discussed - Board travel should not be prohibitive (Doug/Dan/Matt), line item should be increased to \$10 K; increasing revenue projection of \$20 K.

Mike will make adjustments to budget based on our recommendations and this discussion; no need to vote to approve budget until after he makes line item adjustments, tomorrow (Leah).

5. Treasurer’s Report – Nate Goldschlag

- VFP’s in the black – income \$46 K - due to three factors: (1) MoveOn \$25 K donation, (2) Convention profit, and (3) salaries were under budget due to lower ED salary and lack of membership coordinator. Reserve fund? (Doug) \$92 K in savings, but proposal is to increase this amount from the increased income.
- Total revenue \$76 K above 2010, expenses \$20 K less than 2010.
- Higher total assets increased because of 4th quarter increases, fundraising etc
- Total unrestricted funds \$189 K, restricted \$65 K (special projects, Zinn Fund etc)
- Mostly liquid assets, suggests transferring \$30 K from checking to ING long-term savings (better interest).
- Dues were under budgeted, donations over budgeted (i.e. MoveOn donation); net of revenue above budget (\$28 K) due to Convention profit (\$17 K).
- Total revenues \$396 K - \$46 K in black vs. budgeted loss \$34 K.

Discussion – Designate member vs. non-member major donors (Adrienne); not now (Tammy). Tammy needs to increase income from foundations and non-members (Nate).

Conclusion – Good year and main concern for 2012 is getting \$30 K grant.

Lunch break - 1130 PST

Call to order at 1240 PST

Tammy Severino leaving meeting at 1241 PST.

6. Strategic Planning Session – Michael T. McPhearson

Process:

1. What is the reason why we are looking at a change model?
2. The Board has to think about that (models) as we develop a Strategic Plan.
3. We'll be looking at language – goals, objectives, strategy, and tactics. So at least when we talk about them we'll be on the same page.
4. The Board will go back and talk about VFP goals and strategic objectives – begin the process, look at activities.
5. Is there a pattern or narrative that's already present that supports those goals?
6. Prioritizing – how do we support the narrative and work, i.e. what the chapters are already doing.

Review:

What we need to do, why a Strategic Plan:

- 1. Fundraising**
- 2. Narrow our focus**
- 3. Make sure everything we do supports our mission**
- 4. To achieve our goals by using strategies, instead of using tactics as strategies**
- 5. Create our VFP narrative**

*These will provide us with an “elevator speech”.

What is a Strategic Plan - a road map that describes how we plan to execute our chosen strategy; Board responsibility.

What it is not – a development plan, a case statement, a campaign, and ever completely done.

What do we need to accomplish?

- Quickly develop a plan to focus our organization and fundraising
- Be wary of top down planning and follow the lead of chapters and members.
- Ask ourselves hard and long term questions about how we do our work

- Create an advisory committee or advisory board to look at VFP through a critical long term lens examine philosophical, statement of purpose and approach to change questions; do the research the Board doesn't have the time to do.
- Strategic plan must have 3-5 year horizon and be flexible.
- Provide several opportunities for discussion and input
- Stay committed as a Board

What will it help us do?

- Communicates our strategy to our members
- Build on our unique position and privilege as veterans to move our mission forward
- Prioritizes our financial needs
- Provides focus and direction to move from plan to action
- Help provide the elevator speech

Strategic Planning Process (handout)

What have we done thus far?

- Brain stormed a list of VFP activities
- Categorized activities etc
- Discussed the process of change and the role VFP is playing in that process
- Internal and external review of VFP – is there an evident strategic approach to our work? Are we *reactive* or are we actually doing things to support our mission/goal?

Possible areas of synergy (handout)

An alternative list of activity foci (handout)

***This is how far we have gotten thus far.**

Bill Moyer's *Movement Action Plan* exercise – Elliott Adams

Eight Stages of the Process of Social Movement Success –

<http://www.historyisaweapon.com/defcon1/moyermap.html>

This is a *process*, one way to get to change.

Discussion – How does this relate to our organization? Goal of abolishing war (Adrienne); change public and world perceptions (Dan/Adrienne); alternative to spending money on war, cutting spending on military, VFP role (real cuts) of show alternatives (Michael); differentiate between imperialist wars and a different design model (Doug). We haven't identified anything that specific as an objective (Michael). We have to empower people with the truth (Dan). People have the power to create the change, we need to motivate them (Elliott).

Language Discussion

- Goals – Five goals in Statement of Purpose

- Objectives
- Strategy
- Tactics
- Campaigns

*Sports analogy as an example – basketball game.

Discussion includes: These are a series of collectives leading to an ultimate goal or mission, which never changes, to *abolish war* – the ultimate mission or goal; you’re not trying to differentiate from our goal or mission are you? (Gene). In our statement of purpose we have 5 goals, one of them to *abolish war*; that’s what we need to look at (Michael). VFP has many goals, what’s our *supreme goal*? (Adrienne). I thought if we would accomplish the first four we would abolish war; had a feeling we should rewrite the statement of purpose; have to support other four, part of our Statement of Purpose; advisory board can take this on (Michael). Matter of emphasis (Joey). If the Board decides that, but no time to do that now (Michael). Comparison with original Statement of Purpose from *First 10 Years* (Joey).

VFP Goals vs. Objectives

What are our strategic objectives to meet goals?

Two types of Objectives:

- Strategic Program objectives (SPO) – support Statement of Purpose
- Strategic Organizational *Capacity* objectives (OC) – i.e. Communications person, increase membership, staff involvement

The more VFP goals support an objective, the more strategic it is.

Break for 15 minutes at 1430 PST.

Long and Short Term

For Example: Goal – End the Arms Race

Objective

– Reduce US Spending on Weapons (usually 3 strategies)

Campaign (consists of “tactics”)

- Demonstrations/Lobby
- Civil Disobedience

Strategic Objective of Abolishing War

Brainstorming session of things we need to change to get there (abolishing war).

Reduce militarism to support human needs (B)

Exposing the true cost of war/human and economic **B**

Changing the culture to cooperative and sustainable **C**

- Moral effectiveness, legality, economic, change perception

Economical cost **B**

Encouraging non-violence **D**

Public relations/exposure of VFP

Racism/sexism/homophobia (isms) **D**

Intolerance (other) **D**

- End corporate personhood

End poverty **C**

WPA program **C**

What it means to be patriotic **A**

Loss of liberty **B (A)**

- Develop relationships with people who control the levers of government and corporations **E**

Develop ally relationships **E**

Changing the meaning of American exceptionalism **A**

Fighting nationalism **A**

Weapons to Plowshares – economic conversion/transition **C**

Green economy transition **C**

Recruiting full disclosure **F**

Perception of military service **A**

Deny military recruits **F**

Exposing military sexual trauma **F**

Effects of war on public health – domestic and international Vets and their families **B**

Veterans benefits – costs, access **B**

Growing “war lite” mentality (shift)

Veterans’ rights

Nuclear weapons undermine US legitimacy

Change understanding of national security

Energy security

- End of January Strategic Planning Session

Break for 15 minutes at 1430 PST.

Long and Short Term Strategic Objectives

For Example: Goal – End the Arms Race

Objective

– Reduce US Spending on Weapons (usually 3 strategies)

Campaign (consists of “tactics” - umbrella term)

- Demonstrations/Lobbying

- Civil Disobedience

Strategic Objectives of Abolishing War

**Brainstorming Session of Things We Need to Do or Change to Get There (Abolishing War) – To
Develop Strategic Objectives.**

Reduce militarism to support human needs B

Exposing the true cost of war/human and economic B

Changing the culture to cooperative and sustainable C

- **Moral effectiveness, legality, economic, change perception**

Economical costs B

Encouraging non-violence D

Public relations/exposure of VFP

Racism/sexism/homophobia (isms) D

Intolerance (There would be no war if there was no “other”.) D

- **End corporate personhood**

End poverty C

WPA program C

What it means to be patriotic A

Loss of liberty (i.e. When you give up liberty for security you lose both; cost of war.) B (A)

- **Develop relationships with people who control the levers of government and corporations E**

Develop ally relationships, including international relationships E

Changing the meaning of American exceptionalism A

Fighting nationalism A

***Weapons to Plowshares* – economic conversion/transition C**

Green economy transition C

Recruitment with full disclosure F

Perception of military service A

Deny military recruits F

Exposing military sexual trauma F

Effects of war on public health – domestic and international Veterans and their families B

Veterans benefits – costs, access B

Growing “war lite” mentality (shift) – making our arguments harder to make

Veterans rights

Nuclear weapons undermine US legitimacy

Change understanding (perception) of national security – i.e. begins at home with jobs, healthy economy etc...tactics under campaigns.

Energy security

*Brainstorming ended with filtering (Using **A, B, C, D, E, F**) – what items are similar (can be combined) and what items are being done by others.

- **Stand alone items, not necessarily VFP issues.**

At this point Michael will put them in a form - combine Bs and Cs etc – so the Board can look at them again and make sure that we agree. Then we’ll see what we can eliminate. Take a look at these before next conference call, and we can eliminate or focus on together. It’s not that these things shouldn’t be done, but VFP has limited resources. We have to prioritize.

End of January Strategic Planning Session

7. Howard Zinn Fund - Michael

Motion to approve Zinn Fund proposal as is (Nate), seconded (Joey).

Discussion: Zinn Fund Committee met several times, and most of the proposal members agree with. If we approve it today we can move forward and it doesn't preclude us from amending it; WG members can go to their Chapters for now, until we change that in the next 3 or 4 months. It wouldn't be a good idea to change it now, without it going through the committee or consulting members; go back later to the committee with recommendations (Michael). Most of the applications are going to be through chapters; pass it and see what happens (Nate).

Motion to call the question on discussion of Zinn Fund Process approval, approved unanimously.

Motion to approve Zinn Fund Process, approved unanimously.

A Zinn Fund application committee will be approved to review applications; committee members to be solicited by email and eblast.

8. Will Hopkins Resignation – Replacement Discussion

Leah will approach recommended replacement candidate(s).

9. ED Election Influence – Elliott Adams

Submitted for approval and adoption:

Policy on ED Role in Board Elections

The ED is the employee of the Board, it would be unhealthy for the organization to allow the ED to try to effect the election of their own supervisor. Therefore it is the policy of the Board of Directors that the Executive Director will take no role in the election of Directors. Violation of this can be grounds for dismissal.

Discussion: Language is strident (Leah); Suggestion for change to include "for reprimand" (Matt); be careful not to overreact (Michael); "will not take an active role" to replace "will take no roll" (Matt).

Language change – "Will not take an active role in the election of Directors. Violation of this can be grounds for reprimand or dismissal."

Motion to call the question, passed 6-3.

Motion to pass language change (above), passed 6-3.

Motion to adjourn, passed unanimously.

Adjourned at 1752 PST.

January 29, 2012

Present: Elliott Adams, Leah Bolger, Ron Dexter, Mike Ferner, Nate Goldshlag, Joey King, Adrienne Kinne, Gene Marx, Camilo Mejia, Michael T. McPhearson, Doug Rawlings, Tammy Severino, Dan Shea, and Matt Southworth

Absent: Cherie Eichholtz and Will Hopkins.

Guests: VFP-69 (Paul Cox, members and guests)

Called to order at 0805 EDT

10. Golden Rule – Mike Ferner

VFP-22's Fredy Champaign is applying for National Project status for the restoration and display of a late '50s ketch to take around for VFP PR, SFO America's Cup next year; voting to approve, and it will be easier to raise money; electronic solicitations make it easier for VFP to assist projects to raise money and 8.5% on any money that comes in goes to VFP.

Discussion: Not a priority for VFP, it's their chapter project? (Leah) Correct, no money other than what is raised; it'll be a General Fund revenue (Mike). Special Projects vs. National Projects how have these names been streamlined? (Joey). Leah and I cleared that up, now National Projects is the term and some have been grandfathered in, with the rest going through this application process; Board still needs to address the Agent Orange Campaign; none have these projects have paid anything because we didn't have a policy, but now we do (Mike). AO is not a VFP project (Nate). What's status of the infighting on this project, before we approve this? (Nate) Everything's cleared up, now (Mike/Gene). How does the 8.5% work, does it go to us/them, what? (Dan) Donate page set up on website, VFP sends the money to their special account less 8.5% (Mike).

Motion to approve Golden Rule as a National Project (Nate), seconded (Dan), passed unanimously.

11. ED Search Report – Leah Bolger

Search team, comprised of Leah (Chair), Bill Collins, and Doug Rawlings, received over 40 applications. Chair reviewed each for veteran status, then forwarded cover letters and résumés to search team to evaluate. After these assessments, the team had a conference call and developed questionnaires for applicants that had made the cut; after getting questionnaires back, the team conferred again and set up phone interviews with the top five finalists, after verifying references and DD-214's. The team conferred again after these interviews, which resulted in four top candidates – Jonathan Hutto, Gregory Baker, Cherie Eichholtz, and Mike Reid. Hutto of *Appeal for Redress* top choice – natural leader, president of Howard student body, elected official on community board, membership outreach coordinator with Amnesty International, and worked with ACLU, and author of *Anti-war Soldier*; lot of contacts, with donors etc; lives in DC but willing to relocate and distinctly fit our

criteria. Baker needs \$75 K to work for VFP, Cherie can't relocate, and Reid lives in STL, but not top choice. It was the unanimous opinion of search committee to bring Jonathan Hutto to STL and have him meet the staff, and if anyone is satisfied, offer him the position.

Discussion centered around whether or not the whole Board should be involved in interviewing the finalists and when (at an earlier than regularly scheduled Board meeting in STL or sooner); consensus was that the Board should be allowed to interview the finalists, and sooner rather than later.

Motion made to accept the Search Committee's four finalists passed unanimously.

Additional discussion focused on ED salary, benefits, qualifications; location of meeting and when (at a Board meeting the last of March or earlier at a special meeting in STL); and on Mike's preference for a replacement sooner rather than later.

Motion made to call the question (Dan) passed unanimously.

Motion made to interview the finalists at a regular full Board meeting between February 18 and early March (Nate) failed.

Additional discussion included an alternative plan proposed by Matt to allow 4 Board members to interview the candidates in STL, with a follow-up full Board call to decide on finalist.

Motion made for a minimum of four Board members to interview the candidates on either the weekend of February 18-19 or February 25-26, with a follow-up full Board call to decide on the finalist with a majority vote (Matt), and seconded (Adrienne) passed with one abstention.

Seven Board members are available on February 18-19 and five on February 25-26. Leah called the candidates, and all four candidates have responded that they can come to STL for the interviews the weekend of February 18th (Leah).

12. Membership Report, with International Chapter Discussion

Under old business - Two VFP chapters, Eugene and Boise, are undergoing reorganization. Eugene wants to move to a consensus governance rather than hierarchy of officers, and Boise should be viable in a couple of months; Reno/Tahoe area is going through rechartering; corrections/amendments being made to *New Chapter Toolkit* on website Resource page.

New business – Discussions have taken place with new Chapter Support Coordinator Casey Stinemetz, developing chapter outreach summary featuring pitfalls and accomplishments.

Discussion of International Chapters was extensive – VFP history, pros and cons; Membership contacts made with VFP UK through VFP-61's Barry Ladendorf; and possible Full Membership By-Law change proposal. Feedback from Board was extensive and ranged from enthusiastically supportive or favorable to unfavorable/problematic. A majority of Board commenters favored going forward with international chapter proposal.

Motion made and seconded to task Gene Marx to come up with forming a proposed structure to make International membership and chapters possible, passed unanimously.

Joey King leaving meeting at 1030 PST.

13. Budget – Mike Ferner

Discussion included recommended line changes from previous day.

Motion made and seconded to approve budget, passed unanimously.

14. Veterans Day National Committee

Discussion: There is no budget for it and it's a bad idea (Nate). Not a bad idea and people are willing to serve, minimal cost; every group is an Associate Member except for a small group; we should get VFP's point of view to a wider audience and some members may not be pro-war; not necessarily guilty by association (Doug). Agree with Doug; critically important to move policy agendas forward, to work with people you don't agree with (Matt).

Half of the organizations are members and the rest associates, American Legion and VFW are members, there's a distinction; purpose and platform is to "encourage the maintenance of an honorable peace while maintaining military readiness to deter aggression etc" is contrary to VFP's statement of purpose (Adrienne). Agree with Doug, took awhile to get accepted by these organizations in Santa Monica, but as these last 2 wars dragged on they started to listen (Ron).

These organizations have taken that holiday and turned it into something just shy of an orgasm for militarism; our chapter works with these organizations locally and they seem to be accommodating VFP and it should be the other way around (Gene). Strongly oppose, Ron, you've been dealing with rank and file and that's OK if you can talk; these are the bigwigs of these organizations and the American Legion has never seen a war it didn't like; it would require that the ED go to 3 meetings a year, expensive; VFP promotes Armistice Day, a day of peace (Nate). Worthwhile endeavor, Herb Hoffman supports it/great credentials, and could be a test case (Doug).

Local associations are OK, but this associates every VFP member with VDNC and ideals contrary to our organization (Adrienne). VFP would have to apply, may not get accepted; opposed to it, not part of VFP mission statement to celebrate Veterans Day; no voting privileges, so chance of affecting change is nil; if they turned us down we could politicize it (Leah). Great opportunity; I could go to the meetings in DC (Matt). Sometime we need to be in places where we don't feel comfortable, to help these people learn something (Michael). This is a chapter initiative (3 chapters), shouldn't discount it (Doug). The American Legion connection has worked for VFP-69; I've gotten respect and participate in keeping this building safe for veterans, taken 10 years (Paul Cox). Entire membership should have a chance to weigh in; can't support it (Dan).

Motion to accept proposal to apply for associate VDNC membership failed.

Some members of the Board felt that this might not be the right forum to decide this issue; a wider discussion might be more appropriate. The Board President will respond to the members that petitioned the Board to act on this proposal.

Returned from break at 1125 PST

15. 2012 Convention Report – Doug Rawlings

Highlights – Hotel contract signed; website has been updated; speakers Alice Walker and Father Roy Bourgeois confirmed; call for workshop proposals to go out in a couple of weeks; Nate helping with financials; registration and table fees agreed upon; room rate \$112/night; checking on nearby churches and offsite activities. Considering 5-6 day tour of Haiti or Cuba; Minister of Foreign Affairs Alarcon has agreed a Skype appearance at a plenary and might be our host in Cuba.

National Committee consists of Leah (Chair), Nate, Mike, Marion Ward, Camilo, Shelley Rocket and Patrick McCann. Timeline looks good at this point.

Theme “War and Peace in the Global South” discussed; agreed that theme should be centered on Latin America.

Motion that Convention theme should be centered on Latin America passed unanimously.

SFO not good for 2013 because of America’s Cup in Bay Area – other sites discussed included Denver, Santa Fe, Chicago, Nashville, Albuquerque, Boston, San Diego, Los Angeles, New York, Philadelphia.

Leah will put out an email to this list of Chapters to consider hosting, see if anyone is interested; and Mike will put out an eblast inquiry. Mike will also research possibility of biannual Convention.

16. New Priorities Network - Leah

Overview – Working on strategy plans for 2012; pushing Bring Our War Dollars Home resolutions; bird-dogging; wants to make war funding an issue during an election year. Can VFP work on and support this initiative/grassroots work, encouraging our members to participate? Respond to the NPN survey now, and ask for someone to do the work.

Discussion – Who’s going to do the work? (Doug). This will require a different sort of extensive mobilization and staff involvement. (Mike). Legislative focus, NPN has a lot of resources for chapters to use; to what extent do we want to be part of it (Michael). Chapters are engaged in the *How Is the War Economy Working for You?* so we can advise NPN that we’re already taking part (Gene). Don’t feel comfortable with trying to sign on to this when VFP should be working on strategic planning (Adrienne).

Survey would short-circuit the planning process; this isn't the best way to organize; need something more qualitative for our members (Mike). Coalitions like this become reporting functions, we need leadership; not a good use of time (Matt). Need to take advantage of this structure (Leah). Checking *Other* will say we support it and will get the word out (Doug). We already do the collaboration locally with these organizations, no additional resources need to be committed (Adrienne). Could send out more eblasts and website links in support, shouldn't add additional capacity (Michael). Put a link on the VFP website (Dan).

Board consensus is to not participate in NPN survey now.

17. UNAC Convention – Leah

Overview of report Leah sent to Board – Encourages Board members to attend Convention March 23-25, in Stamford, CN.

18. VPT Statement by Chapter 009

Board response to VPT statement by Chapter 009 approved, unanimously.

Leah will forward Board response.

19. Communications Committee Report

Discussion - Updating Shelly's database and collaborating with allies to jointly maintain media lists etc. Who's responsible? (Leah) There are services that provide these services; and don't support paying for statements (Nate). Committee came up with alternate process, compensation for statements that are timely; how often do we do it anyway; use committee outline as a starting point (Michael). Looks like a plan for the new ED to deal with; ED can look at this and report to Board (Doug). Writers pool might work in the meantime; differentiate between white papers and timely statements (Leah).

Modest compensation will be helpful/more reliable, can put a pool together (Mike). Bylines on blogs vs. VFP statements should be differentiated (Leah). ED and President collaborated in past (Mike), but can't take up the time of new ED and President (Michael). Compensation for statements is wrong, Board responsibility; Board has been elected to represent members, shouldn't be paying others to do the work (Camilo). Board is still responsible for content (Michael). Every time I see an email from someone that says, "Where's our statement?" the first thing I think is, "Well, write the gd thing." We've got a great pool here – send it to the Board and start the process (Gene).

An advisory board would be useful, they're not that simple (Dan). This is not rocket science; we have the expertise and accountability of Board for a three paragraph statement; just need leadership (Gene). ExCom could be used or create a Board committee (Camilo). It's a staff function, won't be fast or reliable; maybe 2 or 3 Board people be final word (Mike).

Consensus reached that Communications Committee will be formed and Camilo will be chairperson, using the initial Communications Outline as a starting point. Communications committee will create pool of contributors for statements.

20. Committee Assignments

Membership – Gene/Adrienne; **Development** – Nate/Dan/Doug; **Personnel** – Michael/Adrienne; **Nominations** - pending; **Communications** – Camilo/Ron; **Awards** - Matt; **Resolutions** - pending; **Convention** – Leah, Nate, Doug, Camilo, Mike, Marion Ward, Shelly, Pmac; **Working Groups Coordinator** - pending; **Programs and National Projects** - pending; **Representative for NPN and UNAC** – pending; **Executive Committee** – Leah, Doug, Gene, Nate.

President will send out the list of current committee assignments with a request for volunteers.

Policy clarification - Committees, chairs and members are appointed by President; just so lines of authority are clear (Mike). Chair doesn't have to be a Board member; committee members have tried in the past to elect a Chair, but President decides that (Michael).

21. NATO/G-8 Demonstration – Leah

Overview – Peoples Summit a week before march (May 13th) (Nate).

Michael will get information for tour and planning; 300 person Peace Action event in planning stages (Matt); support/tie-in to march on May 19th (May 19th).

Chicago won't work for next Board meeting.

22. Next Board Meeting

Motion for April 14-15 meeting in Washington DC passed, unanimous.

23. Board Call/Meeting Times

Board Calls – 3rd Monday, 8:30 Eastern (5:30 Pacific); Executive Committee Calls – 2nd and 4th Wednesdays, 7:00 Eastern (4 Pacific)

24. Ron Dexter Remarks

War with Iran getting pumped up, VFP needs clear elevator speech to counter; wordsmithing is crucial (cites Frank Luntz); Arlington West reaches people, now changing focus – i.e. Iran next. Presented examples of messaging - new logos, slogans, badges, tee shirts, and bumper stickers.

Suggestion – Send these files around on VFP lists (Nate). I'll be sending other thoughts around to individual Board members, rather than using list serves (Ron). Try using PrintMojo (Adrienne).

Adjourned at 1430 PST

Gene Marx, Secretary

VFP Board Call Minutes
February 20, 2012

Present: Leah Bolger, Ron Dexter, Mike Ferner, Nate Goldshlag, Gene Marx, Camilo Mejia, Michael T. McPhearson, Doug Rawlings, and Dan Shea

Absent: Cherie Eichholz, Adrienne Kinne, Mike Reid, Tammy Severino, Matt Southworth, and Joey King (will be on late)

Call to Order: 1734 PST

1. Approval of January Board Meeting Minutes – Gene Marx
Motion to approve passed, unanimous.

2. ED Report – Mike Ferner

- The new ED Mike Reid started work today, went through orientation, and participated in an all-day staff meeting; very impressed.
- Notice went out for Convention workshop proposals to be accepted March 1; April 1 the first deadline, May 1 for decisions to be made; still waiting on hotel incidentals from local committee, e.g. meal choices etc, before registration can go on site. Still looking at ad sales and by March 1 finalizing the speakers, and for the local committee to come up with a budget (Doug).
- Theme – Liberating the Americas: Lessons from Latin America and the Caribbean (Doug).

Discussion and Q & A: ETA on new website? (Leah) NLT the end of March (Mike). Update us on Tammy (Leah). DD just finished the 1st quarter appeal with ED; checking out other mail houses; sorting out with Virginia the recipients, evaluating the point of diminishing returns for how far back we go (i.e. those who have contributed when – last 2 years, 3 years). Schedule for the quarterly mail outs, second month of the quarter? (Leah) Goal was to get it out by the end of February, working on an email schedule (Mike). Email appeal this month? (Nate) This month, letter from Mike Ferner (Mike). It would be helpful for the Board to have a plan developed by the DD and ED for these (Michael). Development Committee will be talking about this sort of thing this Thursday (Nate). Could Tammy send a reminder to BoD members regarding the importance of 100% Board participation as donors – for grant requests? (Doug). President has checked into it; likely have the 100% already, taking into consideration lifetime memberships and in-kind donations (Leah).

3. Treasurer Report – Nate Goldshlag

Numbers are good:

- Every category of dues is running above budget – more than \$57 K

- Non-member donations significantly above budget – over \$6 K
- Grants and foundations – nearly \$7 K above budget
- Total revenue almost \$12 K above budget
- Expenses more than \$16 K below budget (under salaries, one pay period pushed back into 2011 and this should reverse itself in a couple of months; and health insurance below budget because one month wasn't paid)
- Income minus operations – almost \$48 K, \$28 K above budget

Discussion/Q&A: Mike Reid's healthcare, did you talk about that? (Mike) Job offer was \$55 K, hadn't talked to him about that (Leah). Budget reflects his health insurance; need to clarify (Nate). We did budget Colbert and Craig's List for January at \$30 K (Nate).

4. Membership – Gene Marx

- **Renaming of Broome County VFP Chapter 090 after deceased Lifetime member Stuart Naismith; motion to approve passed, unanimously.**
- Rogue Valley, OR (VFP-156) and Auburn, ME (VFP-001) will also be requesting approvals for name changes.
- No contact yet with Iraq veteran Mike McCarthy regarding RI charter; he hasn't returned our calls.
- International Chapter work getting underway; plan to be working with Barry Ladendorf and Ben Griffin of VFP UK.

5. Nomination of New Board Member Gerry Condon

Discussion included: Question the process used – no questionnaire, no Board recurring donor or fundraising requirement discussion (Nate). These are not requirements (Leah). The Board needs additional discussion of what is mandatory; might need to discuss a process before we vote (Michael). Elliott's nomination of me was informal; some precedent had been set (Doug). Elliott and Mike had given previous nominees questionnaires, 100% donor participation important (Nate). Mike had filled vacancies by having candidates fill out questionnaires, not since; Gerry's aware of the responsibilities; no requirement to fill out form (Leah). Highly recommend/endorse Gerry (Dan/Gene).

Motion to approve Gerry Condon's nomination for the Board passed, unanimously.

6. Committee Assignments - Leah

Discussion: Cherie Eichholtz agreed to return to the Board and to chair the Nominations Committee and serve on the Awards Committee with Matt Southworth; need to fill out all committees before I can assign 4 or more members a single committee.

Committee assignments:

Executive – Leah Bolger, Doug Rawlings, Nate Goldschlag, Gene Marx, ED Mike Reid
Personnel – Michael McPhearson (Chair) and Adrienne Kinne and one non-Board member;
Awards – Matt Southworth (Chair) and Cherie Eichholtz and one non-Board member;
Convention – Leah Bolger, ED, Mike Ferner, Doug Rawlings, Camilo Mejia, Nate Goldschlag, P-Mac, Sam Feldman;
Newsletter – Leah, Chuck Rossi (Editor), ED Mike Reid
Nominations – Cherie (Chair), Mike Ferner
Membership – Gene Marx (Chair), Adrienne, Casey Stinemetz, Ed Flaherty, Barry Ladendorf (Leah will contact), and Gene will advise Prez of recruitments;
Development – Nate (Chair), Leah, Doug Zachary, Virginia Rodino, Tammy Severino, Ken Mayer, Matt Southworth
Resolutions – Bob Kryzinski (Chair), Sam Feldman, Ellen Barfield (will verify that she wants to continue), Dan Shea
Communications – Camilo (Chair), Ron Dexter, and suggested non-Board members (Eduardo Cohen, Michael Uhl, Angela Hines of VFP-72, John Grant, Paul Cox)

Matt Southworth joined call at 1822 PST.

By-Laws – Adrienne (Chair), Dave Wiley (Leah will contact)
Zinn Fund – Myla Kabat-Zinn, Ken Barger (Chair), Greg Ross, Lincoln Grahlf, Nadine Walther Doug Rawlings (Board liaison)
Working Groups Coordinator – Gerry Condon
Strategic Planning – Michael
NPN and UNAC Liaison –
Could liaison be the ED? (Yes) And could you put the word out for volunteers? (Doug)
Could do that (Leah).

Discussion includes - Staff serving on committee, policy? (Mike) It makes sense for Tammy to be serving on Development and Casey on Membership (Michael/Leah). What's our connection in World without War coalition? (Matt) Wasn't sure we were affiliated with W w/o W (Leah); **Matt will serve as contact.**

7. Town Hall Webinars – Leah

Prez plans to start holding webinars maybe once a month; ExCom or Board member updates and open them up for a membership Q and A. Shelly could look into logistics of GoToMeeting and WebEx.

Discussion includes – Shelly has contacted both and hasn't heard back from one of them (Mike). Like the idea and suggest that the first webinar be used to meet the new ED, and listen to outgoing ED (Doug). Talk to Ken Mayers about WebEx (Nate). When Shelly looks into it we'll work on the best time and date; like to do it as soon as possible. Costs involved (Dan). No cost to callers; three different plans – GoToTraining/Webinar/Meeting; GoToWebinar is \$84/mo, with first month free; don't know anything about WebEx (Leah).

8. Strategic Planning - Leah

Discussion: I was thinking of polling the members for their ideas on priorities; what do you think, Michael? (Leah) Good plan, include it on first webinar (Michael). Electronic surveys OK (Leah); Michael can help president develop a survey after this week, working on Strategic Plan until then (Michael).

9. Email Voting – Nate

Email voting is a bad idea; unless it involves an emergency the issue can be put off until the next Board call; never worked in the past, emails get lost and can't follow discussion or discussion doesn't take place (Nate). **Motion made to put off votes until next Board, unless it's an emergency.**

Discussion – What if it's not an emergency, just something that needed a timely response and shouldn't wait until next call? (Gene) If ExCom vote is 3 to 2, issue should be referred to Board; 3-2 votes are rare on ExCom; the President would have to decide if it's an emergency (Nate). Agree with Nate; if something warrants immediate action then ExCom can call for an immediate full Board conference call (Doug). There's too much email, need to come up with a system; symptom of broader problem (Matt). Disagree with Nate, this Board hasn't tried it; willing to give email voting a try for a couple of months more (Joey). Shouldn't do it if we don't have to, but shouldn't restrict ourselves (Michael). A policy isn't necessary because I can see that there might be something that is time sensitive; might consider using keywords in subject, like *Action*, *Urgent*, *Time Sensitive* or *Endorsement*; try not to reply to everyone if it isn't necessary (Leah). Specific list for Board emails, not opposed to it; sometimes it's better to have hard copy (Dan). **Motion is withdrawn.**

10. Iran – Leah

I'm working on a task force to create a campaign for a VFP Call to Action; wrote a statement and petition coming out tomorrow. Group on call included Ray McGovern, Michael T, Ron Dexter, Ed Flaherty, Farad Assad. Farad forwarded a petition for release of Green Party prisoners; group discussed getting support from VFP members to support this petition.

Discussion on task force call became focused on two different issues – the Green Revolution or War with Iran; wanted Board to discuss VFP action. Ray McGovern wrote a great piece, "Memorandum to President Obama from Veterans For Peace"; he'd like to get it published.

Discussion included: What you want to have sent out is headline saying "Join Veterans for Peace in Saying No War/No Sanctions: Stop Threatening Iran", it's fairly concise, but it's not Ray's (Mike). Ray's isn't a call to action to our members, too lengthy for that; it would come out in a couple of days (Leah). Board needs to be clear on what the Green Party demands are and consistent on VFP demands; disputed origins (Michael). If we put out an action alert, what action, and how? (Matt) Add their names to the statement, collect them (maybe with other

groups), deliver them but not to Congressional types, not effective; data base collection (Leah). Delivering signatures is a lot of work, better have a plan; payoff is minimal and they're low on influence (Matt). Good issue to put out an email blast to contacts Reps (Mike). Roll out an action a week (Leah). VFP might be able to use an FNCL action alert, with a name sharing arrangement; I'd have to check (Matt). Package to White House? (Mike). WH is 3 months behind on emails; need a more focused approach, standard action alert referencing six members of Congress that are on the fence and strategically deliver them; petitions are useless unless complete contact info is collected (Matt).

Important to do this so chapters know VFP is doing something; what about collecting names for page or open letter to editor in NY Times? (Doug). Expensive, costly; didn't think we were geared up for Congress (Leah). Can't say we won't do it because it's expensive, this is a campaign (Michael). Local newspaper actions/ads might work for local chapters (Leah).

Shorter statement can go as a sample letter to Congressperson, as well as petition (Mike). Would a callout for x amount of signatures in x amount of time work? (Gene) Best to take a stand in first action, then contact member of Congress in second action or continually deliver them signatures; gives us flexibility; everything's scanned anyway (letters, emails etc) (Matt).

Matt will work with Leah on "Call to Action" statement/petition; determine how to strategically deliver them. Farah and Ray will wordsmith *Memo to President*; with VFP byline – to follow-up with weekly actions.

Fuller discussions needed later on what VFP is going to do, i.e. nuclear free zone in Middle East. (Michael).

Too late to continue with rest of agenda.

Proposal for next conference call for Board to discuss one or two email topics from chapters, then respond to them in discussion; support them or not support them (Dan). What's recurrent theme; good idea (Doug). It's the Board's responsibility to bring these things up (Michael).

Motion to adjourn passed unanimously at 1953 PST.

Gene Marx, Secretary

VFP Board Call Minutes
March 19, 2012

Present: Leah Bolger, Ron Dexter, Cherie Eichholz, Nate Goldshlag, Adrienne Kinne, Gene Marx, Doug Rawlings, and Mike Reid

Absent: Gerry Condon, Camilo Mejia, Michael T. McPhearson, Tammy Severino, Dan Shea, Matt Southworth, and Joey King (will be on late)

Call to Order: 1737 PDT

1. Approval of February Board Meeting Minutes – Gene Marx
Motion to approve passed, unanimous.

Policy Directive Revision 14 now current. Policy amendments have been incorporated in this version.

ED Report was postponed due to Mike Reid tending to his mother in a hospital.
Mike Reid joined call at 1742 and left call at 1743 PST.

2. Treasurer's Report – Nate Goldshlag

- Dues to date running about \$5 K above budget
- Donations significantly below budget for the month (member donations \$5 K below), but for the year so far about \$1,000 above budget.
- Revenues and expenses, better than it looks because money was moved from the 20% of Zinn Fund has been moved into our account (\$7,859), but didn't get counted in February (it will be counted in March). How much do we have to spend from the Zinn Fund this year? (Doug) 10% of the balance remaining (about \$3,100).
- Total Revenues for the year so far are about \$1,200 above budget.
- Total Expenses for the month are about \$4 K above budget; for the year about \$11 K below budget; fundraising expenses were high because of the appeal mailing.
- Income minus Operations above budget by about \$12 K (actually better than that by around \$5 K as discussed earlier).

Discussion and Q & A: Newsletter expense discrepancies and grant total (Cherie). Nate will check with Virginia next week on newsletter and about \$32 K in grants. Health and liability insurance questions (Leah). We haven't caught up with the budgeted numbers yet (\$5 K for the year but 0 for 1st three months). Why is health insurance double what we budgeted? (Leah) Probably a double payment (Nate).

3. Membership Report – Gene Marx

Membership Committee met on March 7th and discussed a variety of items:

- International Charters – Integral process and for now the concentration will be on the mechanics, i.e. proposing by-law changes that will enable international groups to petition for charters; Barry Ladendorf is working on a draft of the proposal and we should have that this week. VFP UK will be our focus as a test model; we'll be submitting a workshop proposal for the international issue.

VFP UK has scheduled its official launch on April 9 – Barry Ladendorf and Gerry Condon will be attending. Have they applied for a charter? (Doug) They don't have that option yet, according to the by-laws (Gene). Any outreach to group in El Salvador? (Joey) No attempts yet, have contact info (Gene). No reply from El Salvador website contact (Camilo).

- Homeless Veteran recruitment – Barry and committee didn't see this Mike Ferner proposal as a problem, but VFP needs to be selective, and it should be a longer Board discussion in April.
- Florida and New Chapter Distribution
- Virtual Chapters – Idea from Joey, but the committee felt that we have WGs that serve this purpose. Also VFP is not up-to-date with social media; a WG could use this media later.
- Membership will meet once a month.

Discussion: New chapters and how are membership numbers? (Doug) Two chapters in Florida going through initial stages, Lakeland and Tampa, and membership numbers seem to be status quo.

4. Convention Update – Doug Rawlings

Things are going well, but a concern is selling ads for the program booklet; Mike Reid is working on some national leads for ads for the booklet.

Still looking at the possibility of a plenary for International, but hesitant to finance the UK participant's travel unless we get a huge amount of money to work with; at least a workshop for international chapters; and the trip to Haiti is setup; forty attendees registered so far; workshop proposal deadline extended to May 1 and the applicants will be notified by May 15.

Discussion included – Local chapter needs to step up (Nate). Bob K would like to open receiving date for resolutions to April 6 (Leah). Does that include by-law proposals? (Gene) Committee can set up own time-line for By-Law changes and it will be posted on website (Leah). By-Law and Resolution changes have to come out early enough for members to be able to read and consider them (Nate/Gene). Let's keep June 6 for both so there will be no confusion (Leah). Is there a standard format for by-laws? (Adrienne) Format and protocol is still the same (Gene/Nate). Check with Dave Wylie (Gene).

Local Miami planners need to get more involved (Leah). They need to generate some enthusiasm – entertainers, local advertising (Doug). Have been involved, some work being done but don't know how much – speakers, workshops etc. (Joey).

Camilo Mejia joined call at 1805 PDT.

Joey King joined call at 1806 PDT.

5. 2013 Convention – Leah

Madison, Wisconsin is interested; the Chapter is meeting to vote on it on March 21; looks good. Attended a convention there last year, and it would work – close to university, good to have something in the Midwest. Chicago would like to do it but the chapter there would need to be invigorated.

Discussion – Iowa would also be good, two new chapters (Cherie). Contacted Ed Flaherty, the main organizer, might be family health issues (Leah). It's amazing that VFP-25 could turn things around so quickly, from last year's dissention, to be functioning so well and consider hosting a convention (Gene). Maybe I just talked to the right guy (Leah). Member in Nashville might be able to help Chicago (Joey).

6. Honorary Members – Leah

I recommended Muhammad Ali, Harry Belafonte, and Noam Chomsky for possible Honorary Memberships. There are so many worthy people out there that have been working for peace, and if one of them would accept an Honorary Membership it could be a highlight of the Convention.

Discussion – Could we nominate more than one? (Camilo) No reason why we couldn't, I suggested we might want to do this every year and develop a tradition, but Board members thought it might diminish the award (Leah). Think Ali would be good (Camilo). Haven't got any pushback on the Ali suggestion (Leah).

Why would we extend Honorary Membership to these people, what purpose would it fulfill? Don't understand the point and how the guidelines would be applied (Adrienne). Feel similar to Adrienne, if the recipient is a renunciate, wouldn't support it; they could join us as an associate member (Joey). Always thought honoraries would be conferred on exemplary world peace advocates and people that confronted the military – Joan Baez for civil rights and anti-war; hazy criteria, need to step carefully (Doug).

Didn't like the way it was being sold, don't put Chomsky, Belafonte, and Ali in the same league with our current Honorary Members; celebrity maybe, but I don't think that's what VFP is all about (Gene). Agree with Gene – Ali did some noble things but he's not known for the peace and justice movement, and Chomsky is a brilliant Leftist, but wouldn't consider him someone we'd want to confer an honor like this; use caution (Nate). Ali received an award in 2010, but

had no luck contacting him; what are we trying to achieve? (Cherie). Think we should discuss it further as a Board for more guidance (Adrienne). By-laws are clear, but I can't say that these three totally subscribe to statement of purpose – but there are people that certainly do; maybe an annual award instead (Gene).

Leah will ask Awards Committee to come up with refined guidelines or a separate award. (Asking committee to make a recommendation, so we don't take up the Board's time with this.)

7. NATO and G-8 Protests

Do we want to push our membership to come to Chicago? (Leah) Absolutely, this is the organization that conducts war, we'll have VPT training going etc. (Nate). Clarification – Chicago, DC, what? (Joey) Organized protest in Chicago, and nothing going on in MD (Nate). Feel the same way, so maybe we need to push it through the website etc.; how do we do that? (Leah). Talk it up, advocate for it (Leah). Members need more details, a rundown of logistics (Gene). UNAC will be preparing for NATO/G-8 (Leah).

8. Endorsements

The normal procedure is to send request to Mike R, who refers it to the ExCom. But since Mike is no longer on the call, we have some on this call to endorse:

SOA Watch activities, Days of Action in DC (from Joey) – Motion to endorse, seconded, and passed unanimously. Joey will advise SOA Watch.

Iran Pledge of Resistance (through UFPJ) – Michael T and Ellen Barfield asked if we were going to endorse it; want to send it out on listservs (Leah). Site is www.iranpledge.org. **Gene's OK with it, Nate and Doug please look it over** (Leah).

Discussion – Would like to see it before we sign on to it, maybe it could wait for ExCom call (Nate). Agree with Nate; what's the context for an email blast, need a clarification (Cherie). UFPJ is looking for proactive outreach, as many people as possible to sign on (Leah). Leah will send Board the link, let her know.

9. Committee Chairs – Are chairs satisfied with composition of committees? Advise Leah.

Has anyone else agreed to be on the Communications Committee, besides Ron and Camilo? (Camilo) No, still working on it (Leah). Have made inquiries but no one responded, or they had too much going on (Camilo).

Adjourned with no objections at 1902 PDT.

Gene Marx, Secretary

**VFP Board Meeting Minutes – Washington, DC
April 14-15, 2012**

Present: Leah Bolger, Gerry Condon, Ron Dexter, Cherie Eichholtz, Nate Goldschlag, Joey King, Adrienne Kinne, Gene Marx, Michael T. McPhearson, Doug Rawlings, Dan Shea and Matt Southworth

Absent: Camilo Mejia

Guest: VFP Associate Member Helen Jaccard

April 14, 2012

Called to order: 0900 EDT

1. Welcome to Gerry Condon

Introduction and background presented to Board by Gerry; oath of office administered by Leah Bolger to Gerry.

2. Reading of Statement of Purpose - Leah

3. Weekend meeting agenda finalized, with ED Evaluation added as item for April 15

Motion to approve the agenda passed, unanimous.

4. Approval of March 2012 Board Call Minutes

Motion to approve the March 2012 Board Call minutes passed, unanimous.

5. Treasurer's Report – Nate Goldschlag

- VFP in the black by \$5,586, but below budget for the year by about \$4,500.
- Results from 1st Quarter appeal aren't, only what came in March, expecting money in April.
- Howard Zinn Fund – We never transferred our 20% (\$7,860) out of bank account until last month, but the account says it can't be counted as income; it's budgeted income but doesn't show up on bottom line. (It would make more sense if it was counted as a Special Project, like before.)
- Salary is lower because in January one pay period (\$7,000) is transferred into the 2011 numbers, so salary expenses look low; it will balance out at the end of the year when 2013 is moved in. This almost balances out the Zinn deficit.
- The ED will speak to the Development Director's plan. There has been one meeting so far of the Development Committee discussing plan and another meeting is scheduled in two weeks.
- Balance sheet totals: About \$198 K in unrestricted funds, \$54 K in restricted funds (including Zinn Fund), and over \$31 K in the Zinn Fund.
- Dues are running above budget by about \$3,600, and donations are below budget by about \$2,500; both amounts above last year.
- Net other revenue/expenses (Convention, store etc) - \$4,000 below budget, with total revenues about \$2,900 below and expenses about \$1,500 above budget.

- Income minus Operations – In the black by \$5,586, but \$4,491 below what was budgeted.
- Board travel budgeted for entire year is \$10 K and is already \$7 K, potential problem.

Discussion – Better planning for booking flights if the office is paying (Adrienne and Doug). Why the two Korean War campaign lines? (Michael) Don't know (Nate). Why is there money in Scott Olsen Fund? (Michael) Don't know, there hasn't been a request for it (Mike). Action items – Mike Reid will check and see if Olsens need fund money, or if they'd want to donate it to VFP; and Mike will also check on Korean accounts (Leah).

4. Executive Director Report – Mike Reid

- Office just received a bequest of \$10 K from Theodore Herman, an Associate Member of VFP-17 in Pennsylvania.
- As of April 11, VFP received \$6,348 from 1st Quarter appeal, the halfway mark of March campaign which will end on May 10. The average donation is down by \$9 from last year. Last year 6,084 mailers were sent out, this year 11,000 (members that have given in last two years) at a cost of \$6,700. Last year it cost \$4,406.84 for a net of \$12,003.27.

Discussion – Could be it's an election year issue, with more people donating to political causes (Adrienne). Letters have gone down from 30/day to 8 or 9 (Mike).

- Working on a *Help a Brother Out Campaign* email appeal in two weeks and Doug Zachary will be calling those who didn't respond.
- A proposal of \$4,000 will be submitted to the Barrett Foundation this week for operating expenses: the only proposal sent out so far. The deadline is April 30. Tammy Severino has been given 37 leads for foundations to research, and she hasn't worked those yet; concerned because April is a hot month and she's halfway through her contract.

Discussion – Is VFP getting 20 hours/week out of Tammy? (Nate) No, probably getting VFP work thrown in with her other work.

- Mike requested that Tammy complete a weekly time sheet to document VFP time to be turned in each Monday morning.

Further discussion included – ED was concerned when Tammy pushed back on ED 5K walk fundraiser (she didn't have a template for it, so Mike sent her one); Tammy works mostly off campaign templates, and VFP is not getting a full effort from her). No grants yet from Tammy, a problem (Nate/Dan). VFP didn't have a Strategic Plan, should have given Tammy one to work with (Mike). The remark in Tammy's Development Plan about not having a radical image is a concern (Dan).

Can sympathize with Tammy on the grants/Strategic Plan thing but grants have deadlines and we're long past them for this coming fiscal year, might think about taking this amount out of budget; need to give her more direction earlier than April (Matt). ED concern is that VFP is not getting even the 15% above expenses from the appeal that is needed (Mike). VFP's got a small appeal list (Matt).

Tammy needs our priorities from our strategic planning, organizational and program priorities, with staff and group of members developing campaigns that address priorities (Michael).

- VFP walk discussed with Tammy that each participating chapter will raise \$20 K.
- **Budget** – Reduced Development director’s travel from \$4,000 to \$2,500; and reduced ED/President travel to \$10 K.

Motion made to increase fund raising expenses to \$29,950, because of the increased mailings, and that the ED/President travel be changed to \$10,000, resulting in total expenses for year \$446,385.40 and a projected profit of \$10,274 passes, 11-1.

Further discussion – Is there going to be a sample test of the additional mailings, e.g. 700 of the 5,000? (Michael). After Doug Zachary talks to the non-responders; and if donors gave more than the previous year, we don’t want to aggravate them (appeal to them later); two data bases and we’ll be working with Tammy (Mike).

- **Communications Plan** – ED hired David Swanson as a Communications Coordinator to draft statements, ghost writing columns and speeches, drafting emails, PRs, website content, and also doing outreach to corporate media etc.

Discussion – Where is this coming out of budget? We have a Communications Special Project Fund and an option is to use that money (Nate). Could do that, not going to get a grant; David’s first task is to review Communications Plan (Mike).

- **Website** – Phase 1 is complete; Phase 2 will begin in late July and will include more RSS feeds and a secure login. Phase 2 will also possibly include GI café with virtual meeting spot, Open Source FB login.

Discussion – Might consider another server (Doug). Ours is limited, agreed; looking at it (Mike). IVAW’s webmaster, Brian Casler, knows how to set up online voting and Adrienne can get Mike Reid in touch with him. Call Dan Ellis in Maine (Doug). WebSanity is a problem (Mike) Check with Barry Ladendorf and Patrick Gokey of the San Diego Chapter (Gene).

- First electronic **town hall meeting** at 4:00 PDT (7:00 EDT) on Wednesday, April 25, same day as the next ExCom meeting; reports from ExCom and Q & A.
- **Membership** – (1) Working on membership giving levels with possibly premiums; (2) Member drive to reactivate 7,000 members that haven’t paid dues, with a fee of \$10 for renewal and half off (\$20) for referrals for a month before Memorial Day (that member during this “Each One Reach One” program would also receive a tee shirt); (3) Store discounts, move inventory and promote VFP brand.

Discussion – The \$10 discount fee might require a Board vote (Mike). Good idea, showing up at a membership meeting with a tee shirt (Adrienne). Suggest making this for people that have lapsed for more than a year (Nate). One-sided vs. two-sided tee shirt, \$10 whole sale, special tee shirt (Cherie).

Email blast notification for drive (Nate). Look at data base and instead of asking for donations, ask them in a letter to renew membership (Adrienne).

Motion to approve membership drive plan passed unanimously.

- **Proposals:**

(1) A proposal to amend the following VFP Policy Directive paragraph under **National Projects** to read:

“A proposal must be submitted to the VFP Board including at least the following elements:

- a. A description of the project, its goals and its duration*
- b. A designated individual to be the coordinator for the project*
- c. An estimated budget for the project, to include anticipated sources of funds.*

National projects benefit from VFP’s tax-exempt status when they do fundraising and they also have access to the VFP membership. In exchange VFP charges an 8.5% administration fee on National Project revenues.”

Discussion – Drop “in exchange” (Doug).

Motion to accept proposal as worded, except to drop “In exchange” from bolded addition to paragraph, passed unanimously.

Additional discussion – Paragraph 2 under **National Projects** in conjunction with Appendix 7 needs to be clarified.

This necessary clarification is tabled until the ED and the staff rework the language of paragraph 2, in conjunction with Appendix 7 and requests for the disbursement of funds, and the Board will approve the new language at another time; i.e. a special project coordinator will fill out a form if funds are needed etc.

(2) ED is proposing that VFP finds a way to retain membership Coordinator Casey Stinemetz as a full-time employee. A concern of hers is health insurance once she graduates from college.

(3) Wants the Board to consider changing the VFP newsletter to an electronic format. Advantages and disadvantages of printed vs. electronic copies, opting in and out of either version, updating format.

Email blast will be sent to advise membership to opt out if they don’t want a copy of printed newsletter.

5. Convention Update – Postponed

6. Sexism – Cherie Eichholtz

Substantive Board discussion – Board recognizes that sexism exists in our culture and VFP as an organization needs to continue pushing against it systemically; periodic conversation and review.

7. Bradley Manning Update – Gerry Condon

DOS and DOD have both investigated ramifications of alleged offenses have caused little to no damage to military, in spite of charges, but that information is not being allowed to be publicized.

VFP members continue to be very active; Ft Meade presence April 24-26; *Occupy Justice Department* on April 24; Town Hall April 25; no courts-martial date set yet.

Upcoming events: Possible court room action during pre-trial hearings; two-year anniversary Collateral Murder showings, play *Radicalization of Bradley Manning* can be live streamed etc.

Discussion – Pardon possibility; and political pressure on Hill (none, according to Matt)

Lunch break - 1257 EDT

Call to order – 1421 EDT

8. Nominations Committee Report – Cherie Eichholtz

Update of Cherie's contacts with potential Board nominees – so far a list 13 members is under consideration. Committee will compile questionnaire questions similar to those in 2011.

Discussion – Of the current members, with terms expiring this year, who are considering running again? (Nate) No one except Michael announced their decisions. Demographics and selection process briefly discussed.

9. Zinn Fund Committee – Doug Rawlings

- Ken Barger chairs this committee of five and he's doing a great job; he reported that there is a technical hitch with the website for forwarding applications and he's working on that with Shelly Rocket to clear it up.
- There is \$3,100 in account, and everyone would like to have more; I advised the committee to wait to see how many applications we receive for funding before we try to get more money for it.
- Greg Ross put a donation into the fund for \$50, trying to challenge other chapters to match it for the fund.
- In the Policy Directive there is a category called **Long Term Asset Fund** that needs some clarification re demand on funds.

Discussion – Any applications yet? (Nate) Yes, and there applications before Committee announced they were being accepted (Doug). Reminder emails about the June 1 deadline should be sent out to

apply (Nate/Leah). Ken did set a deadline to allow the Committee enough time to review applications and give Board recommendations for June Board meeting (Leah). Will approved submissions be posted to website, for examples? (Adrienne) Committee will advertise, forms are on website (Doug).

Replenishing Zinn Fund – VFP might consider using National’s share of walk-a-thon (Leah). Need to wait and consider the demand (Doug). Zones of Concerns Fund took awhile to disburse, and Zinn’s name should be used and we need to take advantage of that, and walk-a-thon and Zinn Fund can raise money on their own (Michael). We need to wait and see what VFP’s financial situation in September, particularly if grants don’t come through, might need the walk-a-thon money; Tammy’s projections are too high (Nate).

Will the \$50 matching donations be added in total to fund, or will 10% be deducted? (Doug) The whole donation will be added (Nate).

10. Membership Committee – Gene Marx

- **Old Business:**

- a. The Eugene, OR, VFP Chapter (VFP-159) has successfully reorganized.
- b. Indianapolis, IN’s VFP-49 has successfully completed revitalization under Ken Barger’s leadership.
- c. Florida reorganizing with a Lakeland start-up, and possible reorganizing in the Pensacola and Tallahassee areas.
- d. Online *New Chapter Toolkits* are still being updated – Casey Stinemetz looking for feedback.

- **March Membership Report**

In summary, **Current** membership totals have fallen to November 2011 numbers, Veteran members down 254 from February 2012, with AMs suffering an 81 member hit from last month. **Lapsed** Veteran and Associate member numbers are slightly better than November but have increased by 99 and 87 members respectively.

New and **Renewing** memberships figures remain stagnate since December 2011, with **Reactivated** memberships falling more than 50% from last month.

Discussion – Lapsed and inactive member mailing ideas; surveys, partial newsletter sent to lapsed members in past (Michael/Mike/Cherie).

- **New Business:**

- a. Convention social media/networking workshop, to include Membership Committee participants, is being organized by Patrick Gokey of VFP-91 and soldiersforthecause.org; the proposal should be complete by next week.
- b. International Charter By-Law Change Proposal - A VFP Membership Committee discussion took place during the April 5th conference call to accommodate member input for amending Articles III (Membership), Article IV (Dues), and Article XII (Chapters). A draft of the committee’s by-law change proposal will be ready by the next Membership Committee call or sooner.
- c. Homeless Veteran Recruitment – The Membership Committee feels this is a topic for a full board discussion (NLT May Board call).

- d. National Membership Plan – ED and Chapter Support Coordinator are in the process of developing a National Membership Plan to increase recruitment and assist chapters in bolstering membership rosters; part of a triad that also includes Communication and Development.
- e. The next Membership Committee call scheduled for the second week of May.

Discussion – Need to formulate in our Membership Plan ideas for starting chapters in areas with large military populations, like Norfolk and Virginia Beach (Leah). Need to look at areas where members exist, get them organized; Casey's looking at them (Adrienne). If people are not set up in eTapestry as members of a chapter, nearby chapters don't get their information (Adrienne).

National can't get their information either if dues are just paid locally (Leah). If we discuss homeless veteran recruitment in the next Board call, Board needs a prepared outline; how can they help the Organization – can be a problem if we're only looking at numbers (Michael). VFP-127 could be a model (Joey).

11. Awards Committee – Matt Southworth

Way too many awards, only list available was from 2010; needs to be reduced to three signature awards – i.e. A signature named award like a Howard Zinn Peace Award, a Chapter of the Year Award, or a Member of the Year Award. Narrowing them down would make them more meaningful, increase the level of prestige for the membership.

Only one award submission so far, probably because the link on the website is inoperable; an email blast should be sent out regarding process and deadline. Open to doing an Honorary Member Award, but criteria aren't clear and committee could use guidance.

Discussion – The categories cited weren't used in 2011; and during the last Board call the Awards Committee was tasked with coming up with guidance for an Honorary Member Award (Leah). The 2010 list of awards was unwieldy, so in 2011 the Committee went back to just service awards (7 or 8); the write-ups were on the front of the awards (Cherie).

Committees should have been given more guidance (Adrienne). Committees should come up with documented guidance, to assist with turnover (Leah). Should be based on merits, limiting number of awards isn't enough; need to be motivating (Michael). Need to make advertising on website a priority; need to open it up so other members might be nominated and get awards; no list of recipients has been kept (Cherie).

Matt will come up with specific criteria and limit number of awards; should help with selection process. Joey agreed to become the necessary third member of the Awards Committee.

Break for 10 minutes at 1531 EDT.

12. Strategic Planning Session – Michael T. McPhearson

Review of planning process, including the categorizations the Board brainstormed in January, in order to determine what kind of change we would like to see happen in each category that will “help move VFP’s mission forward...we must articulate a specific goal/outcome.”

- Where does VFP want to have impact? This is where we need to go from here. Staff and members will then determine campaigns to be used; Board will determine the priorities.
- Staff/members will come back to Board with campaigns that are doable; ED will recommend one or more that have been researched; i.e. campaign to end militarism.
- Two or three priorities, set by Board, may be interlocking and support each other.
- When these campaigns or impact areas are prioritized and written up, along with what is needed to support them, VFP has a strategic plan.
- VFP will then be able to explain not only our priorities, but how the impact areas move our mission forward and what VFP will actually be *doing* to affect these impact areas.

Suggestion – “*Exposing the cost of war, building a culture of peace, and healing the wounds of war*” might be used to consolidate/organize VFP activities; eliminate those that are repetitive (Mike).

Discussion included – Don’t agree that the staff should be creating campaigns; staff small and busy with keeping data base up (Leah). Staff and *members* - including Board members; ED will determine the staff’s involvement (detail work); the Board is providing the vision/guidance and making the final decisions (Michael).

Need to put something together for Tammy, something we can actually use – a framework (Doug). A campaign is not a strategic plan; the Board needs to figure out what it wants to affect and why (Michael). Should be regular check-ins from staff to Board; having Board members involved would help (Adrienne).

“*Exposing the cost of war, building a culture of peace, and healing the wounds of war*” (from website) should be the main categories, and then we need to work on an action plan (Mike). Need some things we can actually use, these are visions (like seeking world free of war), and under these we set goals (one could be cut Pentagon budget), under a goal an objective (specific, like cut F-35 spending); then we can develop a strategy and tactics.

We need to provide for ourselves our priorities as an organization for moving forward our mission; i.e. maybe the three from the website (Michael). These three are just website verbiage that reflects our work, need something more concrete (Adrienne). Elevator speech was the original focus (Dan). “*Exposing..., building..., and healing*” concepts seem more like slogans, too general; need to be more specific, i.e. VFP UK statement of purpose (Gerry). We need to pick three or four specific things that would help to move our mission forward; then figure out the campaign for each (Michael). Arlington West analogy discussed (Ron/Michael). There is a need for yearly template/calendar of VFP activism for Tammy (Gene).

FCNL documents (*Change Strategy Definitions* and *Change Strategy Outline*) distributed to Board; guidelines for taking a bigger plan and reducing it to something readable for people that don't need to know the whole process – from vision through context down to tactics (Matt).

The five tenets/parts of the Statement of Purpose comprise a vision/mission; if we take each one as a specific vision we could work it into what would be a strategy with tactics narrative; need to prioritize these. The overriding Vision/Mission is **“E” - *To abolish war as an instrument of national policy.***

Motion to set as VFP priorities, from the Statement of Purpose, **“A” - *To increase public awareness of the cost of war-*** and **“B” - *To restrain our government from intervening, overtly and covertly, in the internal affairs of other nations*** – passed with no objections.

The staff would now know how to categorize/prioritize issues as they come in. If they fit under “A” or “B”, OK; if not, they're set aside (Michael).

Additional discussion - The next part of the Strategic Planning would be to figure out the Goals under “A” or “B” (Michael). What's achievable in a given time-line; tactics build strategy toward the objective; narrow down one goal in order to flush out objective and strategy for that goal (Matt).

Starting with “A” – We need to take the context of a calendar year into account, i.e. election year, anniversaries, when setting the objective (Matt). The objective needs to be different from how things are now (Michael). Funnel education of the public down to the cost of war with Iran (Doug). Objective is something measurable (Michael). Everyday we have not gone to war with Iran, the objective is successful – measurable (Joey). Revitalize VFP *How's the War Economy Working for You* campaign (Gene). That doesn't measure public awareness (Michael).

To illustrate the process an explanation followed by Matt on the FCNL Change Strategy Outline for NATO Summit on Afghanistan.

Additional discussion – An objective by be to inject pro-peace veterans' voices into the public discussion to make the cost of war a part of the national public discourse (Doug). And amplifying VFP voice in media would be a tactic (Matt). A strategy would be to educate membership about the human, financial and environmental cost of war (Doug). Prepare membership with a media training strategy and work up (Matt).

An additional tactic would be to bring pro-peace voices to election sites and discussions (Gerry/Doug).

The working draft *VFP Change Strategy Outline* on the following page details the process planning for tenet “A” in the VFP Statement of Purpose. The final document would be fluid and revised as necessary by ongoing events.

Statement of Purpose “B” - *To restrain our government from intervening, overtly and covertly, in the internal affairs of other nations* - will be strategized during tomorrow's meeting.

VFP Change Strategy Outline

Grand Vision: To abolish war as an instrument of national policy

Specific Vision: To increase public awareness of the cost of war

Goal: Expose/educate the public to the true human, financial, environmental cost of war by effecting public opinion and turning people against war.

Objective: Inject pro-peace veterans' voices into the public discussion to make the cost of war a part of the national public discourse. (Measurable, i.e. achievable within 1 year; most grant organizations want to know what you are going to do this year.)

Strategy: Educate membership about the human, financial and environmental cost of war.

Tactics:

1. Offer media, issue and leadership trainings to pro-peace veterans
2. Provide pro-peace veteran voices to media outlets
3. Utilize pro-peace veterans voices at election events and discussions

Defining Tactics and Metrics:

1. Offer media, issues and leadership trainings to pro-peace veterans
 - a. Hold trainings at VFP chapters around the country
 - i. Measure: 20 trainings around the country
 - b.
 - i. Measure:
 - ii. Measure:
 - c.
 - i. Measure:
 - ii. Measure:
2.
 - a.
 - i. Measure:
 - ii. Measure:
 - b.
 - i. Measure:
 - ii. Measure:
3.
 - a.
 - i. Measure:
 - ii. Measure:

Motion to adjourn, Passed unanimously.
Adjourned at 1800 EDT.

April 15, 2012

Present: Leah Bolger, Gerry Condon, Ron Dexter, Cherie Eichholtz, Nate Goldschlag, Joey King, Adrienne Kinne, Gene Marx, Michael T. McPhearson, Doug Rawlings, Dan Shea and Matt Southworth

Absent: Camilo Mejia

Guest: VFP Associate Member Helen Jaccard

Called to order: 0809 EDT

1. Updates – Leah

- Madison, VFP-25, would like to host the 2013 Convention; Asheville, VFP-99, would also like to host a convention – so we have a back-up.
- Phil Donohue and Marlo Thomas will screen *Body of War* in Miami at the Convention on Wednesday evening of Convention week; can be used as a fund raiser.

2. Convention Discussion

Participation by local chapter is a concern; nobody taking a lead in Miami, maybe we need a go-to person and possibly a Board member.

Discussion – Need somebody meeting with these people, possibly Board member, but members of the Convention committee have been working on the planning (Doug). No need to send a Board member; Jeffery Keating, Orlando and his daughter are involved; need local ads and music (Nate). Pmac is going down 3 weeks early and staying (Nate). Wifi is going to be available, not on floor (Nate).

Need to create a pool of volunteers (Michael). We need to be aware of the stress this is going to put on the staff (Doug). Going down there won't be useful, unless we know specific concerns (Michael).

3. By-Law and Resolution Voting Discussion

Discussion included – Proposal to suspend Resolution 16 for a year to evaluate participation, discussion of resolutions and by-law changes is valuable (Nate). We'll be increasing the amount of debate and discussion; nothing to do with debate but eligibles the opportunity to vote (Leah). Will by-laws and resolutions be debated at the convention if the Resolution 16 by-law passes? (Gerry) Yes, just no vote at the Convention (Leah).

Response to a lot of members, we're addressing a real concern (Doug). When you vote has everything to do with the debate (Adrienne). Committee report required a by-law change (Leah). The by-law change proposal has been submitted (Helen). I don't see how it can be implemented at this convention; people haven't had time to consider it (Adrienne). Why put it off another year? That's why I announced it last month (Leah).

It was announced without the Board having a chance to discuss it (Nate/Gene). Members vote at a Convention under the scheme that exists at that time and a change would go into effect at the next convention; on line voting should take place when members are voting at the convention (Adrienne).

We need something to make it clear so there won't be a debate there'll be a vote and no argument; no control over how informed people are going to be (Michael).

Discussion continued on the process for voting, including a non-binding vote, at the Convention.

Motion proposed by Nate, and seconded by Joey, that if the Resolution 16 by-law amendment passes there will still be debate and discussion at the Convention and a non-binding vote on both the by-law changes and resolutions, and the results of the non-binding vote be reported to the membership; passed 8-2-1.

4. Executive Director Evaluation – Adrienne and Michael

VFP ED Performance Appraisal and evaluation process and priorities explained in detail. Personnel Committee will compile ratings from Board, President and ExCom will condense the compilation down to evaluation feedback; a resulting action plan for improvement will come from the ExCom, specifically the President. There will be four parts to the evaluation – self-evaluation, staff input (to be developed), Board evaluation, and membership feedback tool.

Staff feedback would probably require a trip to STL by Michael.

Discussion - Weight factors on the basic evaluation form will be determined from feedback from the Board, possibly use a survey (Adrienne). "Facilities" on basic form should be moved under "Human Resources" (Nate). Concerned about a baseline for ED evaluation (Ron). Baseline should not be a comparison with other EDs, but the criteria the Board has set up for our ED (Adrienne).

Adrienne will combine "Facilities" with "Human Resources" on Basic Form, and include Public Communications as the last ratings item, then email form to Board for additional feedback (before working on weight factors).

5. Strategic Planning (continued)

BoD, Staff and members have the responsibilities to come up with Strategic Plan objectives – not top down.

ED Mike Reid leaves meeting at 1039 EDT.

Discussion – How far do we as a BoD take this...take A as far as an objective (Gerry). Let's finish and flush out "B" (Joey). Had a problem limiting to one item as we went down, until we got to the tactics; we should think about multiple objectives to reach a goal...having a hard time with structure of form (Helen). Goal should be singular and then have multiple objectives (Doug). We were so close yesterday, endorse moving on (Gene). Need to provide more structure before we start thinking of subgroups (Leah).

Review of April 14th Strategic Planning Session by Michael:

Rationale behind strategic planning - National has limited resources; have to focus them to best move the Organization and mission forward. VFP will support local actions, but National has to prioritize.

Objectives have to be measured; then we move to strategies – actionable, things we can actually do. Board should next go through the same process regarding Statement of Purpose “B” - *To restrain our government from intervening, overtly and covertly, in the internal affairs of other nations.*

Discussion – Under tactics we definitely need measureable benchmarks – **quantify** so we’ll be able to **evaluate**; strongly discourage multiple goals on one sheet - three different objectives with separate tactics, OK. Strategy outline from previous day – *objectives* was singular, *strategy* multi-pronged, thus multiple tactics (framing strategy). We should stay linear today, than branch out later (Matt).

We’ve got the framework/skeleton of “A” – need to move on to “B” (Joey).

Discussion included – Goal should be “withdrawing military support for wars” (Adrienne). Be thinking definitively not only for objectives, but for goals (Matt/Michael). Look at what has succeeded in past, something that will resonate with public (Ron). Preventing large-scale deployments (Matt). Goal – try to get US to abide by international law (Leah). Two-track goal – build movement against militarism and support GI resistance (Gerry). Transparency (Doug). Etc, etc.

GI Resistance is very important to VFP – might have to be interwoven with “A” and “B” (Michael).

Discussion and brainstorming for Specific Vision “B”:

VFP Change Strategy Outline

Grand Vision: To abolish war as an instrument of national policy

Specific Vision: To restrain our government from intervening, overtly and covertly, in the internal affairs of other nations.

Goal: Withdrawing military support for current US foreign policy

Objective: Increase the number of service members and recent veterans openly speaking out against US foreign policy

Strategy:

Tactics: *To inform the strategy

1. Develop 10 chapters/clubs on college campuses and/or near military communities
2. 25 chapters host Bradley Manning events on a particular day
3. Position paper/op-ed on amnesty for resisters
4. Create media/speaking opportunities on campuses
5. individuals trained in GI Rights Hotline

Adjourned at 1231 EDT

Gene Marx, Secretary

VFP Board Call Minutes
May 23, 2012

Present: Leah Bolger, Gerry Condon, Ron Dexter, Cherie Eichholz, Nate Goldschlag, Joey King, Adrienne Kinne, Gene Marx, Michael T. McPhearson, Mike Reid, and, and Matt Southworth

Absent: Dan Shea (will be on at 1800) and Doug Rawlings

Called to Order: 1737 PDT

1. Approval of Agenda – Motion to approve passed, unanimous.

2. Approval of April Board Meeting Minutes - Motion to approve passed, unanimous.

3. ED Report – Mike Reid

- Memorial Day membership drive will start in a couple of days. Postcards will go out this week to all members that have been lapsed 1 or more years; also email blast, also a page to be developed on website.
- Outline of VFP Leadership Training has been sent out, help with recruiting new members; webinar and telcons will be used for some of these workshops; looking for feedback.
- One chapter so far has signed on for September 22nd VFP Walkathon (STL).
- Tammy is working on Special Event leads, and also a grant calendar for the Board.
- Applying for a VISTA volunteer to assist with membership campaign.
- *Bank of Reality* marketing campaign on true costs of war should be completed by the end of June.

Discussion and Q & A: When will Phase II (secure login) of website be completed? (Leah) Late August or early September, according to Shelly.

4. Treasurer Report – Nate Goldschlag

Numbers look reasonably good:

- Dues are running above budget – more than \$5 K
- Donations are below budget by \$2 K; donations by members below budget, but non-member donations significantly above budget.
- Total revenue above budget by \$5,200; includes Convention revenue of \$4,600 and no Convention expenses so far.
- Expenses are \$6,500 below budget.
- Income minus operations – \$13.5 K in the black (but really about \$9 K without Convention expenses); about \$7 K above budget.

Discussion/Q&A: Where do we track Zinn Fund money? (Leah) Zinn Fund (about \$35 K) should be treated as a special project; trying to get it off of this balance sheet (Nate). Any update on the Scott Olsen money? (Gerry) ED question (Nate). VFP just send him the last check 2 weeks ago; closed out account (Mike). \$1,076 balance was left the end of April, and that's what was sent to him (Nate).

5. Nomination of Jonathan Hutto (for empty Board seat) – Leah Bolger

Discussion included Jonathan Hutto's relative VFP inactivity in spite of DC residence; reenlistments and deployments after *Appeal for Redress*, serving as a journalist; commitment to VFP; getting involved with a local chapter might be a more appropriate place to start than a seat on the Board; failure to complete Board questionnaire. A majority of the Board felt Jonathan was qualified and would be an asset.

Dan Shea joined call at 1810 PDT.

Motion to approve Leah's nomination of Jonathan Hutto to empty Board seat passed, 5-3, with 2 abstentions.

6. Nominations – Cherie Eichholtz

Six members (all men) have agreed to run for the Board (two, including one woman, on "the fence"); spreadsheet is available with contacts and responses. Spreadsheet to be sent out to Board again.

Discussion - Update on Frank's condition was provided by Cherie; announcement of the death of Mike Hastie's grandson (Leah). **Mike Reid will send VFP Board condolences.**

Request for current positive responses (Gerry) Board members Joey King, Michael McPhearson, and Dan Shea; also Mike Marceau, Ken Barger, and Barry Ladendorf. Possibilities - Linda Newton (SEA) and Jerry Steele (KC).

7. Membership Survey - Leah

Results of survey would be of interest at the time of the Convention and would also assist the Board with the Strategic Plan.

Is anyone interested in being on an Ad Hoc committee to develop the survey? (Leah) Adrienne and Ron will serve on Survey Committee.

Discussion - Request a **proposal for the survey in two weeks to present to Board** (Leah). If we do a survey we need to be thoughtful about what we want to get out of it; need a plan (had

none at IVAW), which includes who can access it (medium), what we will do with the information etc (Adrienne).

8. DNC/RNC - Leah

Some members have expressed that VFP should have a strong presence at the Conventions, some have indicated that it's political and not what we do. Request for Board discussion on this issue.

Discussion included – Appropriate to protest and take the anti-war message to both of the conventions; VFP resources are questionable but we should support member participation (Gerry). Can't participate because of lobbyist status, but support VFP participation at both conventions (Matt). Support participation, VPTs will be in middle of demonstrations (Dan).

UFPJ will be at DNC and be organizing a march; looking for other organizations to assist (teachers etc that week) and I'll be in NC this week organizing and getting a sense for what Charlotte chapter wants to do (Michael). Careful with 501c3 status (Joey). Worthwhile to remind members of IRS cautions (Adrienne). Have to attack both parties (Dan). What we're proposing wouldn't conflict with 501c3 status (Gerry).

No Board opposition was voiced to participation at both DNC and RNC.

9. Bylaws Committee

There was concern by email with appointment of Helen Jaccard to Bylaws Committee and discussion was requested during this Board call.

Discussion included – Committee should be chaired by a Board member, and Helen is submitting two bylaw amendments and can't be neutral (Nate). Helen agrees with the potential for conflict of interest, and agrees to step back; should be viable, functional committee and needs a Board member to head it (Gerry).

It's a good move that Helen step back, she has a stake (directly or indirectly) in three change proposals; she's very capable, and for that committee, just under different circumstances (Gene). Also had issues with the bylaws committee because of participating in the writing of one of the bylaws; difficult to review it, a conflict being involved with it in that perspective (Adrienne).

There is no requirement for a committee chair to be a Board member. I spoke with Committee chair Dave Wylie and asked if he needed anyone else on the Committee; he did not. The Committee is responsible for reviewing other bylaws for effect of change proposal on procedures or policies, advise Board of ramifications and make a recommendation to the Board. I chose Helen because she was very interested in the bylaws, very capable, and has been deeply involved with the Committee that wanted to propose this amendment; that's exactly

why I chose her, because she has a stake in it – don't see it as a conflict of interest, especially because she doesn't have the power to vote on it. I am not in favor of removing Helen from this committee; unless she tells me otherwise, I don't intend to remove her (Leah).

Further discussion included: Bylaw committee has to make a recommendation to the Board; if you are submitting the bylaw change you can't possibly give an independent thought as to whether or not the Board should pass something; and a committee of two (if someone recuses her/himself) is weak, but they've been working with the person who submitted the change (Adrienne).

It's a moot point if Helen's removing herself from the committee, but anyone that has a stake in the bylaw change can't possibly recommend passage; Helen can't make a recommendation to pass if it's her change proposal (Gene). I'm flabbergasted that you don't see what Helen herself sees, and insisting that she still be on the committee; this is just common sense (Nate). The "recommending" part of the process is a conflict of interest, should avoid that kind of conflict; Helen understands (Gerry).

I recommend that I appoint two other people to the committee, leave Helen on the committee, and when it's time to make a recommendation she not vote; a committee of four and only three with voting privileges. If Helen wants to resign I need to hear from her directly; this would reduce the conflict of interest (Leah).

Further discussion: A member of the Board that was chairing the committee thought there was a conflict of interest, is recusing herself by dropping out; I don't see keeping a non-Board member on the committee with the same conflict (Gene). Helen will be involved anyway with the committee; presenting language and interacting with the committee; don't think it would be appropriate to keep her on the committee as a non-voting member (Gerry).

Is Helen off the committee? (Nate) Yes, Helen is off the committee (Leah).

Leah agreed to remove Helen from the Bylaws Committee. Dan Shea volunteered for the Bylaws Committee; Leah will also look for someone else. Leah will notify Dave Wylie, and he will remain as chair (Leah).

10. Proposal to have a separate conference call in two weeks for Strategic Planning (Gerry).

What is there left to discuss, measurable components? (Dan) Barely started, lot of work left to do (Leah). **Roll call at 1915 PDT – Michael, Adrienne and Cherie absent.**

Leah will talk to Michael to develop homework prior to a call on June 4 at 1730 Pacific. No objections.

11. Name Change for VFP-124 (Poconos) – Gene

Chapter coordinator Pat Di Lillo advised that chapter met and voted to approve **Leo Ryan** as chapter namesake. Historical or Non-Historical? Family member approval or not? Not clear. I thought Ryan is historical figure and also didn't see a conflict (Gene). I recommend Board support for name change.

Gene will call Pat Di Lillo and request that the chapter provide a reason or clarification for the name change.

Motion to adjourn passed unanimously.

Adjourned at 1929 PDT.

Gene Marx, Secretary

**VFP Board Call Minutes
June 18, 2012**

Present: Leah Bolger, Gerry Condon, Jonathan Hutto, Adrienne Kinne, Gene Marx, Michael T. McPhearson, Doug Rawlings, Mike Reid, and Matt Southworth

Absent: Ron Dexter, Nate Goldschlag, Joey King and Cherie Eichholtz (will both be late) and Dan Shea (will be on at 1800)

Called to Order: 1734 PDT

1. Approval of Agenda – Motion to approve passed, unanimous.

2. Approval of May Board Call Minutes - Motion to approve passed, unanimous.

3. Introduction of Jonathan Hutto – Leah and Jonathan

Introduction and welcome (Leah); background, including Appeal for Redress, presented to Board by Jonathan. Special assignment – Jonathan is drafting a letter, for Leah's signature, to all the people who signed Appeal for Redress to try to bring them into VFP.

4. ED Report – Mike Reid

a) Development

- VFP received a check yesterday for a \$4,670 grant from the Barrett Foundation for general operations. They do consecutive year grants, so next year we could apply for it again.
- Tammy Severino has seven letters of intent out now and so far no responses, but we shouldn't hear anything until August. Most Boards are on vacation.
- Three Chapters have agreed to do the walk-a-thon – SEA (in October), SFO, and STL. National (Casey Stinemetz) is doing a lot of the coordination. Nate Wildermuth of VFP-61 has developed a website (www.vetwalk.com), and a lot of the printed material is ready.

Discussion – Is the fundraising appeal (with Leah and Ann Wright) going out soon? (Leah) The appeal will be going out the end of June and Doug Zachary will follow-up with phone calls after 4 weeks; we'll have pretty good numbers to look at after this appeal, almost broke even on the last one (Mike). Breaking even on a prospect letter isn't necessarily bad – adding new donors etc. (Gerry). Still need to cover \$50 K in the budget; might land \$20 K in August for general ops (Mike).

a) Financials - Recap of Nate's financial report (previously submitted).

Joey King joined call at 1758 PDT.

c) Zinn Fund Designation – Nate has prepared a letter to accountant Larry Schmitz saying that the Board has approved the Zinn Fund to be a temporarily restricted fund; now the Board has to vote on it (Leah). (Reason: So that when we periodically disburse money from the fund it won't appear in the income-operations line.)

Motion to make the Zinn Fund a temporarily restricted fund passed unanimously.

d) Membership Drive – The Memorial Day membership drive has resulted in 73 new members to date, and this campaign will continue until early July.

- VFP will contact them by phone to make sure they have reconnected with their chapter, and follow-up with a survey.
- Evaluate and consolidate chapters (active, somewhat active, inactive, and defunct); we'll know where to send a new member where they can be active.
- Leadership training for recruitment by webinar; *Each One, Reach One* campaign starting July 6 (announced by email blast).

Discussion – These were returning members? (Michael) Lapsed a year or more (Mike). Maybe this group would have info that would be useful when you continue to go after lapsed members (Michael). The survey will help that way; their first action for us (Mike).

Dan Shea joined call at 1812 PDT.

e) Trademark Infringement - CafePress has tees with VFP logos. ED contacted CafePress and they referred him to their content office; they were provided with VFP logo and tm certification from Patent Office; cease and desist letter has been draft. Waiting to see what happens.

Discussion – Don't know how comfortable I am with being too vigorous on this, but there might be a rule that VFP has to go after all infringements (Michael). Couldn't put too much in the way of resources into it (Gerry). Don't think we should pursue it; and a Survey Monkey account might be useful for the membership drive (Adrienne). If we don't defend our TM we might not have a TM - at least some years ago (Joey).

Doug Rawlings rejoined call at 1822 PDT.

5. Convention Update – Leah

Convention call scheduled for Thursday, June 21. We'll know more then.

- Ricardo Alarcon participation still undetermined – Skype or recorded message? Have to communicate with him through an intermediary, still waiting.
- We'll know more about registration on Wednesday, but things are coming together.

- It looks like Madison is looking good for the convention in 2013; the chapter will be voting on it on June 20.

Discussion – Heard the chapter didn't want it; how is the decision to be made? (Gerry) Identified at least 6 people that want to be on the planning committee; if the vote goes against it we'll probably be doing it anyway (Leah). We're coordinating Miami with very little help from the local chapter, and the Madison hotel owner shares VFP politics; think the vote will be favorable on June 20 (Doug). What about the airline and airport accessibility in Madison? (Joe) No problem; flew in there last summer (Leah). Is Asheville a backup? (Adrienne) Probably, yes; haven't pursued it (Leah).

6. Nominations Update – Cherie Eichholtz (Not on call, but Leah would like to talk about paid ads for Board candidates.)

We need to talk about paid advertising for Board candidates; the Policy Directive states no paid advertising for political candidates. I think it's a bad idea; could be perceived as a litmus test for commitment to VFP with candidates buying ads they can't afford. VFP doesn't want finances to be a part of the election.

The person that's going to be buying an ad wasn't nominated by the Board; the slate of candidates has to be approved by the Board and presented at the Convention. This person is a former Board member that wasn't endorsed and had issues; former President couldn't work with him and had to replace him. This person wants to place an ad; wouldn't be ethical to take his money knowing the Board might not support him. It would be better to have a policy that negates taking money for any candidate, including Board candidates.

Discussion – Don't know this person, but don't believe there should be any political ads, including VFP (Adrienne). Two issues here, but agree, there should be no political ads (Doug). Point of order, that a person can get on the ballot with signatures; but concur, no political ads (Joey). Can't a chapter nominate someone? (Dan) That's how people get the signatures (Michael).

Motion that VFP does not accept money for political ads passed unanimously.

Wording in VFP Policy Directive will be changed as follows: **“Exclusions: Candidates for office and political parties, including VFP candidates.”**

Brief 501(c)(3) discussion included - Are we saying that a political party (i.e. Green Party) can't buy an ad at a VFP event? Have to be clear on the ad prohibitions Michael). Are we going to restrict tabling at events; education (Adrienne)? Need to be clear that we don't accept money from parties or candidates (Leah). No politicizing; decided on case-by-case by Executive Committee (Doug). We're covered in the VFP Policy Directive statement in that regard (Gene).

ED could put out VFP's official political policy, re IRS requirements for 501(c)(3)'s, on an email blast (Mike).

Suggest that the Board doesn't go beyond what we have resolved tonight regarding the Convention political ads until we have a substantive discussion; can't do that tonight (Michael).

In summary, any additional 501(c)(3) discussions tonight will muddy the water. We've moved that the policy directive be changed to also exclude VFP candidates from purchasing election ads; let's move on (Gene).

6. Awards Update – Matt Southworth

Only one nomination has been submitted, by email; and none mailed in so far. Nominee is Rene Gonzalez, not sure if it's for real, and the form doesn't offer much information (Cuban exile, fought against terrorism). One of the Cuban 5? But no precedence for nominees that fought against terrorism. Poor response for three email blasts for nominees, so we may need to extend deadline.

Discussion of Honorary Membership (Matt sent a draft proposal to the Board for consideration.) – Discussed this before and think that we should have more honorary members; only have four; maybe invite Hedy Epstein to our Convention. Is this something we want to do this year? (Leah). Lifetime thing, onetime thing? Think it's important; criteria and timeline is appropriate (Dan). Doesn't specify in policy book (Matt).

The idea is that VFP is bestowing a certain level of respect on honoree; e.g. Lincoln Brigade was honored. Serious thing, that's why we don't have that many of them (Michael). Policy Book doesn't list Lincoln Brigade (Leah). That's a mistake; I'll look for it (Michael). Not a fan of doing it every year (Joey).

Matt will get together with Shelly and get the deadline for nominations extended; any recommendations for the draft Honorary Membership policy are to be emailed to Matt. The Board can add it to the next month's call for discussion.

7. Membership Committee – Gene Marx

a) Old Business

- Chapter VFP-124 (Poconos) awaiting Board approval of official namesake – Leo Ryan Chapter. Rationale for renaming was emailed to Membership and I endorse it, being from the Bay Area he wasn't the typical Congressman.

Discussion – ED Mike Reid endorses Leo Ryan, was always a hero of his. Do we have guidelines other than the procedures for nominating? (Leah) Not really; just historical vs. current individuals, deceased or otherwise. Leo Ryan is more historical, having died in 1978. Guidelines for namesakes will be taken up in the next Membership Committee call (Gene). We don't want

to be perceived as overstepping our bounds; if the Chapter feels strongly about a namesake we should endorse (Doug).

Motion to approve the renaming of VFP-124 to the Leo Ryan Chapter passed unanimously.

National will send the chapter official recognition of the name change on letterhead.

- The International chapter structure is a work in progress.

b) New Business

- International Chapter Bylaw Proposal amendment revised and submitted on June 6.
- One VFP chapter, **VFP-962** (Charlottesville, VA) is going through the initial charter petitioning stage. The initial charter petitioning coordinator, Evan Knappenberger, is less optimistic about a recruitment of ten (10) full members. He was advised of the 5 member option, with Board approval.
- New Chapter charter application: VFP-169
Cedar Rapids, IA – Chapter petition submitted with 6 charter members signed up. The Chair’s recommendation – approve (due to geopolitical locale and potential members identified during recent fundraiser).

Motion to approve new chapter charter VFP-169 (Cedar Rapids, IA) passed unanimously.

- May Membership Report encapsulated in Membership Committee Report (submitted earlier); membership drive campaign numbers should amount to significant jump in June.
- New projects include continuing with the International Chapter Option research and discussion, and the next Membership Committee call tentatively planned for next week. Agenda items include dual memberships and chapter namesake guidelines.

Discussion – Dan is working with VFP UK regarding Dow’s sponsorship of Olympics, and the UK chapter is willing to protest; coordinating with AO working group.

8. National Projects - Leah

The policy of taking 8.5% administrative fees from our own membership is questionable to me; have a few questions that the Board should discuss and clear up (Leah):

What is a National Project? What do groups applying to be national projects get in return?

What is National expected to do and what are the groups responsible for?

Need to discuss a memo that was sent to the Board that contained the standing committee responsibilities, the procedures for establishing a national project, VFP’s list of current national projects, and the fiscal sponsorship reference from the Policy Book.

If National Projects are programs for VFP, why is National charging its own members administrative fees to do work in the name of VFP? It doesn’t seem right. And another concern

is a memo received from the Golden Rule committee, that since VFP is taking 8.5% it can task the staff with a mailing (from the Zinn Fund report). Just because something's a national project doesn't mean that the staff functions will be utilized. We need to be clearer about what the staff will provide for national projects etc.

Discussion - It might be better if Virginia could take part in the discussion, but the 8.5 is charged because the staff does do administrative support work; there are expectations that there will be some support from the office (Adrienne). 8.5% of donations (Leah). What they get is our good name and the ability to get it out on the website; the 8.5% is an "indirect", if they raise funds in addition to the funds VFP gives, it has a right to 8.5% and VFP doesn't have to show a direct relation to the project (Doug).

National projects choose us, we don't choose them; they didn't come up as a result of our strategic planning. Someone should research the process and criteria and report the results to the Board, for discussion. And why isn't AO Project listed as a national project, is it? (Gerry).

Agree with Gerry that this discussion should take place at another time, when we're better organized: maybe a presentation by a committee. The AO Campaign falls into a gray area, more independent than national projects (Michael). Fees are also charged to cover taxes (Dan). What about VPT, and why would we charge them? (Leah) It's a VFP project, but they do independent fundraising (Gerry).

Michael T. McPhearson and Dan Shea agreed serve on a committee to research the National Project issue.

Is the Board prepared to vote on Nate's proposal for VPT to be approved as a National Project the way the National Project policy stands now? (Leah) Yes and there was a change made in April to the Policy Directive (different from the memo version that you sent out). If a committee is researching this issue, take a look at revision 15 in Google Docs (Gene).

Motion to recognize Veterans Peace Team as a national project passed unanimously.

9. Zinn Fund Awards – Doug Rawlings

The Zinn Fund Committee reviewed five applications using two major criteria: (1) the impact of the project for promoting peace and justice, and (2) the likelihood of the applicants affectively completing the project.

The two that were chosen were VFP-22's fundraising for the Golden Rule Project, and VFP-50's Peace Scholarship (N Michigan State College). The committee awarded \$500 each, since there was \$1,100 available. The committee is waiting for Board approval of the awards. Doug recommends that Board accepts the Committee's proposal.

Ken Barger's Zinn Fund Committee will be meeting again this Sunday to discuss the process they used.

Discussion included – What about the three that didn't qualify? (Gerry) One was another scholarship, but no indication that it was self-sustaining or had any matching funds; VFP-124's Phun Phactory proposal was too vague reference organizing an event; *Talk Nation Radio* from Charlottesville, VA forming chapter was next highest on the Committee's rating scale, but not self-sustaining after the grant (Leah/Doug). There was a concern of matching funds, but Policy Directive stated that matching funds or obligation could be in-kind (Doug). Is the 8.5% taken out of Golden Rule's \$500? (Leah/Adrienne) No, only out of the funds they raise (Doug).

When is the next application deadline? (Gene) Deadline is the end of the second month of the third quarter – end of August (Leah).

Motion to approve Zinn Fund Committee's recommendation that these two projects be given \$500 each passed unanimously.

10. Membership Survey – Adrienne Kinne/Matt Southworth

The survey will accompany the Strategic Plan brief. Matt and Adrienne wanted to lead members through the process from vague to the specific; much like the Board went through. We wanted to get feedback as to what members were and weren't doing. Also, we wanted to know if the Board explained the process well and if we were heading in the right direction. Also there were demographics to consider, as well as what's missing.

The Board needs to explore Google Docs vs. Survey Monkey. There are disadvantages to Google, e.g. no way to plug in headlines (random data box), and Survey Monkey, e.g. with no account (\$200/yr) you're limited to 10 questions. Survey Monkey is easier for compiling data and we'll be able to send a link.

Discussion included – Good range of questions (Gerry). Free style opportunity is also important (Adrienne). Like the format, but why the demographic question on income range? (Doug) Standard demographic information, but don't have a strong opinion either way of taking it out (Matt). Probably a good idea to get an idea of the membership income range, says something about us (Michael). This question should be included in a different questionnaire (Doug). If that demographic question is included then maybe it should be explained, and what does it have to do with the Strategic Plan (Gerry/Gene).

Agreed, and we should include a statement explaining the demographic questions pertaining to our membership. And if we're going to use Survey Monkey we should decide that soon (Adrienne).

What about the newsletter; thought it was going to include the survey? (Leah) The next time around we can use the newsletter – timing issue (Adrienne).

11. Strategic Plan – Michael T. McPhearson

We'll need more time to discuss specific Board proposals for the Strategic Plan, and the rest of the discussion will just be agreeing on the language of the draft, i.e. pro-peace veterans vs. Veterans For Peace. The next call we'll need to go over the priorities for specific issues and then we'll be ready to send it out.

Discussion – Would prefer to discuss the whole issue at another time (Gerry). The rest of the Board agrees – getting late.

Board agrees to table the rest of the agenda items – Strategic Plan, Policy Book changes, ED Evaluation and Staff feedback, and RNC/DNC - until a Board call on Monday, June 25, at 5:30 PDT (8:30 Eastern).

Motion to adjourn passed unanimously.

Adjourned at 2007 PDT.

Gene Marx, Secretary

VFP Board Call Minutes
June 25, 2012

Present: Leah Bolger, Gerry Condon, Cherie Eichholtz, Nate Goldschlag, Adrienne Kinne, Gene Marx, Michael T. McPhearson, Doug Rawlings, Mike Reid, and Matt Southworth

Absent: Ron Dexter, Jonathan Hutto, Joey King (will be late), and Dan Shea.

Called to Order at 1736 PDT.

1. Policy Book Change Proposal - Leah

Proposal to clarify the use of the word “disposition” in the VFP Policy Directive:

- The Bylaws Committee is *“charged with ensuring that the bylaws meet the evolving needs of the organization...to this end, the committee will...study such proposals or suggestions and make a recommendation to the Board as to their disposition.”*
- Also Dave Wiley, the Bylaws chairperson, requests that the Committee not make Resolutions recommendations to the Board this year and make a policy change; are there any objections? (Leah)

Discussion included – I’ve found their input useful at times; it’s subjective but everything’s subjective (Nate). Resolutions aren’t binding and there are so many; their recommendations are helpful (Adrienne). Could be perceived as the Board being influenced; make sure their in the right format and then pass them to the Board for consideration (Doug). Agree with Doug (Gerry). What we want is an analysis (no politics), and it’s up to us to make the decision (Michael).

The Bylaws Committee serves at the pleasure of the Board; don’t need a hard and fast policy (Michael). Does the Bylaws Chair think he’s at odds with a particular resolution submitter, and why should we curtail a process that’s worked? (Michael)

Motion made to not require the Bylaw Committee to make resolution recommendations this year, but that the Board will want them to make recommendations next year (2013) passed, 5-2, with 2 abstentions.

The Board does not support amending Bylaws Committee responsibility #2 regarding bylaw recommendations to the Board “as to their *disposition.*” No objections.

2. Executive Director Evaluation – Michael

The first thing the Board needs to do is agree on the weight factors in the general evaluation form. Secondly, we need to go over the staff input questions. Then review the whole evaluation process and where the Personnel Committee.

- Weight Factors – we can go through each factor, i.e. financial and legal compliance or we can settle on the averages Adrienne compiled from the Board input; also need input from Mike regarding weights.

Discussion included - I wanted to increase the Community Relations. It was weighted as 5% but should be doubled (Mike). Wanted to clarify that this evaluation tool was meant to be a broad evaluation picture that highlights several key aspects; there would also be a separate goals that the Board and the ED would write up that would identify what they would want to accomplish as goals; the Community Relations factor was increased to 15% after the averages were compiled (Adrienne). Remember why we hired Mike and the priorities that were set, that's how the Board should arrive at the weighted categories (Michael).

Motion to accept the averages (Nate), seconded (Doug). No objections. (Financial Compliance – 17.5%, Legal Compliance – 7.5%, Revenue – 15%, Human Resources – 10%, Products and Programs – 7.5%, Relationship with Board – 7.5%, Membership Relationship – 20%, and Community Relations – 15%)

Discussion – Does Mike approve of the averages? (Adrienne) Yes, but not clear how Tammy figures into my fundraising; what percentages are hers and mine (Mike). Subjective, depends on the goals the ED sets; the ED is ultimately in charge so specific percentages would be difficult to assign (Michael). ED is evaluated against the big picture, or how the Organization is doing (Adrienne). Weights help to manage priorities, i.e. Financial Compliance and Revenue total 32.5% (Michael). These help me manage how the Board sees the priorities (Mike).

- Staff Input Questions – Not meant to evaluate ED performance, but the relationship between the ED and the staff. Staff input is a part of the Human Resources factor though.

Discussion included – First, is the Board happy with the five questions (below)? And I'm suggesting that this input be used for the Human Resources factor in the General Evaluation, unless a Personnel Committee report indicates that there is a serious problem that needs to be addressed immediately and separately from the general evaluation; if not these should just go under Human Resources (Michael).

1. Please rate the work environment in the office. *Friendly, Neutral, or Hostile.*

2. Please rate the Executive Director's openness to you discussing issues and concerns affecting your work. *Easy to Approach, Approachable, Hard to Approach, or Unapproachable.*
3. Do you believe you and others are treated fairly by the Executive Director? *Yes or No.*
4. The Veterans For Peace office provides you with a place to grow as a person or employee? 1 through 5 (1 - worst rating, 5 – best rating).
5. Do you have any negative or positive feedback about working as a staff member of Veterans For Peace that you would like to share? Leave space to provide comment.

Additional discussion included – Regarding #1, does this include sexual harassment or do we need to add this? (Joey) It would encompass sexual harassment, or we'd have to come up with separate questions for religion, ethnicity etc. (Michael) Would it be useful to have a 6th question regarding improvements they might recommend from working environment and productivity? (Gerry) Skeptical about telling ED what improvements could be made based on staff suggestions; ED will be evaluating the staff and the Personnel Committee will go over that process and provide a way for his staff to suggest improvements. ED can act on it (Michael). Purpose of these questions is to evaluate the workplace atmosphere, not to solicit ideas to improve it (Leah). It's usually better to offer five responses*; avoid forced choices (Adrienne/Gerry).

***The Personnel Committee will add *Very Friendly* and *Very Hostile* to #1 and *Neutral* to #2. No objections.**

Additional discussion – I would suggest that this feedback to be solicited face-to-face a few months after hiring the new ED, and then during the General Evaluation; we should commit resources to this, important (Michael). Who would ask the questions and could this be done on a Skype call? (Joey) No, too subjective, and I'd suggest someone on the Personnel Committee (Michael). Might be overreacting, reference the problem we had with the last ED; don't have the money for Personnel to travel to STL. If we get a red flag from a written response to the questions then maybe the Board should send someone to STL; overkill and it's not anymore comfortable complaining in person than in writing. We could do this at the Convention, if necessary (Leah).

If we're to show the staff that they're valued then a once-a-year personal visit is important, a commitment; the Convention is too hectic. A written evaluation of my boss makes me cringe; much more comfortable having a conversation (something in writing could be read differently). Not an overreaction to the previous ED; part of good policy, and watch the budget but send at least one person to do the interview (Adrienne).

Money well-spent, we have to be more on top of the situation (re DL); would it be an anonymous response? (Nate) The interviewer asks the questions and fills out the form,

with no names (Michael). It's worth doing and worth doing soon, and not at Convention (Nate). If it's set up properly it will protect everyone (Michael).

Agree, absolutely nothing replaces an informal meeting with an employee; recommend doing it 2X a year or with some regularity – and not at the Convention (Gene). Why don't we hold one of the quarterly meetings in STL, to include this process? (Doug)
Agree with Doug, and stay an extra day after the quarterly meeting; the Convention wouldn't work, staff is spent (Cherie).

A sense of the Board is to conduct a face-to-face staff survey for feedback at least once a year. There will be one ED evaluation and survey ASAP, to be followed-up with the ED evaluation at the Convention (or whenever it will take place with Leah). No objections.

- Review of Executive Director Evaluation process (two parts)
 1. ED and Board need to come up with specific goals; some based on the weight factors. (At the time of the evaluation both the ED and the Board will assess results related to the goals; there will be achievements the Board's not even aware of or reminded of and the ED can write these up.)
 2. ED evaluation will consist of the Stated Goals (with ED and Board assessments), along with the General Evaluation Form (weights factors) and the staff input.

Problem now is how do we take the General Evaluation and the Specific Goals and come up with a final recommendation concerning the ED. Possibly refer this question to the Personnel Committee or the Executive Committee to see how they would consider using these three tools. The Personnel Committee is still working on this process.

3. Strategic Planning - Michael

Discussion of June 15th Strategic Planning brief; decide on language and settle on four specific areas of focus. The Board needs to be careful to not get too deep into specific campaigns until we get input from membership.

What is the strategy statement from the first priority? (Gerry) Educate membership about the human, financial and environmental cost of war and create local and national opportunities for members to talk to media, students, civic groups, legislators and the general public (Michael).

Recap and rereading of SP Brief

Discussions and Q&A for Specific Vision #1 – Under #1 Tactics, we have to clarify what “utilize pro-peace veterans’ voices at elections etc.” means; do we want to take it out? (Michael). We could take it out because the second Tactic covers it; includes election events and discussions (Doug). **No disagreement.**

What about Associate Members that are non-vets; I thought we were trying to reach the public and not just pro-peace vets? (Mike) VFP is trying to reach the public with what we're saying; plan is to increase veteran voices. Maybe we need to tweak the language to be more inclusive, but we need the increase to be veterans' voices (Michael). The **goal** is to educate the public, and our **tactic** is to train pro-peace veterans as to how they can effectively engage the public (Adrienne). AMs can take part in the training; and don't have to be a veteran to take part in an action. But we need to tell funders that we have to specifically seek out and increase pro-peace veterans' voices through training (Michael).

We might need a footnote under the specific strategy to explain this because AMs could be trainers; but the emphasis is veterans' voices (Doug). Maybe in the preface (Michael).

We might just have to restructure that sentence (Gerry). Try a page-break, formatting issue; make sure each there's a page for each specific vision (Adrienne).

Discussions and Q&A for Specific Vision #2 include – Under *Specific Strategy*,
“Diversify outreach to expand pro-peace veteran and active duty voices with year-long media campaign (Communication committee or specific ad hoc committee involvement?)”

The #2 Tactics were sent out, but we didn't discuss the specific strategy statement (above).

Not comfortable with this description; not sure I understand “diversify outreach”; tactics also need to be expanded (Gerry). “Expanding” outreach might be better than “diversify”; I'd change the objective to increase *active* duty soldiers (Doug). One of the tactics was to go after GI Bill veterans on campuses – *recent* veterans (Adrienne). Need to make a decision on what we want to prioritize (Michael). Because of the Guard, “*service members*” is better (Adrienne).

New Objective will be “Focus on increasing the number of service members and recent veterans openly speaking out against US foreign policy.”

More discussion – With the Specific Strategy, I'd only remove the word “media” (Adrienne). Or change it to “Expand outreach efforts to pro-peace veterans and active duty voices” (Doug). Should be stronger support for GI resisters embedded in this document (Gerry).

Gerry will take the lead on revising/reworking Specific Strategy statement for Specific Vision #2 (including tactics); draft in 24 hours.

Discussion – Focusing on four specific VFP issues that will support a broad range of work:

The board decided on **Current and Threatened Wars, Reducing the Military Budget, GI Resistance Work, and Drone Warfare**. These issues are subject to change and the time periods of focus are dependent on events.

Michael will get together with Mike to discuss the Associate Member issue and the outreach to the public vs. outreach to members. The statement has to clearly define the Board's rationale. And rewrite the paragraph on Media Strategies.

When will we be able to send it out to members? (Gerry) **Draft by Friday, and completed statement released with survey on Friday, July 6. No Board call scheduled before July 16 unless something needs to be discussed as a result of the final changes to the Statement.**

Adjourned at 2000 PDT.

Gene Marx, Secretary

VFP Board Call Minutes
July 16, 2012

Present: Leah Bolger, Gerry Condon, Cherie Eichholz, Nate Goldshlag, Adrienne Kinne, Gene Marx, Michael T. McPhearson, Doug Rawlings, Mike Reid, and Matt Southworth

Absent: Jonathan Hutto (resigned; unable to fulfill commitment), Ron Dexter, Joey King (will be late), and Dan Shea (will be on at 1800)

Called to Order: 1734 PDT

1. Approval of Agenda – Motion to approve passed, unanimous.

2. Approval of June 18 and June 25 Board Call Minutes - Motion to approve passed, unanimous.

3. ED Report – Mike Reid

- Barrett Foundation grant of \$4,700 was received 3 weeks ago – general operations grant.
- Applied for and awarded a Vista/AmeriCorps grant; looking for grantees that could work in STL, to work with the membership database
- Have an intern now, working on chapter contact info; had another but that intern got a job and moved.
- Lapsed membership campaign resulted in 98 renewals by July 4; VFP will follow-up with greeting and make sure they're assigned to a chapter; also will provide them with a survey regarding the process and treatment.
- Module 1 – one-on-one -of the Leadership Development campaign has started; 20 slots available for each phase, announced by e-blast. 15 sign-ups so far for the July 21 session, and 10 so far for July 28 – How to Hold Successful Meetings. Module 3 will be How to do a Strong Power Analysis; talking to Elliott and Tarak about a non-violence primer.

Discussion and Q & A: How was the \$10 membership campaign publicized? Was there an email sent to the lapsed members? (Nate) E-blast and on website, and email to the lapsed members (Mike). Find one, bring one discount will be announced this Friday (Mike). Make sure people know that the Leadership Training is part of the bigger effort to make VFP and the Strategic Plan successful, got to start talking about it (Michael).

4. 2012 Convention Report – Doug Rawlings

- Convention booklet going to the printer on Wednesday; raised \$10 K in ads, Doug Zachary was the key player in that effort.
- 129 people registered so far

- P-Mac and Jeffrey Keating are going to the hotel tomorrow to wrap up loose ends.
- The workshops are complete, spaces fill; ready to go.
- Plenary speakers and entertainment all set up.
- The off site events are ready.
- Looking for a Miami printer for the tee shirts

Not the kind of numbers we were hoping for (we'll be lucky to get 150), but if it pays for itself it'll be OK. With the workshops and plenary speakers, it should be a good convention.

Discussion: You'll definitely have 150, because 20-30 show up late to register; during the next 2 weeks there will be a good number of people sign up; I'll be surprised if you don't have 250 (Michael).

5. 2013 Convention – Leah Bolger

VFP's convention will be in Madison, WS. We're working with the Concourse Hotel, the only union hotel in Madison; the sales and marketing rep proposed a rate and minimum concessions that was too high, but he's trying hard to make it workable for us.

Three different time frames to look at: July 23-28 (with a lower rate on the rooms, and OK with bylaws); August 27-September 3; and August 6-11 (higher demand dates and room rates go up \$10 per night).

Discussion: Prefer the beginning of August (Adrienne). That was the highest rate at \$139 per room before taxes; much higher than this year (Leah/Doug). There's all lot going on the end of August and the middle of July; do it the standing weekend (Adrienne). This isn't the standing weekend; bylaws state sometime between July 1 and August 31 (Leah). Also prefer the beginning of August, and we don't want to run into Labor Day; have you or the chapter looked into the UW at Madison? We should look into that (Nate). Labor Day looked good with the labor connection, but probably bad timing with school starting up. Leaning toward the other two dates; prefer hotel accommodations, and don't have a problem with late July (Doug).

The coordinator extended the time to sign the contracts until after this year's convention, so we have time yet to think about it. The deadline is August 16; we can talk about it at the next meeting.

Additional discussion: Are you resistant to checking out the university? (Michael) Not resistant, but I went to a conference at the Concourse Hotel and it was a great location. It's across the street from a vocational school, with a lot of classrooms we could use; Ben Manski teaches there, might not even have to pay for them (Leah). Overflow? (Michael) Might be an overflow from hotel, might need more spaces than they have; but the location of the hotel is ideal – 1 1/2 blocks from capitol and solidarity sing-ins on Friday; close to restaurants and supportive businesses; college is walking distance from capitol; hotel is more convenient for people that

don't get around that easily, and would like to support a union hotel. We can check out the university (Leah).

Holding it in early August works better for me; got to be careful with school conflicts (Matt). Encourage looking at the university; rooms would be a lot cheaper; support first weekend in August (Adrienne). Depends on college, U of MD rooms were expensive (Leah). Is there local help? (Cherie) Yes (Leah). You need to look into the university soon, if the deadline is August 16; you seem biased (Nate). I have it in my notes (Leah). I'd like to hear more about the local involvement (Gerry). There's a convention committee made up of about 9 members of the chapter (Leah). There was a misunderstanding of what their role would be; they would check on the university if we asked (Doug). Classes don't start until the 1st of September (Adrienne). We'll definitely check on UW (Leah).

6. Nominations – Cherie Eichholtz

There are 9 Board candidates; per the bylaws we need 10. Mike and I made follow-up phone calls to make sure they were still planning to run. The questionnaires have been sent out and I've received a couple of them back; need them all by July 27.

Discussion: I would like to see the questionnaires of the 9 candidates to possibly pick a replacement for Jonathan; don't want to go until next January with an empty spot on the Board (Leah). If any one else has any ideas for candidates let me know (Cherie). When you get the questionnaires in would you forward them to me? (Leah) Yes (Cherie).

7. Awards – Matt Southworth

One additional nomination came in today, Pat Scanlon, so that brings the total to five. Cherie and I will confer on the submitted awards, but the deadline is July 20, so I'm in no hurry to start assigning awards yet. We'll determine the type of awards then based on what we have. Five's a good number, no reason to have 20 or 30 awards.

I'll talk to Virginia and Shelly soon about ordering plaques; suggestions for type of awards would be appreciated.

Discussion: Check with Joey – he's also on the Awards Committee. I have an idea for an award; we'll talk offline (Leah).

8. Strategic Plan - Michael T McPhearson

- **Status of Strategic Plan Brief and Survey**

Discussion: Where are we with Brief and Survey: have either gone out? (Leah) No, they have to go out together; everyone seems happy with it. The only question remaining was using Survey Monkey or not; it's out of my hands at this point (Michael). For Mike - The brief is ready; are we

going to use Survey Monkey, and where are we on getting it out? (Leah) There's another survey program; are we going to use Survey Monkey and do we have to pay for it? (Mike) 100 participants and 10 questions, it's free. More than that, \$200/year (Leah). That's right, and using it for the convention we need to pay that; could be \$300/\$400. Survey Monkey is worthwhile and easy to use (Adrienne/Matt). Need feedback on survey (Matt). SM would be useful even for the ED evaluation; useful all year (Adrienne). I'll purchase it for \$200; when does the Board want to release the SP? (Mike) Should have been out Monday; ASAP, as soon as you get SM purchased and get the signing info back (Michael). It will be done tomorrow morning (Mike).

For Mike, I'll send you the brief. E-blast? (Michael) We'll be sending it out in an e-blast this week (Mike). Disclaimer for income question on survey? (Gene) I can do that (Matt).

No objections to purchasing Survey Monkey.

- **Presentation at Convention**

Discussion: Michael won't be at the Convention. Who's going to present the Strategic Plan? (Leah) What needs to be presented – results of survey, announce it again, remind people? (Doug) How we've gotten to where we are, getting feedback, where we're going, maybe a PowerPoint (Leah). The Board should be able to explain why the ideas in the brief are there, where they came from, and what the next steps are, and what do the members think about them (Michael). Someone should take the lead on this (Leah).

I'd be happy to, should be two Board members to work on a presentation (Adrienne). Matt and Adrienne nominated (Doug). Matt agrees to join Adrienne. Adrienne and Matt will coordinate presentation with Michael.

9. ED Evaluation - Michael T McPhearson

Draft of evaluation was sent out on July 12, and the changes Doug recommended were added. We've agreed on the weight factors. We haven't agreed on the first section – Specific Goals. Do we agree that we need to have this section; so far there is Specific Goals, General Goals (eval tools we use for weights), and Staff input.

Need to be able to give the ED the ability to look at specific goals over the specific evaluation timeline (i.e. next year etc.). The Board working with the ED will come up with these, but the ED will have some goals that he'll be able to set and we'll need to know what they are. We'll look at these goals at the end of the evaluation period to see if they were met. There will also be a narrative section in the Specific Goals portion that the ED can use to outline things the Board may not be aware of.

How does all this fit together? The ExCom will determine how these tools will be used to come up with the final evaluation.

Joey King joined call at 1823 PDT.

Discussion: Should we use January as the end of the evaluation period, since Mike came on in February of this year; brief the ED on the evaluation and go over the goals at the Convention? (Leah) No objections. Mike concurs.

Suggest that Board look at the document, be thinking about what the goals should be, during the next 2 or 3 weeks; Mike might have an opinion what these goals should be. It will be easier than starting from scratch, to finalize it (Michael).

10. Bylaws and Resolution Voting – Leah Bolger

Think there was a misunderstanding. I never intended to leave the impression that we would not be discussing the bylaw proposals and resolutions, with a debate. I always fully intended that we do that. If the bylaw change is approved or not, the bylaw itself says we will have a discussion and debate. In April the Board voted to have a non-binding vote at the business meeting, following the discussion, to advise the membership how the participants at the convention voted.

I suggest that the Board should be open to not have the non-binding vote if members there don't want to have it. I imagined that the membership would vote first on the bylaw voting, then resolution voting, then have the vote for when they will go into effect.

Discussion: Would it be possible to film the non-binding vote and discussion, and then post it on the website? (Doug) Yes, and I've scheduled two webinars where people can debate real-time. That can also be posted; lots of options (Leah). On the webinar, can people who don't have computers call in; a conference call would be easier and more open for people to participate if they don't have a computer, internet, or don't want to download something (Adrienne). The webinar lets the members raise their hands, has live chat, easier to have a discussion (Leah). Can people call in? (Adrienne) Yes, but have to have a computer (Leah). Needing a computer and logging in is not democratic, phone call easier (Adrienne).

It's not trivial to film it and put it on the website; Jeffrey Keating hasn't committed to doing that (Nate). The debate should be recorded, definitely want to share it; need to recruit somebody to do that (Gerry).

Dan Shea joined call at 1835 PDT.

We could do it mp3 audio, small file (Michael). Great idea (Gerry). Webinar hasn't been successful, with 6 signing into the last one; nothing going on with the Yahoo group either (Nate). Michael might be on to something with the audio, be able to listen to it later (Joey).

I wanted to respond to what you (Leah) said about a convention vote. You present to the convention that this is what the Board wants to do – debate, discussion and vote – and if

someone objects OK. Otherwise, that is the way we do it (Nate). I'd like to know how we're going to time the votes procedurally, to make it go as smoothly as possible (as per Dave Wiley's suggestions); and we're all going to have to be on the same page (Adrienne). Dave Wiley suggested if we vote on the bylaws and resolutions first, the vote on the effective date takes place first; this seems silly, because if the first two fail, there would be no reason to vote on the effective date. If the membership wanted them to go into effect immediately we would go into the discussion/debate (Leah).

Clarification - I think what your still saying is that if these resolutions pass, there will not be a convention vote (Nate). We can do that but it should be up to the membership – non-binding vote or not (Leah). The proposal doesn't say anything about a non-binding vote not taking place; we voted on this overwhelmingly (Nate). Voting on the effective date first doesn't seem silly, it would give the membership an idea of what is going to happen ahead of time should the first two pass or fail; better idea (Gene). It's within the Board's purview to have the non-binding vote or binding vote, depending on the results; two different agendas? (Adrienne) What will happen at the convention is exactly what has happened in the past – discussion and vote – except the binding vote will take place in October (Doug). The non-binding vote is the recommendation, and the fall vote would be ratification (Dan). The Board decided (Nate). OK (Leah).

We should vote on the order of the first three votes; should vote on when the bylaw/resolution vote, should they pass, is effective. Agree with Gene that the vote on the effective date should go first, so people will know what will happen going in (Nate). But if they fail, it would be moot (Leah). That doesn't matter (Nate). Go with the recommendations of the bylaw committee...the rest inaudible (Doug). Doug will have to repeat remarks; it makes more sense to have the vote on the effective date after votes on bylaws/resolutions; could do it either way if there are clear guidelines (Gerry). Lay out the procedural options for convention; then Board recommendation. Stress that the convention vote counts, non-binding or otherwise (Doug). Don't like "straw vote", it's a convention vote (Nate).

The uses/semantics of the words "straw vote" and "ratification" disputed (Leah/Doug/Nate).

Additional discussion - Proposal was submitted to Board by Nate to handle voting if it moves out of the convention; what we would have to provide members – pros and cons, lot of stuff has to be pulled together, and it will fall on Gene and future secretaries; i.e. Board vote and justification, Convention vote and justification, pro and con. Without that it's not democracy, so I would like some discussion of this (Nate).

Someone voting at the convention (in a non-binding vote) might think they already voted when they get the paper ballot (Joey). We have 3 different things on the table now – how we're going to recommend on the bylaw proposal recommendation overall – Nate just made an argument against it (Gerry). Not fair, spoke about what would need to be presented to the members (Nate). I took that as an argument against it. Anyway all this work shouldn't just fall on Gene, the Board should also be involved; I'm prepared to be one of them. What are we voting on? The

bylaw, what order it would be presented, the nature of the non-binding vote (Gerry). What do you mean by the nature of the non-binding vote? (Leah) Expressed as the wish of those who were at the convention, how it's recorded – a vote there and in November (Gerry). It's more democratic, the way Gerry explained it; have to be careful like Joey said. What was said at the convention counts, but then they can change their minds – after online discussion (Doug).

A lot of this was settled in April, we need to get this thing settled and it's not that difficult. The only thing we need to do now is vote on the separate process (effective date) before we vote on the amendments themselves. Explaining the effective dates should be done up front, and then we can vote on the resolutions; why do we keep going on with this? (Gene). Cringe at these discussions/debates going on for 3 months; maybe we can discuss later moving them up (Adrienne).

- **Vote on the effective date, following the passage of the bylaw changes 1 and 2**

Motion that we vote first on the effective date (Nate), seconded (Gene) passes 5-3.

- **Bylaw Change Proposal 2.1.1.A - Resolutions**

Motion that the Board recommends Yes the bylaw change as it relates to voting on resolutions (Gerry), seconded (Doug).

Discussion – 90-95% of the resolutions pass overwhelmingly. This came about because of the Impeach Obama Resolution, but some are conflicting, like last year's Palestine resolutions, and if they were voted on separately it's possible that contradictory resolutions would have passed. Elliott skillfully put them up for a vote – 3 voted on, with the winner getting an up-or-down vote; don't see how that can be done in offline voting, and people won't hear debate (Nate). Inclined toward offline voting, there have been indications that members want to vote on these; Nate raises an excellent point and we need to be thoughtful about conflicting resolutions (Nate). Part of the responsibility would fall on the Resolutions Committee (Joey). Could be an opportunity for the webinar to take off, people would feel invested; also email etc; an opportunity to widen the net (Doug). I missed the responses from Obama and Netanyahu after the resolutions (Matt). Get it, it doesn't make much difference what we resolve at the convention; the membership has asked for a different procedure (Leah).

Motion to call the question passed with 1 objection.

Michael McPhearson left call at 1914 PDT.

Motion that the Board recommends Yes on the bylaw change as it relates to voting on resolutions passes 5-2, with 3 abstentions.

Cherie Eichholtz left call at 1919 PDT.

Discussion: The Bylaw Committee recommended approval (Leah/Doug). I thought it didn't make a recommendation (Gerry). Version 4 didn't make a recommendation of passage (Adrienne). Version 3 is still on the website, have to get it changed (Gene). OK (Leah)

- **Bylaw Change Proposal 2.1.1.B – Bylaws**

Discussion: Since the resolutions are non-binding I'm comfortable leaving them to the membership, but the bylaws govern the way we operate; they should not change often. The risk vs. benefits of open participation is too great (e.g. IAWW members changing VFW bylaws). Anybody can submit a bylaw amendment, and voting by mail would make it too easy to alter VFP. Changing bylaws should be reserved for the convention (Adrienne). I agree with most of what Adrienne said – not so much about a takeover, but that it should be difficult to change the governing documents of the organization. With paper ballots, there isn't the debate and insight that people get when they're at the convention (Nate). It is difficult to change bylaws with a 2/3s vote requirement, and recommendations from the Board; not concerned about opening up the process (Gerry). Agree with Gerry – there's a 2/3s vote requirement; not as concerned as Nate and Adrienne (Doug). A very small percentage of members could change a bylaw; should educate members and allow more of them to vote (Leah).

Motion that the Board recommends Yes on the bylaw change as it relates to voting on bylaws (Gerry), seconded (Doug) passes 5-4.

Additional discussion (re adjourning): It's getting late. Since we're losing Board members on the call, we could move the whole discussion to the convention; instead of doing part of it now and part of it later (Adrienne). Agreed, adjourn now and continue in MIA (Matt/Nate). Will we have enough time at the convention, or will we need addition time between now and then? (Gerry) Plenty of time (Nate). Disagree, I've been at Board meetings where we've had to rush and not discuss things (Leah). Then could we look at the resolutions, and go through the "no brainers"? (Doug). OK with me - like to get as much knocked out as we can (Leah). There are only a couple of resolutions that could be controversial; these will take 1 ½ - 2 hours at most in MIA (Nate). Agree with Nate. We don't have enough time in the next 20 minutes to decide if we're going to adjourn or not; move we adjourn (Gene).

The last vote was official; had a quorum. If someone wants to revisit it at the Convention then he or she can make a motion (Leah/Doug).

Motion to adjourn, no objections.

Adjourned at 1941 PDT.

Gene Marx, Secretary

**VFP Board Meeting Minutes – Miami, FL
August 8-9, 2012**

Present: Leah Bolger, Gerry Condon, Nate Goldshlag, Adrienne Kinne, Gene Marx, Doug Rawlings, Dan Shea and Matt Southworth

Absent: Ron Dexter, Cherie Eichholz, Michael T. McPhearson and Joey King.

Guests: VFP-32 and VFP Convention Attendees

August 8, 2012

Call to order: 0840 PST

- 1. Announcement of Ron Dexter resigning his Board position – Leah Bolger**
- 2. Statement of Purpose read – Nate Goldshlag**
- 3. Agenda Review and Approval:** Additions/deletions

Discussion: Add as an item, a discussion of the Saturday business meeting agenda, and today's bylaw and resolution discussion moved up (Nate). Add a self-assessment of how we're functioning as a Board (Adrienne).

Agenda approved with no objections.

- 4. Approval of July 16 Board Call minutes - Motion to approve passed unanimously.**
- 5. Executive Director Report – Mike Reid**

- **Membership and Goals for Future** will be discussed in detail Saturday – membership and how to increase it, methods; leadership trainings; development, including grants.
- **Branding Campaign** – 7-second messages via electronic billboards from September to December in STL (i.e. *Peace for Precedent* election marketing) to increase membership and get our brand out there; cost \$2,500. (If you come up with a 7-second message, email it to ED.)

Discussion included – How will we pay for it? (Leah) Wasn't there communications budget for that? (Adrienne) VFP needs a marketing campaign – ads on *Facebook* etc. (Leah). \$250 ads - don't know how to measure clicks on *FB* (Mike). Let's try it, over two months what's the traffic – inquiries, membership (Doug). Uncharted territory, we can see how many people click but how does it translate (Mike). Expensive, *FB* ads invisible; LTEs in surrounding papers would work better (Nate). Support Mike's branding idea; measuring it may be more long-term, but worth giving it a try (Matt). Link on website,

different from advertising, this is branding (Mike). How about marketing in a military town first; isn't it a tough sell in the STL? (Gene). No, a lot of vets there (Mike). Support the idea; would also like to see ads in campus newspapers (Adrienne). Also support it; this could go viral and timing to events (i.e. Olympics) is important (Dan). Tammy is looking for a grant for this (Mike). There is money for this - \$5K for advertising/marketing; we need to do outreach at the VA (Nate). We need to establish a goal with this messaging – membership, issue etc. (Leah). All of the above – when people see the logo they know where we stand (Mike). This will direct people to the website (Adrienne). *FB* ads aren't that expensive, need to target them demographically (Leah). I talking about pushing them to our site; branding will do that (Mike). This is an experiment, focused market; if there's \$5K, let's try it (Doug/Gene/Matt). A lot of good media responses begin with billboards, i.e. American Legion (Adrienne).

- **Grants** - Grants haven't been that successful; be prepared, it's going to be difficult than those that we receive from smaller progressive organizations.

6. Treasurer's Report – Nate Goldschlag

Much better than last year when for the first half of 2011 VFP had a loss of \$33 K, and then we finished the year \$46 K in the black – due to a MoveOn donation, profit from the Portland Convention, and Salaries coming in under budget (lower interim ED salary and the Membership Coordinator position not being staffed for some of the year).

- There's a misleading net gain so far this year of \$54 K (i.e. Convention income with low expenses; factor them out, with a break-even convention, the net profit would be lower by \$14 K). Taking additional factors into consideration, we're ahead by \$33 K.
- Two bequests totaling \$50 K have helped - \$40 K was budgeted and \$10 K was not.

Major concerns include:

- Lack of significant grants, and prospects for these
- Lack of major donors
- An unmet need for the Board to actively do fundraising
- Need to do a planned giving program

Review of Balance Sheet including some discussion:

Dues and donations are above budget by \$44 K, includes bequests; income minus operations - \$54 K. Operating \$23 K below budget? (Adrienne) Actual estimate for this year, income minus operations, all totaled is \$33 K, \$63 K above budget.

Big grants budgeted for the rest of this year total \$50 K (\$25 K in September and October) but don't see us getting them. If we get nothing from them, this will look a lot

worse (Doug). Yes (Nate). Why is income so low in December 2008? (Mike) Elections maybe (Adrienne), but don't think so (Nate).

Explanation of unrestricted reserve fund now totaling \$230 K; restricted funds include Zinn Fund, Iraq Water Project, and special projects (\$65 K in all). What makes it reserved? (Gerry) It's in the bank, like a savings account (Nate). We try to make budget; if we have a loss, it will come from those funds - an ing account \$130 K and a \$110 K checking account (Nate). Brief Golden Rule discussion and its National Project status.

According to Nate's Treasurer's Report:

"We have come a long way. Our slide in assets has been reversed. We are in the black as of June 2012. My fear is that much of this is due to fortuitous events (MoveOn grant, bequests, unsolicited grants, convention profit), which may be only a one-time deal.

There continue to be risks for the second half of the year, and I will summarize these risks:

- Risk that the convention will not break even as the budget states, when all the numbers are in. **Risk level – unknown**
- Risk that member donations will continue to be below budget. **Risk level – high**
- Risk that major donors and grants and foundation donations will not meet the \$95,000 level in the budget. **Risk level – high"**

A copy of the Treasurer's Report is available when requested.

7. Development Committee – Nate Goldschlag

- Discussion of Ann Wright/Leah Bolger Appeal; process of selecting one appeal letter over the other.
- Walk-a-thons aren't going to happen this year.
- DD contract should be a discussion for October meeting.

8. Membership Committee – Gene Marx

- **Old business:**
 - a) VFP chapter, VFP-962 (Charlottesville, VA), is going through the initial charter petitioning stage. The initial charter petitioning coordinator more optimistic about a recruitment of ten (10) full members.
 - b) International Chapter Structure, a work in progress.
- **New Business:**

- a) International Chapter Bylaw Proposal Talking Points: Bylaw Amendment 2.4 Point/Counterpoint developed by Membership Committee
- b) New Chapter charter applications – Ohio.
- c) June Membership Report (July report available after Convention)
 1. Current Veteran (3209) and AM (807) numbers, on 3-month plateau (April-June)
 2. Lapsed members – slight increase over May (4 and 8 respectively), and a slow 3-month climb
 3. New Members – Veteran (35) and AM (19), an increase of 13 over May
 4. Renewing – 115 and 19 respectively, an decrease of 39 total over last month and 130 since February
 5. Reactivated – 104 and 28 respectively, 33 over last month
 6. Donors – 2148, an increase of 10 over May and continuing a slow 8-month climb (2038 in November 2011); renewing and reactivating with donations, down 55

- **New Projects:**

- a) Membership Committee recommends including VFP Chapter namesake policy in *VFP Policy and Procedures, Chapters and Caucuses, page 8*. In addition to the VFP website page New Chapter Toolkit. **No objections.**
- b) Next Membership Committee call – week of August 20 (date and time TBA).

Discussion – Associate Membership numbers – now 20%, crept over 30% two years ago? (Gerry) Low 20s now and never was over 22% (Gene/Nate). Is there a bylaw limitation? (Gerry) Guidance in VFP Policy Directive of 25%; don't want it in bylaws (Gene).

Break: 1030 EDT

9. Bylaws

- a) **Bylaw Change Proposal 2.2 – Proposal to amend Article X, Section 3, Voting**

Discussion included: The vote to take away the vote in 2010 was flawed; associate members felt disenfranchised (Gerry). Statement of non-support read; if non-members get to vote on policy, VFP will lose its credibility and unique status (Nate). There has got to be a better way to acknowledge Associate Members than to allow them to vote on resolutions (Adrienne). Not allowing AMs to vote on resolutions sends the wrong message for an organization to be as inclusive as possible (Doug). Whether AMs vote or

not, what do we want from them? Having new AMs and taking the vote away doesn't seem right (Mike). Resolutions matter very little with regard to the VFP mission – this is a distraction (Matt). Empowering AMs is important (Dan). Local chapters empower Associate Members already (Adrienne/Gene). Resolutions are important; define positions of the Organization (Nate). AM Committee report got little circulation (Gerry). AM Report went out by email blast in Dec 2011/and on website (Gene). Have we been more effective since the vote was taken away in 2010? Associates are important to the Organization (Leah).

Motion that the Board recommends approval of the bylaw change as it relates to voting on resolutions passed 5-2, with 1 abstention.

b) Bylaw Change Proposal 2.3 – Proposal to amend Article III, Section 1, *Full Membership*

Discussion: There should be a general discussion on international chapters in general. Proposals 2.4 and 2.7 are contradictory; there should be a vote of 2.4 vs. 2.7 vs. neither (if 2.7 passed there could still be international members). Proposal 2.3 doesn't directly conflict with 2.7; then 2.3 could then be voted on by itself (Nate).

*Proposal 2.6 also conflicts with 2.4 (i.e. 2.6 states VFP does not charter chapters in foreign countries).

So the discussion at the meeting should be on international chapters in general. Then vote 2.4 vs. 2.7, then consider 2.3 vs. 2.6 separately. If 2.4 passes then 2.6 cannot pass, because it conflicts (Nate). Let's deal with 2.3 first (Leah).

Additional discussion: A straw vote of the Board would frame the issue for us all (Doug).

Motion to hold a straw vote of Board to see how many Board members support International Chapters passed 6-2.

Straw vote of Board in support of International Chapters passed 7-0, with 1 abstention.

Discussion continues on voting procedure for International Chapter option: Why not vote on proposal 2.3 is not contradictory? Is there a drawback to doing 2.3 now? (Leah) Clarification read (Doug), but the background is important, i.e. veterans in other countries approached us and wanted to be chapters of VFP...already organizing (Adrienne). The only way to support that was to open it up to membership (Gene). If proposal 2.3 doesn't pass, there is no point in discussing International Chapters.

Motion that the Board recommends approval of bylaw proposal 2.3 passed unanimously, 8-0.

Discussion continues on process – sequence, effects and merits of proposals etc.

Proposal for Voting Procedure, agreed upon with no objections:

- **First a vote on proposal 2.3;**
- **Then a presentation on 2.4;**
- **Then a presentation on 2.7;**
- **Discussion;**
- **Then a vote on proposal 2.4 vs. 2.7; if 2.4 passes a 2/3s vote, then 2.6 would go down as contradictory.**

c) Bylaw Change Proposal 2.4 – Proposal to amend Article XII, Section 1, *Chapters*

Discussion: Editorial changes; folds the idea of International Chapters into the language of Bylaw Change 2.3 (Gene/Doug). Ten (10) vs. five (5) members? (Gerry) Consideration of the Board (Leah). English vs. non-English speaking countries is an issue (Nate). Clarification – This would allow for inclusion or enhancement of existing or new ex-pat chapters (Gene).

Motion to recommend Bylaw Change Proposal 2.4 passed 7-0, with 1 abstention.

Members should be assured that clear policy would follow regarding individual foreign chapter applications (Gerry). The Board would always be voting and have the last word on whether a proposed chapter should be approved (Leah/Gene).

d) Bylaw Change Proposal 2.5 – Proposal to Amend Article V, Section 4 and Article VII, Section 1

Discussion: We have a lot of at-large members, doesn't make sense; up or down vote on new Board members (Adrienne). A number of good candidates are not affiliated with chapters; this should not be criteria (Nate). Invites personality attacks; we have a detailed Board questionnaire (Doug).

Motion to recommend Bylaw Change Proposal 2.5 failed unanimously, 0-8.

Rationale for disapproval – This would limit the pool of good Board members. The Board would vote on candidates based on VFP commitment, as well as comprehensive questionnaire.

e) Bylaw Change Proposal 2.6 – Proposal to amend Article XII, adding *Section 10, Expatriate Chapters*

Discussion: The reason why it conflicts with 2.4 is because of the phrase “VFP does not charter chapters in foreign countries” (Nate).

Motion to recommend Bylaw Change Proposal 2.6 failed 0-7, with 1 abstention.

Rationale for disapproval – This proposal conflicts with the Board recommended proposal 2.4. Also, VFP policy already allows for expatriate chapters.

f) Bylaw Change Proposal 2.7 – Proposal to Amend Article XII, adding Section 12 (to be appropriately numbered after passage)

Motion to recommend Bylaw Change Proposal 2.7 failed 0-7, with 1 abstention.

Rationale for disapproval – This proposal precludes foreign chapters of VFP, contradicting the Board recommended proposal 2.4.

Adjourned one hour for lunch at 1200 EDT.

10. 2012 Resolutions

a) Resolution 2012-01 – VA Benefits and Legal Status in Cases of Other than Honorable Discharges

Discussion: How would VFP get a bill introduced in Congress, who would do it? (Leah) Asking for validation from organization (Doug). Proposers of resolutions have responsibility to do the leg-work (Gerry). The impeach Obama members weren't satisfied with the work National did (Adrienne). I don't see anything wrong with this, asking for a bill to be introduced in Congress; let proposer organize it, do the work (Nate).

Motion to recommend 2012-01 passed 7-0.

2012-01 is recommended with the stipulation that the proposer organizes the legislative effort to get the bill introduced.

b) Resolution 2012-02 – Promote Citizen Desire for Prosecution and Punishment For Illegal Wars

Discussion: Confusing wording, what does the resolution clause mean in terms of

action? (Leah/Doug). Already stated in Statement of Purpose (Adrienne/Gene). We should be doing more than protest war, uses word “indict” (Leah).

Motion to recommend 2012-02 failed 0-7.

Rationale – The resolution is too broad, confusing and provides no clear action.

c) Resolution 2012-03 – Naturalization Oath of Allegiance

Discussion included: Calls on the government? Not our focus (Leah). Like it, it says a person doesn’t have to serve in military to be a US citizen (Doug). Aimed at naturalization (Adrienne/Doug). Might get more minorities involved in the organization, impacts Dream Act (Dan). Redundant, but I support it in spirit (Gerry). VFP has never gone on record for SSA (Gene). **Question called.**

Motion to recommend 2012-03 passed 7-0.

d) Resolution 2012-04 – Illegal Drugs – A New Approach

Discussion: Incomplete, ideally VFP should identify the war on drugs as a cover for US intervention; VFP would have to do a better job framing it if we put it out to the public. War on drugs is politicized, with privatized prison system. What does end the “war on drugs” mean? Interdiction, penal system, it’s a front.

Motion to recommend 2012-04 passed 7-0.

e) Resolution 2012-05 – Selective Service Ending

No discussion necessary.

Motion to recommend 2012-05 passed 7-0.

f) Resolution 2012-06 – Amazon.com VFP Affiliation

Discussion included: Buying through Amazon link on the website, VFP gets a percentage; but exploitive (Leah). We live in corporative America, and corporations exploit worker; I shop on Amazon and I want 6 cents on every dollar to go back to VFP; we make \$1,200/year and could double it if we promote it (Nate). It’s appropriate for us to take a stand against Amazon (Doug). *Powell’s Books* is going to be a link on site (Leah). Bad for organization to be associated with Amazon; inappropriate (Adrienne/Gerry). I don’t like Credo promoting Samsung or using PayPal on our website, but we have to use them; might as well milk them (Gene). **Motion to call the question, seconded.**

Motion to recommend 2012-06 passed 5-2.

g) Resolution 2012-07 – National Day of Listening to Veterans

Discussion included: Encourages each VFP chapter to contact members of House in support of HR 456 which would make every Veterans Day/Armistice Day a National Day of Listening to Veterans (Leah). Paula Caplin's resolution, Tom Swann's chapter submitted it (Leah). I wouldn't support it; supports listening to veterans that think their service in Afghanistan was correct. Inappropriate to tell what other chapters should organize around; this focusses on militarization (Adrienne). How do you legislate listening anyway? VFP should encourage chapters to support stronger legislation (Gerry). This doesn't visit peace veterans getting their stories out there (Gene).

Motion to recommend 2012-07 fails 0-7.

Rationale - Board thinks this is a well-intentioned effort, but VFP is already doing a lot of this; doesn't think listening could or should be legislated.

h) Resolution 2012-08 – Low-Risk Aid for Healing of Veterans

Discussion included: Based on Paula Caplin's work, PTSD turns everything back on the soldier, mentally-ill; therefore should be given drugs. In fact it's war itself. I support this resolution (Doug). There's VA frustration with treatment, when we'll end PTSD through prevention by ending war; these reactions to war aren't pathological (Adrienne). What are non-pathologizing ways? (Nate) Veteran sanctuaries, coming together to talk, yoga, acupuncture, spiritual healing etc. (Adrienne). She's saying it's our responsibility to take care of these soldiers, not therapists (Doug). All about US veterans, what about Afghans; VFP is here to end war (Leah). Vets getting benefits under PTSD; are we not going to call it PTSD anymore? (Dan) And seeking justice for vets is right in the Statement of Purpose; heal the veterans that come back (Gene/Nate). 100% of our most successful chapters are involved in direct service (Mike). Genesio's statement for more selfless service read (Leah). **Question called.**

Motion to recommend 2012-08 passed 6-0, with 1 abstention.

i) Resolution 2012-09 – Nobel Committee Revocation of Barack Obama's Peace Prize (Withdrawn)

j) Resolution 2012-09 – Nobel Committee Revocation of Barack Obama's Peace Prize (Withdrawn by submitter)

k) Resolution 2012-10 - Support for a United Ireland

Discussion – Unification should be left up to UK and Ireland; comfortable calling for peace but not in interfering in internal affairs of other nations; conflicts with second point of Statement of Purpose, not to interfere with internal affairs of other nations (Leah). Issue could come up with international chapters (Doug). **Question called.**

Motion to recommend 2012-10 failed 0-6-1.

Rationale – Conflicts with second point of Statement of Purpose.

l) Resolution 2012-11 – Rescinding Obama Impeachment Resolution

Discussion included: Calling attention to impeachment resolution would be a mistake, and rescinding it a year later would make VFP look hypocritical. What's gotten better? Would make us look like we were in pocket of Democrats during an election year (Leah). Board needs to take responsibility; voted against it (Nate). It was unanimous on a call – 6-0 (Gene). Dissenters would be surprised on contentious votes how many members just don't vote; no way of knowing how last year's impeachment vote would have gone if it would have gone out to all the members (Adrienne). The members are going to make the decision; nothing to be embarrassed about (Dan).

Motion to recommend 2012-11 failed 0-7.

Rationale - Calling attention to impeachment resolution would be a mistake, and rescinding it a year later would make VFP look hypocritical.

m) Resolution 2012-12 – Supporting Democracy, Equality & Peace in Palestine

Discussion included: This resolution – one state solution - contradicts position VFP passed last year – two-state solution was rescinded; right to self-determination supported (Leah). This resolution shouldn't have gotten this far; maybe we need guidelines (Gerry). **Question called.**

Motion to recommend 2012-12 failed 0-7.

Rationale - This resolution contradicts position VFP passed last year – two-state solution was rescinded; right to self-determination supported.

n) Resolution 2012-13 – VFP PWG Palestine Resolution for 2012

Discussion included: Submitted by Palestine WG, but redundant and reinforces positions VFP has already taken (Leah). The Board supporting this resolution would pretty much cross the tee; reinforce vote taken last year (Gene). Recommend we support it (Leah). Recommend rejecting it, not necessary; good resolution last year (Nate). Resolution Committee recommended it be brought to the body (Leah). Committee reviewed language, determined that body should look at both of them (Dan). Board should support it administratively (Gene). Work of WG should be supported (Gerry/Doug).

Board feels that 2012-12 and 2012-13 are contradictory and therefore should be presented simultaneously. One discussion, two votes – 12, 13, or neither.

Motion to recommend 2012-13 passed 6-1.

o) Resolution 2012-14 – Dismissal of Charges Against PFC Bradley Manning

No discussion needed.

Motion to recommend 2012-14 passed 7-0.

p) Resolution 2012-15 – Resolution Calling for Unconditional Amnesty for All GI Resisters

No discussion needed.

Motion to recommend 2012-15 passed 7-0.

q) Resolution 2012-16 – U.S. Sale of Cluster Munitions to South Korea

Discussion: Late entry; opposes specific sale (Leah). No position on cluster bombs; nothing on record (Gene).

Motion to recommend 2012-16 passed 7-0.

Adjourned for 15 minute break at 1515 EDT.

11. Golden Rule Update – Fredy Champaign

- Had some problems; coalition now of a few chapters.
- Arcata Chapter members joined our chapter (VFP-22); building the boat.
- Raised \$53 K, another \$10 K donation. Now about 80% complete; ready to sail in maybe three more months. Will be ready for the America's Cup.
- Need chapter endorsements; want to sail it for ten years to visit nuclear facilities – peace boat.

Discussion included: Received a plank certificate; what's does that mean? (Mike) VFP owns the boat; National Project and planning a launch celebration this fall (Fredy). Are we liable for anything? (Mike) VFP-22 is holding note on behalf of National, and pays the insurance (Fredy). Who's liable if anyone gets hurt? National doesn't want to own a boat (Leah) We all are, but it has a licensed captain with insurance (Fredy). Legalities and liabilities discussed.

12. Strategic Plan Presentation – Matt Southworth and Adrienne Kinne

Discussion included survey, another email blast, time needed (15 mins plus discussion), etc. Group discussion of *The Way Forward* on Sunday morning.

13. Business Meeting Agenda Discussion - Including speak out, voting, debate/discussion, Alarcon dvd, awards, banquet, nominations etc.

14. Discussion: Board appointments and process for selection

15. Discussion: 2013 Madison Convention options – Input from membership on dates, logistics

16. More discussion: Gifts for speakers/artists, photographs, videography

17. Voting Procedures: Ad hoc committee will be needed should Resolution 16 pass; need to discuss it before September call – Wednesday morning.

18. Additional Saturday agenda items and proposed actions tabled until Wednesday at 0830.

Adjourned: 1651 EDT

August 9, 2012 Present: Leah Bolger, Gerry Condon, Nate Goldschlag, Adrienne Kinne, Gene Marx, Doug Rawlings, Dan Shea and Matt Southworth

Absent: Ron Dexter, Cherie Eichholz, Michael T. McPhearson and Joey King.

Guests: Tammy Severino and VFP Convention Attendees

Called to order: 0835 EDT

1. Board's role in planning and collaborating with other organizations – Leah

Discussion included: Need to turn things around from a group that endorses to a group that leads; don't spend enough time about how we want to be perceived; get Chapters the resources they need so they don't have to start from scratch; WGs participation would help (Leah). The Zinn Fund model might be the model that would work; maybe a Zinn liaison on Board would help; then launch a media campaign (Doug). That's the natural progression of Strategic Plan; right now we need feedback from members and they need money; extend Zinn Fund (Adrienne).

Further discussion included: Try a trimester model – recruitment and training, lobby, and fund development; webinars have been effective (Mike). We should get these webinar people together for a weekend of training (Doug). Work on some details (Tammy). Try campus tours for education campaign; i.e. target drones in appropriate cities and National office can coordinate with locals (Dan). Something coordinated coming from WGs and National would be useful; provide chapters the tools (Leah). We're at a crucial point with the Strategic Plan; now we need feedback, because members are doing actions and they need money (Adrienne). Apply for Zinn Fund money; not enough being distributed (Doug). Could revisit the distribution rate (Nate).

Each action should be winnable – NATO action could have better planned; don't be reactionary (Mike). Smarter to pick things that you can move forward on (Matt).

2. October Board Meeting – Madison, October 19-21 at the Concourse Hotel; Leah will get back to Board concerning reduced rates for the meeting.

3. Asheville, NC Convention – Board approved giving VFP-099 the green light for 2014.

4. Voting Procedures (if 2.1.1 passes)

Discussion included: Committee composed of Nate, Gerry, and Gene proposed with no objections to put together online voting material; solicit written “pro” and “con” statements (Nate). We can fairly summarize arguments (Gerry). Too much in the weeds; ballot should be like a voter pamphlet (Leah). I said a “pro” argument, a “con” argument, the Board vote and rationale, the Convention vote (and a rationale if it comes up), and some don't need pros and cons (no brainers) (Nate). Including audio (Doug/Nate).

More discussion: The website will be set up and then the ballots will be sent out (Doug/Nate). When? (Mike) At the normal Board election time; members will have a month to look at the info (Nate). Why so long? (Leah) Need a couple of weeks to compile them; chapters will have to meet (Gerry). What about online voting; trial? (Leah) Just go paper this time, have something to transition from effectively (Doug/Gene). There's software available for online voting (Mike). Not this time (Nate/Adrienne/Gene/Doug). There might be two mailings, one to AMs for resolutions (Nate). Can't we include Board and Convention votes on ballots? (Adrienne) No, that's on website (Nate).

Agreement reached on members going to website for Board and Convention votes, rationales; no objections.

5. RNC/DNC

Discussion: Michael will be at DNC; anyone going to be at RNC? (Leah) Collective *no* (Dan/Gene etc.) We talked about these months ago and said we supported being there (Leah). That's right, supported it (Collective response). Thought we were going to put some energy into it (Leah). We said just the opposite (Gene/Gerry). The bigger focus will be the DNC (Gerry).

6. Board Self-evaluation

Board entered Executive Session at 0950 EDT.

Adjourned: 1035 EDT

Gene Marx, Secretary

**VFP Convention Business Meeting Minutes – Miami, FL
August 11, 2012**

Board Members Present: Leah Bolger, Gerry Condon, Nate Goldshlag, Joey King, Adrienne Kinne, Gene Marx, Doug Rawlings, Dan Shea and Matt Southworth

Absent: Cherie Eichholz and Michael T. McPhearson,

Call to order: 0902 PDT.

1. President's Opening Remarks – Leah Bolger

New Membership Communication Efforts

1. **Webinar**
2. **Monthly Keeping in Touch Memo**

Powell's Books link for website

National and Local Chapter relationship – One organization, we work in concert.

2. Executive Director Report – Mike Reid

3. Treasurer's Report – Nate Goldshlag

4. Strategic Plan Presentation – Adrienne Kinne and Matt Southworth

1. Background; long-term vs. short-term focus, adapting to current crises.
2. Board's role in focusing resources and supporting your work; there will be an email available to provide input.
3. Statement of Purpose was starting point; goals through tactics.
4. Discussion of dynamics, development of framework; i.e. Grand vision, specific vision, goals, objectives, strategies, tactics.
5. This is the Board looking at the work Membership is doing.
6. Need the veteran's voice coming to the forefront; pursuing media etc.
7. Areas of focus include current and threatened wars through drone warfare etc., never complete; conversation that we are having and membership feedback is important.
8. Survey and email available for Membership feedback posted on website.
9. Important for funding, grants etc.

5. Voting Procedures – Leah

- As a result of Resolution 16, there are two distinct amendments to the bylaws proposed, and in addition a separate process vote is needed **before** voting on the amendments themselves, to determine when the proposals become effective (Roberts Rules requirement re time of enactment explained; Board concurred with Bylaws Committee recommendation).

- Board agreed to a non-binding Convention vote, should the Resolution 16 bylaw proposals pass; the official vote taking place by mail later.
- If these bylaw proposals fail, the Convention voting will take place as it has in the past.
- More opportunities for discussion will be taking place – on line, forums, webinars etc.
- Discuss and vote first on enactments of 2.1.1A and 2.1.1B – today or later; Board and Bylaws Committee recommendation.

Motion to vote on immediate enactment (Mike Ferner), and seconded (Ellen Barfield).

Point of order was made for a reading of proposals 2.1.1A and 2.1.1B – proposals read by Secretary.

Discussion included – Effect of bylaw proposals failing or passing; possible change to the order of enactment vote - **after** the votes on 2.1.1A and 2.1.1B (Leah); point of order made that Board already voted that enactment vote will take place first (Nate). Second point of order made that the enactment vote should take place first because people might vote differently depending on the time of enactment (Elliott Adams); the binding vote should take place today, bylaws and resolutions were written with understanding that the vote would occur at the Convention (Adrienne); binding votes should be later, not enough members can attend Convention (David Ditemore).

Discussion - Motion needs to be made to delay voting, or the enactment is today (Leah). Intent of motion was that enactment take place today (Mike Ferner).

Motion made that should 2.1.1A and 2.1.1B pass, the binding vote be delayed until next year (Elliott Adams), and seconded.

Convention vote for delaying enactment of 2.1.1A and 2.1.1B: **10 in favor. Chair determined motion failed.**

Point of order made establishing quorum as 61.

Adjourned for lunch: 1145 EDT.

Called to order: 1315 EDT.

6. Introductions of Board Candidates

Absent candidates: Ken Dalton and Michael McPhearson

7. Bylaw Amendment Proposals – Discussions and Votes

VFP Policy Directive procedure for discussion/debate read to members – Leah.

- **Bylaw Proposal 2.1.1A**
Final Convention vote – Recommended 60-15
- **Bylaw Proposal 2.1.1B**
Final Convention vote – Recommended 53-24
- **Bylaw Proposal 2.2**
Final Convention vote – Not recommended 38-31 (2/3s vote needed)
- **Bylaw Proposal 2.3**
Convention vote – Recommended 52-13
- **Bylaw Proposal 2.4 (recommended) vs. 2.7 (not recommended)**
Convention vote – 45-12
- **Bylaw Proposal 2.6 (tossed)**
- **Bylaw Proposal 2.5**
Convention vote –Not recommended 10-56

8. Resolutions

- **Resolution 2012-01 – VA Benefits and Legal Status in Cases of Other Than Honorable Discharges**
Convention vote – Moved and seconded to approve by voice vote; recommended by acclamation.
- **Resolution 2012-02 – Promote Citizen Desire for Prosecution and Punishment For Illegal Wars**
Convention vote – Moved and seconded for voice vote; not recommended by voice vote.
- **Resolution 2012-03 – Naturalization Oath of Allegiance**
Convention vote – Moved and seconded to approve by voice vote; recommended by acclamation.
- **Resolution 2012-04 – Illegal Drugs – A New Approach**
Convention vote – Moved and seconded for voice vote; recommended by acclamation.

- **Resolution 2012-05 – Selective Service Ending**
 Convention vote – Moved and seconded for voice vote; recommended by acclamation.
- **Resolution 2012-06 – Amazon.com VFP Affiliation**
 Moved and seconded to vote by voice vote; card count called by chair.
 Convention vote – Recommended 26-24.
- **Resolution 2012-07 – National Day of Listening to Veterans**
 Convention vote – Moved and seconded for voice vote; not recommended by voice vote.
- **Resolution 2012-08 – Low-Risk Aid for Healing of Veterans**
 Convention vote – Recommended 25-18-1.
- **Resolution 2012-09 – Nobel Committee Revocation of Barack Obama’s Peace Prize** (Withdrawn prior to Convention by submitter because VFP is already on record for revocation.)
- **Resolution 2012-10 - Support for a United Ireland**
 Moved and seconded to vote by voice vote; card count called by chair.
 Convention vote – Recommended 25-23-2.
- **Resolution 2012-11 – Rescinding Obama Impeachment Resolution**
 Convention vote – Not recommended 14-36-2.
- **Resolution 2012-12 – Supporting Democracy, Equality & Peace in Palestine**
 Convention vote – Moved and seconded for voice vote; not recommended by voice vote.
- **Resolution 2012-13 – VFP PWG Palestine Resolution for 2012**
 Convention vote – Moved and seconded for voice vote; recommended by acclamation.
- **Resolution 2012-14 – Dismissal of Charges Against PFC Bradley Manning**
 Convention vote – Moved and seconded for voice vote; recommended by acclamation.

- **Resolution 2012-15 – Resolution Calling for Unconditional Amnesty for All GI Resisters**

Convention vote – Moved and seconded for voice vote; recommended by acclamation.

- **Resolution 2012-16 – U.S. Sale of Cluster Munitions to South Korea**

Convention vote – Moved and seconded for voice vote; recommended by acclamation.

Motion to adjourn, seconded.

Adjourned: 1716 EDT. (Speak Out moved to Sunday morning at 0900 EDT.)

Gene Marx, Secretary

VFP Board Call Minutes
September 17, 2012

Present: Leah Bolger, Gerry Condon, Cherie Eichholz, Adrienne Kinne, Gene Marx, Michael T. McPhearson, Doug Rawlings, Mike Reid, and Matt Southworth

Absent: Nate Goldschlag, Joey King (will be late), and Dan Shea (will be on at 1800)

Called to Order: 1732 PDT

1. Approval of August 8-9 Board Meeting and August 11 Convention Business meeting minutes - Motion to approve August 8-9 Board Meeting minutes passed, unanimous; and motion to approve August 11 Convention Business Meeting minutes passed, unanimous.

2. Approval of Agenda, with additions – Motion to approve passed, unanimous.

3. 2013 Convention – Doug Rawlings

2013 Convention template was developed for Madison committee; guidelines and expectations; requesting the Board's permission to forward the template (a work in progress) to the host committee. Part of the plan is to form a National Committee – President, VP, Treasurer, ED, and members of the 2012 Convention Committee and the 2013 host Committee.

Motion to approve forwarding template to host Committee passed, unanimous.

4. Executive Director Report – Mike Reid

- **2012 Convention** - VFP cleared \$18 K. The income was \$41 K, the majority coming from registration (\$12 K+) and ads (\$9,900). A tax exemption for MIA, saving VFP \$5 K on the hotel expense, and moving Doug Zachary to soliciting ads were big for us. And all the bills have been paid.

Discussion: Did this include lifetime memberships? (Leah) No, and we received signups for \$20 K in lifetime memberships (Mike). Will you follow-up with tax exempt status in Madison? (Doug) Yes, but some locales don't allow for it, like ME; need a state letter and it takes 20-30 days to get it (Mike). It varies state to state, Washington State operates that way (Gene).

- **Development**

- (1) A couple of letters out, five grant proposals are out; don't think they will result in anything anytime soon;
- (2) Zinn Fund – Tammy Severino is exploring house parties to raise money; organizing them in different states (one in Hamptons);

(3) Tammy's contract is up in November; do we analyze it as a Development Committee issue or in Executive session? Or is it up to me?

Discussion included: Your decision (Doug). Board decision also because it's a budget issue (Adrienne). Is this a Personnel Committee issue? (Mike) Staff is your responsibility; if you make a decision to keep her/or let her go after the contract is over for whatever reason – no need for a DD, not work-related – she's a contract employee (Michael). Ask for feedback from Development Committee, but she was hired before you came on board and you might not need her (Doug). Did Tammy bring in her salary? Look at it objectively. Will you assume the DD position or hire someone else? Think we need a DD (Leah). Who does she work for – Board or ED? Sell your decision to Board (Michael).

Joey King joined call at 1755 PDT.

- **Stage II of Website**

WebSanity quote was too high; will be negotiating a better price or get a new web host; developing our own FB-style GI café to reach at-large members.

- **Membership Data Base to be checked next week** – Staff will verify contacts and membership rosters, how active; office to be closed for check.
- **Ballots and Voting Process** – Ballots were sent out to mail house on Thursday or Friday and the website is ready; ballots should be mailed next week, maybe this week. Verified everyone for voting; had to be current at time of the Convention – may have to revisit that. Don't want people to join VFP after votes are submitted to influence an election (Adrienne).
- **Dissolution of Chapter discussion** – Should VFP consider a bylaw change proposal?

Discussion included – Requirements vary by state, need to look into it before thinking bylaw change (Gene). Need to investigate from an IRS perspective (Cherie). Investigating is the first step (Michael). Dissolution worked out in TN, never thought of the money issue (Joey). Nothing is in the Policy Book (Adrienne). The veteransforpeace/voting site is ready to go; need to get the go ahead from Board (Gene). Eblast tomorrow (Mike). Notice on website all we need (Leah). People are going to need reminders and encouragement to use it (Gerry).

5. ED Evaluation Goals – Mike Reid

Mike will provide input to ED evaluation shortly; not prepared to do it today.

6. Vote on Board Vacancy Appointments – Leah

Motion to approve nomination of Tarak Kauff for vacant Board seat, passed unanimously.

Motion to approve nomination of John Heuer for vacant Board seat, passed unanimously.

7. Membership Committee – Gene Marx

Vote on three new chapters delayed – Savannah, GA (no petition received); Charlottesville, VA (only 4 veterans signed up); SDCC campus chapter part of a longer discussion for October.

Dan Shea joined call at 1834 PDT.

8. VFP Iran Meeting and Delegation – Leah

On Thursday, September 13, Ann Wright, Ray McGovern and I met with Iranian mission at UN – proposed (1) a hotline for Incidents at Sea protocol between Tehran and DC, and (2) a VFP delegation to Iran. Thought it was objective, product of a meeting with Iran WG; wrote request for a meeting and it was approved by Iranian mission.

- Hotline proposal didn't go over well; proposed by others. It would be there to ease Americans minds. The best way to reduce tensions would be to get US warships out of Gulf.
- The Iranians proposed that we visit Iran instead – timeline October 15–November 4.
- Also invited a VFP delegation of 12, through Phil Wilayto, to a dinner in NYC, hosted by Ahmadinejad, on September 25. I've been invited to speak for 5-7 minutes. No press until after the dinner on the 25th.

Discussion included: Need to be clear that we're supporting Iranian people; organization shouldn't be praising Ahmadinejad (Michael). Don't intend to be praising Ahmadinejad; will stress that VFP works for human rights, against political oppression; and speech doesn't need to be vetted, according to Wilayto and Iranians (Leah). Great initiative; Michael zeroed in on concerns; don't want to be seen as toadies, have to be able to speak to opposition in Iran (Gerry). Agree with solidarity of people; won't be a tour that we'll be lead around by the government, according to Wilayto (Leah). Don't want to leave anyone with the impression that we're being used; good opportunity if we handle it right (Gene).

We ought to look at what VFP did years ago to connect with Soviet veterans of Afghanistan; VFP can open up a dialogue with peace veterans in Iran veterans that fought against Iraq (Doug). Israel and the US just recycle the war threat (Joey). Agree with Joey; doubt there will be any military action against Iran (Matt). Sounds like we need a larger discussion at another time; there's a big gap (Michael). A dinner in the states is within our purview, but we need a larger discussion before VFP sends anyone to Iran (Adrienne). VFP should be building relationships

with countries that are under threat; build relationships with vets and people (Dan). Don't need a discussion about going to Iran; maybe among the delegation; could only be a good thing (Gerry). Our VFP president's involvement is like a formal declaration that VFP is doing something; need to be clear what we are trying to do and get out of the delegation/dinner so that our messaging is clear. It's not clear yet; respect Ann and Ray but don't always agree with them, and we're the Board, so what is the Organization trying to achieve (Michael).

Further discussion included - There's a lot of work to be done, not necessarily the whole Board (Leah). Possibly a Board group - 3 to 5 members - could help shape the message (Gerry). I think we've been very clear; VFP has put out position statements (Leah). Not what I mean, we're engaging with the Iranian government, so there are different ways people can come at us for engaging with the Iranian government. We know VFP wants to stop war/attack, so how is dinner going to stop war from happening; we need to be clear. What is the strategy; stopping a war is too general. What is the purpose? (Michael).

I'll write something up and get it to the Board (Leah). The Board needs to at least have a liaison relationship with this delegation, so we have some input, with feedback to the Board about their plans; so we're kept aware of what's done in our name (Doug). What about an estimated cost of the delegation; does VFP fund it? (Adrienne). Members will have to pay for a good chunk of their expenses; perhaps have an electronic VFP fund drive (Leah). Put funding in your statement (Doug).

Michael McPhearson and Adrienne Kinne leave the call at 1910 EDT.

Roll call is taken to determine quorum - Eight members present; only Nate, Adrienne, and Michael absent.

9. Scott Horton Show - Joey King

Horton soliciting sponsorships for his show; there are three different options. I thought a weekly radio segment/interview, with ads.

Discussion: A Media Committee might look at this. Can we justify \$100/month? (Doug) Scott generates a lot of downloads (Joey). This is something we said we wanted to do; \$100/month could be justified and we're likely to get new members; negotiate with Horton and see how it goes (Gerry). We could try it for 6 months and see where we are (Joey). Agree; talked about a VFP radio show. Try fund outreach (Dan). The sense of the Board is supportive; get with Mike and write something up (Leah). I'll get with Mike Reid in the next few days; maybe write up an offer (Joey).

10. Our Lives, Our Rights - Gerry Condon

Originated from MIA Conference work shop: Mike Prysner made a proposal that VFP co-sponsor, along with *March Forward*. Campaign has already reached out and helped a couple of GIs; now supporting GI resistance and education on rights. No resources now, just promotion.

Discussion: Worked with Mike and *March Forward* in PDX; support it (Dan). Excellent opportunity to work with young veterans; these are the kind of people we need to bring into VFP; “no brainer” (Leah). Support it, in line with GI Hotline (Doug).

Motion to co-sponsor March Forward *Our Lives, Our Rights* campaign, and promote it to our membership passed unanimously.

11. Team-Building Exercise for Madison Board meeting – Joey King

Think it would be beneficial to work on small group dynamics while in Madison; the 2.5 issue should have been simple (Joey). Think we should keep it in-house (Doug).

Matt agreed to work with Board on team building during October meeting; no objections.

12. Strategic Plan

Discussion – What’s the next step? (Leah) Setting aside a meeting just for the Strategic Plan works best; how about a call before Madison (Gerry). Need to nudge people on survey; can put SP down as an agenda item (Leah). I thought we put a good plan together – the radio show was part of it, raising veteran voices; start planning on *what* we’re going to do next because the SP is in place (Dan). Agree with Dan. *Our Lives, Our Rights*, for example, fits right into the GI resistance portion of the SP and it looks like we’re starting to move forward (Gene). We should start the implementation phase, start surveys of what to implement next from membership (Doug). More feedback will be coming if we start implementing; and tying the things we’ve been discussing tonight into the SP might prime the pump (Gene).

What’s the action? (Leah) Pick up from where we left off in DC; started with two goals, started with implementation strategies. Now start to talk about how we’re going to put those into play (Doug). Maybe SP developers could prepare questions for October (Gerry). It’s a reversal/loopback process (Doug). Thought we were going to have more stuff; that there was more to SP (Leah). We will, we’re building on it. Maybe will need to have a third vision (Doug). Do some of the things we’ve been talking about tonight, and extend it for year – budgeting etc. It’s a living document (Dan).

Motion to adjourn, no objections.

Adjourned at 1943 PDT.

Gene Marx, Secretary

**VFP Board Meeting Minutes – Madison, WI
October 13-14, 2012**

Present: Leah Bolger, Gerry Condon, Nate Goldshlag, John Heuer, Joey King, Tarak Kauff, Adrienne Kinne (by Skype), Gene Marx, Michael T. McPhearson, Doug Rawlings, Mike Reid and Matt Southworth

Absent: Cherie Eichholz and Dan Shea

October 13, 2012

Called to Order: 0839 CDT

- 1. New Board member introduction – John Heuer**
- 2. New Board member introduction – Tarak Kauff**
- 3. Oaths of office issued to John Heuer and Tarak Kauff**
- 4. Statement of Purpose read by Nate Goldshlag**
- 5. Review and approval of agenda** (approval of September 17th Board call minutes delayed)
- 6. Report on NYC October 7th Action – Tarak Kauff**

Reason for the arrest was breaking the curfew at the Vietnam Veterans Memorial; powerful connection with Occupy through George Packard and others; only reason for the curfew was to prevent assembly; the police were put in a lose/lose situation; great opportunity. The event had very effective speakers and the music was moving.

Goal was to affirm our right to assemble; message was clear to public and participants; 25 arrested. Only disappointment was that Democracy Now didn't cover it; but this is not over – another like it soon and would like to have 40-50 veterans arrested.

Discussion: Great event, and next time we have to get the social media working for us (Gene). Who handles tweets at National? (Leah) Casey (Mike).

7. Armistice Day

National office will be adopting the Eleven Bells action; will eblast it (Mike). Special training Friday in NYC – strategy and tactics; the David Cline memorial on Saturday, that same evening a Middle Eastern concert; Sunday evening back to the Vietnam Veterans Memorial, read names

and see what happens – if we're arrested on Armistice Day or make it to morning it's a win/win (Tarak). Also there's a march on Sunday (Michael).

8. Pakistan Delegation – Leah

Drone delegation, with Imran Khan; organized caravan of over 100 thousand to South Waziristan to raise awareness. Every Pakistani they met with was frustrated with their government. The people were welcoming and questioned us about the US drone policy. The only thing that was scary was encountering an anti-Khan group; windows on the delegation's bus had to be closed, drapes were closed. The final gathering of thousands was powerful.

Congressional drone caucus could be a focal point.

Discussion – Joint drone protests held in San Diego and London; working group activity. What about VFP participation on Pakistan trip? (Gerry) CodePink event, VFP wasn't primary focus (Leah). Been working on the drone issue on the Hill; a vote tomorrow would win for drone usage; undeniable long-term negative implications; drone caucus is strictly a business caucus; complicated policy-wise and need to clearly be strategic and don't think VFP would get much out of a hearing (Matt).

Was caravan and rally video documented? (Gene) Yes, videographers (Leah). Don't think that Congress is the frontline; even Progressive candidates and representatives support it – the constituents are who we should hit (Gene). Scale-sized drones are available (John). New to break through to another space of credibility, MSM; CodePink's done it, gained attention; have to figure out how to do that as veterans (Michael). A Strategic Plan responsibility now (Gene).

9. JBLM Report – Gerry

The Board voted to endorse March Forward's *Our Lives Our Rights* campaign; Mike Prysner's been successful putting out a strong message. One thing that has been holding VFP back in the GI resistance movement is that it takes young GI veterans to reach out. When Mike and Gerry learned that the 4th Stryker Brigade was deploying it was time to move; March Forward has contacts in the brigade. Came up with stickers (1,000), brochures, and flyers to pass out (4,000); 40' X 5' high banner on I-5 (2' high letters: "We don't have to go to Afghanistan" and "How many more will die on a pointless mission?").

Out by the main gate each morning and got a great response; horns on freeway never stopped. Soldiers thanked us; sentiment in military now. Two GIs got us on the base to pass out materials; not a lot of calls yet; National office gave us great support – PRs. Good media – TV and Tacoma Tribune. Plan now is to continue for a couple of weeks; brigade to deploy at the end of October.

Next steps: (1) We'll be getting intel from *Under the Hood* about deployments; need to find out where the deployments are taking place and get there. Told GIs there were alternatives, i.e. CO status, not to do anything illegal, and also demand treatment for PTSD – two ways to seek non-deployment status. (2) Will be referring calls to GI Rights Hotline or Coffee Strong (good counselors available).

Discussion included: Previous efforts needed to be sustained (Michael); PTSD symposiums and veterans courts (Doug), great ways to connect with young veterans; in-person strategy sessions are critical (Tarak); let Gerry/Mike P. know about deployments (Gerry).

Dan Shea joined meeting via Skype at about 1000 CDT.

Break at 1018 CDT.

Returned from break at 1039 CDT.

10. Status of Iran delegation—Leah

Recap of VFP Iran delegation (including Leah, Ann Wright and Ray McGovern) and meeting in NYC (September 13), also Ahmadinejad dinner (September 25).

Still working on an Iran trip, but there's no way to get visas before December. Handful of people interested in going, but have to arrange for their own funding.

Discussion included: Have a problem with it if it's not veteran to veteran; Iranian government might propagandize trip. What would be the purpose? (Nate). We will be meeting with the people; finding connections, people-to-people relationship building (Leah). Who on the ground will facilitate trip? (Michael). Phil Wilayto (Leah). Who is "we"? We have an Iran Working Group, so why aren't they involved with the planning? (Michael) Haven't talked to Faraz for a while (Leah). That's a problem, why disempower them (Michael). Didn't get a response from Faraz (Leah). Need to work through the Working Groups (Michael).

WGs don't necessarily lead on these things (Gerry). Need to coordinate with them; need to understand the politics with Iran and the US people in order to affect the dynamics (Michael). Political risks involved in sending a delegation; need a thorough investigation, ducks in a row (Gene). Risky but we've done this before; make it clear and develop a rapport with Iran veterans, have to frame it carefully (Doug). Have to be clear of what our goals are; need to have a plan to engage the media, also post-trip; don't sensationalize trip (Matt). Our expressed support of Ahmadinejad in NYC was more than we needed to do; focus on peace vets; Sami Rasouli and Muslim Peacekeeping Teams might be helpful (John).

Adrienne joined meeting by Skype at 1106 CDT.

Discussion continued: Maximize results, but have to stand solidly behind this good initiative; bigger discussion has to take place (Gerry). Polling of Iranian people of US people, very positive; a Muslim peace group might be more useful to us, to find veterans (Joey). *Scylla and Charybdis* analogy; Greens vs. Ahmadinejad etc.; Leah's NYC remarks perceived as supportive (Tarak). Wasn't ignoring Faraz (Leah). As an organization, VFP needs to be thoughtful and deliberate where we spend our resources; every time we take on an event like this there's a cost to not putting in the work as a Board we need to complete on the Strategic Plan (Adrienne). Leah's speech was edited a lot; we weren't in the position politically to use Faraz' remarks; wanted to represent some color there, that was positive (Mike).

Have to make it clear with Iran that we as veterans/citizens have a right to speak out (Michael). Pressing issue is preventing a war being waged on Iranians (Leah). We're exporting VFP (Doug). No word in Arabic for veterans; might need to talk around it (Adrienne).

11. Action Items from Convention – Gene

- The Board approved giving VFP-099 (Asheville) the green light for the 2014 Convention.
- Voting Procedures (if 2.1.1 passes) - Agreement reached on VFP members going to website for information.
- *The Scott Horton Show* - Joey will provide update.
- Strategic Plan - Pick up from where we left off in DC.

Discussion: Is there a way to get daily analytics on website voting page? It would be helpful to know how many members have accessed the information before the deadline (Adrienne). I can give a report on that (Mike). Can we put a ballot due date on website? (Leah). Yes (Mike). We can't get a hit count on the audio file (Nate). Are we getting a good response? (Leah). Yes, 200-300 the first day (Mike).

12. Executive Director Report – Mike Reid

New Goals

- **Job Descriptions Reviewed** – New job descriptions on Monday. Casey Steinmetz will move into full-time director position; no additional money, but VFP will provide health insurance. Office's focus will be on communication; just purchased *Press Search* program. *Meltwater Press* is the software company, and I talked them down from \$5 K to a \$1,500 subscription because there were features the office didn't need.

Discussion: Can the press search program be used by local chapters? (Gene) Yes, they can have access to it (Mike). Can it search alternative media? (Nate) Yes (Mike).

- **Moving to One Database** – We were using two databases, Democracy In Action (Salsa) and eTapestry. Earlier could not send out eBlasts or calls to action (DIA), but now eTap can, through modules (\$200 or \$300 each). And office is more comfortable with eTap.

Discussion: Isn't the 3% fee of DIA just taken out of contributions? (Nate) More than that; it's a membership management program but we don't use it for that, only use it for membership data and eBlasts (Mike). Try to negotiate for test periods on those modules (Nate). The contributions through DIA will be automatically transferred? (Tarak) The office is closing down for a week to transfer all that info and remove faulty info (Mike). Websites like *Stop These Wars* will need to be changed over (Nate).

- **Phase II of Website** - Phase II will have a secure login, which needs **one** database; login will check for membership currency and if so will let the requester in. This might help keep members up on their dues. Main page should educate and advocate, now seems overwhelming; lay person may have trouble processing information. The secure login bloc will keep internal business out of the public eye.

Discussion: There will be a separate box for members only? (Doug) Yes, and will include a social network site we're developing – *FB* engine, including Toolkits – and *Donate* and *Take Action* will be bigger boxes (Mike). Include *Do You Want to Become a Member* option (Doug). That will be available (Mike). There will still be highlighted stories (Mike). We might want people to see the Toolkits (Michael). Then I would like to see them sign in as guests; might be a toolkit for activists (Mike). The graph that comes up is boring (Tarak).

- **Reworking Membership/Chapter Assignment** – Not ready for a big influx of members; reworking a screwy database. That means, after the new training programs and National campaigns, are we ready for thousands of new members? No, and the way we assign new members to chapters is unsatisfactory; reworking the process now and training with campaigns are on hold.

Discussion: When can this be corrected? (Doug) I'll know when I check out the database week after next (Mike). Before we automate, the office should be able to handle it (Nate). Casey's going through every contact, to verify; we've got a contact SOP. Want our leadership to go through leadership training (Mike).

- **Development Director** – Probably won't renew Tammy's contract; that's why I've had the position analyses, and moving everyone around. I have found a CFRE, a veteran member, in STL who is willing to help; good grant writer. Didn't get \$40 K worth of fundraising. Contract is up in November.

Discussion included: We hired Tammy for major donor asks (Leah). There haven't been any (Mike). She's put a lot of time into grant applications; not sure you have the time. Is the volunteer going to do it? We've had trouble with the appeals (Nate). She hasn't done anything;

the Ann Wright letter was the only thing she did; even with the leads I gave her (Mike). The Office has done 90% of fund development (Mike). Tammy sold us on the major donor/grant writing; never thought we could hire someone like Mike (Gene).

Discussion: Tammy works for Mike; he has his vision. Unless she's bringing new ideas, not sure why we need her. She said VFP needed to change our mission, that we support the Palestinians (Michael). Doug Zachary raised more money (Mike). Temper our expectations; didn't give Tammy all the tools. Board doesn't do our share (Matt). She brought to us the idea of using *Wealth Point*; provided me with a list of 100 donors and what the ask should be, for the Board (Nate). Haven't seen a lot of organizations that would fund our General Ops (Mike). May not be ready for her, \$40 K's worth (Doug). Part-time grant writer will help, right in STL (Mike). No tools provided Board for fundraising (Gerry). Mike will get together with Development Committee to work on *Wealth Point* donor list for Board (Nate).

- **Branding Campaign** – Second main focus. We're purchasing print shop equipment – printer, folder, collator etc. – for National office for \$2,200 - \$2,300. Chapters can place orders for cost.

Additional discussion: (1) *Truth in Recruitment* now called **Informed Enlistment**, true? (Mike) Used both and others (Michael/Matt/Joey). Some provide entre, some work better than others. (2) Would like the Board to consider a **National Trimester calendar** – fund development, membership recruitment, and lobbying/advocacy (Mike). Needs to be in sync with, not supplant, our larger campaigns (Michael).

The Brian Willson fundraising link discussed; Mike's call. ExCom could discuss such fundraising requests.

Adjourned one hour for lunch at 1241 CDT.

13. 2013 Convention—Doug

Convention template distributed; contains both National and local expectations, along with timelines.

The Board had a walk-through of the hotel yesterday. The Concourse was impressive; already has rooms assigned, looking forward to working with VFP.

Now we're at brainstorming stage, looking at themes, key note speakers etc. In January and February planners need to make real decisions.

National and host will be communicating (conference calls); host has a say, but it is a National convention, budgetary responsibilities, most decisions need National approval.

Working on the 2010 convention brought the local chapter together, felt good about it. Discussion: Conversation outlining committee roles and responsibilities, marketing, venues and programs, possible actions etc. with VFP-025 representatives.

14. Treasurer's Report – Nate

VFP is in the black by \$43K+, and above budget by \$34K+ (this will go down since there is grant money - \$25K - budgeted that we probably won't see).

Three factors:

- The Convention had a \$15.5K+ profit, mostly due to ad sales.
- Bequest income – knew about a \$40K bequest, and got another for \$10K.
- Expenses are significantly under budget.

Balance Sheet Review

Total Current Assets are \$293,840; down from June (\$316,401) probably because of convention expenses.

Unrestricted Funds are \$240, 838, *Restricted Funds* (Special Projects and Zinn) \$53K, and *Howard Zinn Fund* \$31,508.

Discussion: I think we should push Tammy for major donors (Leah). Talk to Mike about it (Nate).

Operations Review

Total Dues (\$122,722) on budget; Donations (\$178,088) almost \$28K below budget; Net Other Revenue/Expenses, including store and convention above budget (\$19,520).

Total Revenues are slightly below budget by \$8,805, but made up for by expenses (\$43K below budget); so the Net Income Minus Expenses is \$34K above budget, \$43K in the black. (Total Revenues are \$74K above budget, and Total Expenses are \$20K above budget.)

Detailed Income

Total Dues on budget, but Member Donations (\$42,981) are significantly below budget.

Grants and Foundations significantly below budget; Major Donors zero (\$6K below budget); so the net effect for Income is almost \$28K below budget.

Discussion – What's the threshold for major donors? (Doug) A couple of thousand dollars - don't think we've set it (Nate). We have to look outside of our membership for donors (Leah).

We haven't made relationships with potential donors (Mike). Make personal connections (Nate).

Expenses

Fundraising Expenses are below budget because the mailing has not come in yet, won't be below budget with the money spent.

Health Insurance is below budget (budgeted for ED insurance and Mike is on his wife's plan); under Salaries and Wages - \$7K will be added in January, back into December, so it will not be below budget.

Special Projects

Discussion: We've never discussed what to do with the David Cline Memorial Fund (Nate). The celebration might use some of these funds, reimburse through donations (Michael). Nonviolence Activist Training (\$1,000), how do we access that money? (Mike) Check with Elliott (Nate). Unclear what we're doing to raise money for the Zinn Fund (Leah). A subject for the next Development Committee call (Nate).

Additional discussion: Special projects at chapter level? (John) Chapters cover expenses and they are deductible (Nate). There is no 8% line (Mike). Under Revenues and Expenses, under "Other Revenues/Expenses" on Excel spreadsheet sent to Board (Nate). Store profits? (John) Made \$26K, spent \$16K (Nate). *Amazon* and *Powell's*? (Leah) Under Donations (Nate). Chapter 72 raised \$700 for Gaza's Ark; might boost Zinn Fund by doing these kinds of events (Dan).

15. Strategic Plan – Michael

Review of Strategic Plan Feedback Summary with Conclusions

There were only 53 respondents to Strategic Plan Survey. Most people feel good about the plan, and willing to take on new projects. A few people didn't understand what we were trying to do; some people need clarification.

There are many issues that our membership feels we should focus on. We need to help people understand that the basis of the plan is to train more of our veterans, develop skillsets, so VFP can address any issue, through chapters, working groups etc. If something is missing from the plan, it doesn't preclude a chapter from working on it.

The Strategic Plan helps to bring more people into VFP and strengthens them to be advocates. People are looking for specifics, not the broader aspects. The Board needs to get out and talk to people about it.

Discussion included: Were there follow-up questions? (Gerry) In the email of actual survey the Board received (Michael). Some responses were soft issues, some that weren't highlighted (i.e. non-violence training, increase membership etc.); also VA and local issues, but acknowledged that National might not necessarily focus on them (Adrienne). Fort Lewis is a model; nothing should stop us from moving ahead in these various areas. The SDCC was their initiative (Gerry).

This would give future Development Directors an idea just what we do (Gene). Takes face-to-face connections (Dan). Suggest an eBlast (Doug). Agreement to partner with March Forward fits right in to plan (Gerry). Next step? (Leah)

(1) Feed the survey results back to the membership; might encourage participation in survey. Report to membership on campus action (SDCC), advertise on campuses; collaborating on actions with colleges.

(2) Review feedback; discuss effectiveness of the SP brief.

(3) If we send it out again, include success stories – Our Rights Our Lives, SDCC (Gene). Send out the tactics; are you doing these or something like them? (Doug). Don't want to see an expectation from chapters that their supposed to execute a National plan; this is a resource (Michael).

Core issues to identify:

- Identify pieces of SP; campaigns.
- Communications plan for SP.
- How will we get funding.
- Membership, specifics on how it will effect and increase membership.

*Those chapters that want to participate in VFP campaigns can, those that don't, there are training opportunities.

Additional discussion: Will you be getting something to us, bullet points for our chapters? (Joey) You'll be taking the rewritten Strategic Plan Brief (Michael). Take up the challenge for the Board to be participating in the Bradley Manning actions; maybe funding to get us there (Doug). SOA's also a good opportunity (Joey). How are we going to decide on the campaigns – National office (Michael). Problem is that chapters are strapped for funds; need a campaign to send group of speakers to chapters to raise money, and set up actions and events that are paid for with social media (Dan).

So then to expand Strategic Plan Brief, the following example:

Specific Vision: (From our Statement of Purpose) Turning public opinion against war by increasing public awareness of the full cost of war

Goal: Expose/educate the public to the true human, economic, and environmental cost of war

Objective:

Increase the number and visibility of pro-peace veterans' voices into the public discussion to make the cost of war a growing part of the national public discourse.

Specific Strategy statement to achieve objective:

Educate membership about the human, financial and environmental cost of war and create local and national opportunities for members to talk to media, students, civic groups, legislators and the general public.

Tactics:

- *Offer media, issue and leadership trainings to membership (Veterans and Associates) and non-members with an emphasis on veterans*
- *Actively pursue media (interviews, opinion pieces, etc.) opportunities for VFP members*
- **Add to tactics rewrite:** *Create events for veterans to speak out – How do we flesh this out? By creating events, creating our own opportunities for veteran voices to be heard – trainings and also local opportunities for veterans to speak, through media and VFP programs. As we do that, members will see the Strategic Plan work, with funding and veterans speaking out.*

We need to look at what we've written and then go operational, on the ground. Write it up and make it happen. The ED and National will look at it strategically – see what chapters are strong and if there's an interest in participating. Planning starts with National.

Additional discussion: There's money available on campus for speakers; put a proposal in a year in advance for these visiting speakers (regional tours); this would attract students interested in VFP and make money (Gerry). Paul Chappell is coming to UMF in 2 weeks, ideal resource (Doug).

Looking at the 2nd Specific Vision

SDCC (Gerry). Direct service vs. direct action is complicated issue in VFP (Mike).

Finally, we on the VFP Board need to be more vocal in helping people see ways we can unite on issues; let the things we disagree on not get in the way.

16. Two Team Building Exercises – Matt

Motion to adjourn, no objections.

Adjourned: 1730 CDT.

October 14, 2012

Present: Leah Bolger, Gerry Condon, Nate Goldshlag, John Heuer, Joey King, Tarak Kauff, Adrienne Kinne (by Skype), Gene Marx, Michael T. McPhearson, Doug Rawlings, Mike Reid and Matt Southworth

Absent: Cherie Eichholz and Dan Shea

Called to Order: 0839 CDT

17. Team Building Exercise – Matt

18. Approval of September 17 Board Call minutes - Motion to approve passed unanimously.

19. Membership Committee – Gene

- Old business:
 - 1) Chapter recruitment efforts still ongoing in Fort Myers, FL and Chico, CA; Ed Flaherty is communicating with John Batein in Fort Myers, assisting with the initial charter petitioning stage and startup.
 - 2) International membership and chapter structure, a work in progress with VFP election inquiries, e.g. UK and ROK.
 - 3) VFP Chapter namesake policy added to *VFP Policy and Procedures, Chapters and Caucuses, page 8.*

- **New Business:**

- 1) New Chapter charter applications for Board approval:

Savannah, GA (VFP-170) – The chapter petition has been submitted and verified. The membership committee recommends approval.

Motion to approve Savannah, GA (VFP-170), seconded, passed unanimously.

Charlottesville, VA (VFP-171) – The chapter charter petition has been submitted, with the minimum of five (5) full members; also two veteran members are waiting to be verified, with four associated members already on the books. The committee recommends approval due to its geopolitical locale (the first and only VFP chapter in VA) and its current activity level using the temporary chapter number (VFP-962).

Motion to approve Charlottesville, VA (VFP-171), seconded, passed unanimously.

Discussion: How many chapters now? (Leah) 150+ (Gene). What happens if a chapter drops below five members? (Tarak) Nothing, we don't dissolve them (Gene/Mike). Are all the chapter contacts being put on the biz list? (Nate). Casey is verifying contacts, and they will be on biz list (Mike).

- 2) September Membership Report (attached):

- a. Current Veteran (3167) and AM (799) numbers, slightly better (by 14 veterans and 14 AMs) than March 2012. Lifetime membership (220) on a slow rise in 2012, from a total of 203 in January.
- b. Lapsed members – slowly decreasing overall since January 2012 (from 2646 to 2430) – 1783 veterans and 647 associates.
- c. New Members – Veteran (16) and AM (5), sharp monthly decline this month.
- d. Renewing – 75 and 17 respectively, an increase of 8 veterans over last month.
- e. Reactivated – 31 and 15 respectively, 18 less than last month
- f. Donors – Current (2178), and new (7), no increase since August; renewing (64) and reactivating (32) with donations, down 64.

Discussion: Why are donors on Membership Report? (Leah) Useful information (Tarak/Gene/Nate). Shouldn't it be on Treasurer's Report? (Michael) Keep non-member donors in membership report to differentiate (Adrienne). Not sure that number means anything without dollars (Michael). It's a trend (Nate).

- **New Projects:**

- 1) During the October 9th, the Membership Committee discussed the merits of a *Membership Development Plan*, which would include recruitment of new members and

chapter development. The committee also agreed that formulating clear VFP membership goals for 2013 would be advantageous.

- 2) The committee feels that a substantive Board discussion needs to take place regarding dues accommodations for student veterans and student AMs in campus chapters. Do we want to accommodate student veterans, or keep them to the \$40/\$25 rates? These are college cultures and the situations are transitory, the campus members will be moving on. Student veterans are active in campus clubs, and money's tight, so VFP should accommodate them to get the campus chapters off the ground.

Discussion: What was the experience with San Diego CC? (Nate) Maurice Martin of SDCC wanted to get the Chapter going, their VFP club had been very active for three years with 25-30 members and they wanted it to be officially recognized as a chapter. The membership committee has been working on the campus chapter issue for 1 ½ years; suggested that they apply for a charter.

These SDCC students don't have an extra \$40/\$25 during rush week, so we tried to get the dues waived until the Board worked something out. But Maurice came up with \$125 (5 assisted rates) and 5 veterans to get the SDCC chapter approved in time for their new SDCC Veterans Center. More dues/veterans were submitted later. Seemed like a no-brainer to present them with a charter and a VFP flag with the San Diego press covering the event.

In summary, a reduced student rate would be helpful and a great hook for future campus chapters and clubs.

Additional discussion: We wouldn't have to change anything if we just engage with VFP clubs (Michael). If these clubs want to activate as chapters in the future, we could be proactive and offer these student veterans a deal (Gene). Support keeping the \$40/\$25 out there for students that can afford it (Mike). And if SDCC didn't come up with the dues, VFP wouldn't have been able to capitalize on the press event (Gene). Would it have helped San Diego if we had a student assisted rate of \$15? (Nate) That's a start (Gene). I move that VFP have a student assisted rate of \$15 (Nate).

Prefer \$15 rate, not have students apply for them; \$10 is better, a lot of people are still going deeper into debt (Adrienne). Chapters can leverage speaker fees (John). A club can do that too (Michael). May not be an option on certain campuses (Gene). Support campus chapter rate of \$15; it means more people will have to sign up with VFP, and we'll hopefully keep them as members (Gerry). I don't think we're ready to have a policy yet; this will be a case by case issue, let National and Membership Committee work on it (Matt). This is so valuable to facilitate college students; we need young members; chapters on campuses become institutions (Tarak).

We should advertise it in publications ASAP (Adrienne). We should have more than one prototype, particularly with possible International members; leave it in the hands of National and Membership to work out (Joey). Students or students in a chapter? (Mike) All students (Nate). Do we need a bylaw change? (Nate) Waiver of dues clause by Board discussed (to authorize new rate) - Board concurred.

Motion to approve \$15 student rate for dues passed, unanimously.

- 3) Maurice Martin of San Diego City College's VFP-500 plans to submit an application for a VFP campus chapter workshop for the Madison convention.
- 4) Next Membership Committee call – week of November 12 (date and time TBA). Possible issues for discussion to include expatriate chapters and the International membership issue.

20. Next Board Meeting – STL (January 25-27, 2013) Drury Inn

Discussion included: Board temperature check for organizing an action at Peabody Coal; largest mountain- top removal in WV? VFP has demonstrated against them in the past (Tarak). No objections. Not on MLK weekend (Matt and others). Board settled on January 25-27 (group consensus). What part of the weekend will we do the action, before Tarak starts planning? (Gerry). Proposal made that Tarak come up with a proposal for the Peabody action particulars and date, then present it to Board (Matt). No objections.

21. ED Evaluation – Michael

Review of ED Evaluation Draft and Discussion of VFP ED Specific Goals for 2013

Evaluation tool is divided into three parts: General Evaluation Form, Specific Goals, and Staff Input.

For 2012:

- 2013 Evaluation shouldn't include whole form because the Board hasn't given the ED specific goals, or given him the opportunity to give any to us. We can evaluate him on part one (General Evaluation Form). It's a basic ED evaluation form for performance. In January 2013 the ExCom will present it to Mike.
- During the next three months the Board, excluding Tarak and John, will fill out the general form. Comments for Mike can also be included in this evaluation. This will be Mike's actual evaluation in January.

Q and A: What if a member doesn't have enough info to fill out a section of the form? (Nate) Average based on people that have actually fill in ratings; wouldn't throw off the numbers – e.g. if 5 members rated, divide by 5 (Adrienne/Michael).

Full evaluation in 2013:

- Include Specific Goals in 2013 that Board sets

- Also include goals that ED sets

Review of Specific Goals for ED – October 9, 2012

4 Weight Factors from General Form to consider, in order of weight (these are where the Board should be considering in terms of our goals for the ED; most important areas):

Financial Compliance
Membership
Revenue
Community Relations

- Suggestions for Specific Goals from the Board (based on the highest weight factors, above): (1) ED will put in place the VFP planned giving program, (2) develop full Strategic Plan, (3) *document efforts* to develop relationships with MSM and alternative media in top four markets and publish 2 articles and/or achieve coverage for VFP action in each market, and (4) *document efforts* to develop relationships with four foundations for funding.
- Next, we need to look at Mike’s own goals.

The Board’s suggested specific goals need to be finalized by January 2013. (New Board members should get a copy of General Form.) New Board members will have an opportunity to submit input to this evaluation in January.

Matt Southworth leaves meeting at 1033 CDT.

Break for 15 minutes at 1045 CDT.

Mike Reid leaves meeting at 1104 CDT.

22. Proposal for Post-Election “Jobs Not War” Campaign – Michael

Deals with the “lame duck” Congress and the sequestering issue. Suggested changes – first bullet point under “The Campaign” should be two (increase tax rate *and* make smart cuts); *immediate withdrawal* instead of *accelerated withdrawal*; add *environmental justice* as objective.

New Priorities Network liaison help needed (Leah). Not as supportive, don’t see it as having achievable results in 6 weeks (Nate). Allying with other groups, not necessarily peace groups, would be a positive thing; building relationships for after January 1 (Michael). MIC is still pushing new weapons, so this isn’t necessarily limited to January (Adrienne). Share Nate’s skepticism, but need to establish relationships; endorse it (Joey). Biggest employer is MIC, so

we need to start talking about public works and Green Transition (Tarak). Diversification of tactics needed (Gerry).

Michael will tell Michael Eisencher and Judith LeBlanc that VFP is ready to support the Post-Election “Jobs Not War” Campaign, but it needs to be more substantive and we need to have a clearer idea of what is expected of us; Michael will also bring up the *immediate withdrawal* language. No objections.

23. Working Groups – Gerry

WG are evolving; becoming a bigger part of how VFP does its work. Iran group is very active with weekly calls, some have FB pages; some are dormant. John Heuer is working with WGs now, with Gerry and Helen Jaccard – going to Chicago today, holding a WG meeting in the car. Environmental Cost of War and Militarism in formation stages; Palestine WG has been active; groups show promise.

Weekly calls from Board would be helpful, join their calls; might help activate some. Helen shares contact information with other WGs. Now VFP is allowing non-members; experts in fields of interest.

Discussion included: More than list serves; WG members should be sharing with whole group (Leah). We’re thinking about putting out an article for website advertising WGs (Gerry). Need to make sure that Mike Reid has a relationship with WGs; should be a proactive effort in National office to get information from WGs on Strategic Plan focal points (Michael). Resources from some WGs are linked on website; need to empower them with Board participation (Gerry). We could organize conventions around WGs; SOA gathering could be provided more structure through a WG (John). SOA update (Joey). Our UN Liaison should be formalized; sustainability goals are important (John). Michael was supposed to be working with Ellen; might have to reconsider (Michael). Joan Witterfield from Asheville has been invited by UN to screen her film in Geneva (John).

24. Bradley Manning Campaign – Gerry

The hearing will be on November 27th - and we can tentatively plan on the court-martial in February at Fort Meade (a good time to get a lot of people involved).

Every month Manning has pre-trial hearings. The Support Network has raised \$600K, mostly small donations. Some VFP actions were slim; the November 27th should be an opportunity for a big action (his best last chance to get charges dropped, or at least a reduced sentence because of the government’s abuse/treatment). Also need local actions, and Jeff Patterson and I thought VFP could take a lead on these and anchor along with the Bradley Manning Support Network – to mobilize for that week (Nov 27-Dec 2).

Discussion included: VFP should start soon to organize local actions (Nate). The East Coast should not be encouraged to organize locally; need to get to Fort Meade (Tarak). Argument for both (Michael). Speedy trial issue is being argued this month (Joey/Gerry). Are they still letting people in the courtroom? Great way to get press (Nate). DC area is still involved (Gerry).

Gerry will get the Board specifics on possible two-step Bradley Manning mobilizations, more information. SOA might also be a way to get more info out. Board needs information regarding specific liaison, and Gerry will take the lead on this and check with Jeff Patterson. *Bradley Manning Support Network* is good site for daily updates.

Action item: VFP will publicize and encourage mobilizations for Bradley Manning.

Update: Kimberly Rivera is currently at Fort Carson; not in jail. Strategy – the threat of public actions is better than mobilizations. If the Army intends to court-martial, then they want action.

25. Action Items - Gene

Two Action Items identified from meeting, with no objections:

- The Board's suggested specific goals need to be **finalized by January 2013**. (New Board members should get a copy of General Form.) New Board members will have an opportunity to submit input to this evaluation in January.
- VFP will publicize and encourage mobilizations for Bradley Manning.

Motion to adjourn, no objections.

Adjourned at 1213 CDT.

Gene Marx, Secretary

**VFP Board Call Minutes
December 17, 2012**

Present: Leah Bolger, Gerry Condon, Ken Dalton, Mark Foreman, Nate Goldshlag, John Heuer, Joey King, Tarak Kauff, Adrienne Kinne , Gene Marx, Michael T. McPhearson, Doug Rawlings, Mike Reid and Matt Southworth

Absent: Cherie Eichholz, Dan Shea (will be on at 1800), Patrick McCann, and Mike Prysner

Called to Order: 1737 PDT

1. Approval of agenda, with corrections – No objections.

2. Approval of October Board meeting (Madison) minutes – Motion to approve passed, unanimous.

3. Executive Director Report – Mike Reid

- **Staff Job Descriptions** – Revamping them, and should have this done by next week.
- **Data Bases** – Trying to move to two data bases; need \$300 modules to add onto the website; for every direct action page it would cost \$300, but could negotiate for less. Leaning toward DIA or Salsa, they've been very responsive; a lot of eTapestry users have been migrating to DIA.
- **Glitch in System** – Misplaced 100 active duty members; didn't have a way to identify them as active duty. Found them through store purchases, renewals etc. and sent out a mass mailing of individual apologies for not keeping up to date; follow-up call with each one.
- **Printer Purchase** – We can print and fold our own letters, Convention programs, etc. and our printing costs should be cut by 75%. Company bought it back so we could go with one with fewer options, for a better maintenance contract. We've developed an online form for ordering work or art; still working out costs; color copies will cost 8 or 9 cents; will be promoting this.
- **Leadership Training** – I attended leadership training in NYC with *Training for Change*; we should be moving in this direction. Tarak put it on; 16 or so showed up. VFP could offer it on a regional basis.

Doug Rawlings joined call at 1746 PST.

- **VFP Online Training** - Just had our third online leadership training; technical difficulties and problems with signing in, audio problems. We have 9 members signed up for the next session.

Discussion: Webinar service? (Leah) *AnyMeeting*, and it worked OK when we were all on headsets (Mike). To avoid feedback, use a headset with *AnyMeeting* (Nate).

- **Tammy Severino** – The Development Committee discussed Tammy; ended up sending her a notice that we won't need her next year; she's helping with the last appeal.

Discussion: Is she being paid through the end of November; will we have an extra month of budgeted salary money? (Leah) Yes, it was budgeted through December; the bottom line will look better (Nate).

4. Gaza – Leah

Doug wrote a strong statement appealing to Israeli soldiers in the ground war against Gaza; gotten very positive feedback after sending it out to a number of Progressive sites, including David Swanson's *War Is a Crime* site. When something like this happens VFP needs to be quicker responding to events with positional statements. The Palestine working group was asked for a statement when things were heating up, and I got no response from the chairs of the WG.

A few days went by and I asked David Swanson for a statement, but his draft wasn't what I had in mind. Tried to rework it unsuccessfully after a few days; then asked Doug came up with a statement and David wrote the intro. Got it out but it took too long; I think that the WGs should be sources for statements. The WG is working on something now, but it's not appropriate for a position statement. Also a *CodePink* delegation is going to Gaza with medicine; and Palestine was going to be working on talking points for BDS, but nothing yet.

Discussion: How do we determine the VFP voice; and where are we on the right of Hamas defending itself? (Mike Reid) VFP is irrelevant on the Israel/Palestine issue; we can sympathize and the more time we spend debating it, the less time we spend on our legitimate business of stopping war as a national policy; we should be condemning all violence (Matt/Joey). Don't know why VFP would be irrelevant; strong statement against oppression and occupation, the causative factors is necessary; might be a group of VPT members going to Gaza this summer to stand with the Palestinians (Tarak).

Mike Prysner agrees with Matt, and feels VFP has a strong position/resolution defining where we stand; the issue is not violence, but US/Israeli policy of occupation and war. A quick response is necessary; volunteers to write a statement if needed.

Agree with Mike; need to stand against war and US/Israeli policy and that's why VFP is relevant (Adrienne).

5. Treasurer's Report – Nate

Review of Budget to Actual Statement

- **Dues** – Almost \$3K below budget this month; for the year, about \$3,400 below budget
- **Donations** – Considerably below budget this month (line 29 the variance was \$24K) because of the grants late in the year that we're not going to get; going to get worse next month. For the year donations are considerably below budget at \$52K.
- **Net Other Revenues/Expenses** – This reflects the Convention profit; for the year \$18K above budget.
- **Total Revenues** – \$28K below budget this month; \$37K below budget for the year.
- **Expenses** - \$3,900 below budget for the month; \$46K below budget for the year.

Dan Shea joined the call at 1800 PST.

- **Income minus Operations** – Loss this month of \$14K; for the year we're still in the black at \$9,200 above budget. The variance will get worse for November and December because of the grants we won't be getting.

Discussion and questions: Re line 47, we used to have a budget item for Marketing and Advertising (Leah). That's right, an error; should be a budgeted item there. Checking budget, it was only budgeted for November and December at \$2,500 each and don't know why Mike Ferner entered it that way (Nate). Wish there were columns that show us where we were last year; comparison with last year's actual (Doug). I have a spread sheet with it, could send it out (Nate).

6. Development Committee Report - Nate

- The 4th Quarter appeal is the current issue; went to the printer but probably won't reach members until around December 5 or 6, late; need to fix this. This is the big appeal; a good one, written by Brian Willson.
- Three email appeals – one the first week of December, and two going out the last week. These go to a wider base.
- Planned giving and a major donor campaign were also discussed in monthly calls.
- Tammy could not contact Myla Kabat-Zinn, but Mike Reid will take over, and we'll try to get her to use her contacts to bolster the Zinn Fund.

Discussion: Mark Foreman has experience in grant writing, and he'll be on the Development Committee (Leah). I'd like to see chapters get holiday cards at cost to raise money locally (Dan). We spend so much time on raising money for National, and a lot of our members would like to spend on local projects; helping chapters make money locally would only benefit us in the long run (Adrienne).

7. Membership Committee Report – Gene

- Old business:
 - 1) Chapter organizing efforts still ongoing in Fort Myers, FL with John Batién as coordinator for VFP-963 (petitioning had been on hold due to illness); St. Petersburg area contacts are working with John to develop Tampa Bay area.
 - 2) Two areas remain for determining status – Eastern Washington (VFP-913) and Central Ohio (VFP-923).
 - 3) Dues revision for college students (student rate of \$15/year) added to *VFP Policy and Procedures (Revision 17), Membership, page 1*.
- New Business:
 - 1) New Chapter charter application for Board approval:

Discussion: Why VFP-1001? (Leah) For separate tracking of internationals - 1000 series, and college chapters – 500 series; Casey and Virginia came up with this data bases (Gene/Mike Reid). The Vietnam ExPat chapter isn't categorized like that, why do we need it? (Leah) It's easier to identify them and pull them out; doesn't have to be that way (Mike Reid). May revisit numbering later (Leah/Gene).

London, UK (VFP-1001) – The chapter petition has been submitted and verified for ten charter members. The membership committee recommends approval.

Motion to approve London, UK (VFP-1001), seconded, and passed unanimously.

- 2) Fort Wayne, IN will be the next chapter up for approval probably by December (TBA); Dave Lambert is coordinating.
- 3) Joey King joining Membership Committee, pending approval from Leah. Approved (Leah).
- 4) September Membership Report

- a. Current Veteran (3151) and AM (794) numbers, totals down by 101 from June. Lifetime membership (221), up from June (213).
- b. Lapsed members – significant increases for both veteran and associate members from last month – 1846 veterans and 662 associates.
- c. New Members – Veteran (13) and AM (6), 2-month decline.
- d. Renewing – 83 and 13 respectively, a total increase of 4 over last month.
- e. Reactivated – 61 and 11 respectively, an increase of 26 from last month.

- **New Projects:**

- 1) During the *Membership Development Plan*, which would include VFP membership goals for 2013, recruitment of new members, chapter development, and webinar training, continues to be a work in progress at National.
- 2) Committee member John Spitzberg has requested taking the lead and establishing contacts for expatriate chapter development.
- 3) New international contacts include Australia's *Stand Fast* and veterans from Korea, Germany, and Ireland (IDF and UK veterans, as well as *Shannon Watch*); expect uptick in international membership.
- 4) VFP-159 (Eugene) bylaw controversy and ongoing reorganization.
- 5) Next Membership Committee call – week of December 17 (date and time TBA). Possible issues for discussion to include expatriate chapters, international membership, and development plan.

8. ED Evaluation Goals – Michael McPhearson (not on the call, update delayed)

Board members have received the ED Evaluation form, including instructions, from Michael; every director, except the newly elected, are expected to complete it and return it to Michael ASAP (Leah).

9. Strategic Plan - Michael (not on the call)

Discussion: Michael hadn't gotten together with Matt or Adrienne recently, except progress reports; time to take ownership and it'll take buy in from National and membership to move it forward (Matt). It will be a main topic on the agenda for the January meeting; haven't gotten as far as I'd hoped (Leah). Maybe need to reorient how we function as a Board; shift in the way the Board operates in order to move it along (Adrienne).

Create a budget to send Board members to various chapters and campuses to organize it; already had Gerry, Gene, and Mike Prysner speaking to a campus (Dan). We haven't completed the plan; still working on a couple of sections (Mike Reid). The Strategic Plan will never be done; we need to focus (Adrienne). Veterans voices and school visit experiences; the Wray documentary is powerful and should be used; ought to be able to get a grant for this (Mike Reid/Dan). Films are good, but actual speakers, a veteran presence is better; need to organize this effort (Mike Prysner). This could lead to campus VFP chapters, and funding for speakers (Dan).

10. January Meeting/Peabody Action – Tarak (no longer on call)

11. Iran Delegation update – Leah

No questions from the Board at this point in the delegation planning.

Matt Southworth left the call 1855 PST.

12. 2013 Convention – Nate

Liberty Tree Convention (Ben Manski) will overlap with ours; Board should discuss. I think it's a bad idea to have competing conventions.

Discussion: Like to save it for Convention Committee (Mike). Competing event, we could lose out; the Convention Committee shouldn't make this decision and then bring it back to Board (Nate). Agree with Mike; in the planning stage. We'll bring back plan to Board (Doug). Board should be kept aware of what's going on; competing conventions are not a good idea (Adrienne). Concerned that we'll be presented with a fete au complet; they'll be making decisions (Nate). Competing conventions may work for us (Joey). Lot of potential for collaboration and pooling resources; this is a win/win; the Convention Committee should be allowed to do its job and make a proposal to the Board (Leah).

13. Miscellaneous:

- When does the Newsletter come out? (Leah) Got mine today (Mike Reid).
- The *Teachers for Peace* group, we need to know more about them (Leah). Mike Reid will follow-up.
- VFP-061's President Tom Tandler passed away (Mike Reid).

- Fr. Roy Bourgeois was defrocked (Joey); sign-on letter of support will be sent out (Leah).
- Open Letter/Appeal to Israeli Soldiers was distracting when posted off of the VFP website because of all the contact information at the top of the blog post. Can we clear that up for the next time? (Gene) Shelly needs to delete that contact info; that should only go to media. Got some feedback from Australia because of that letter (Doug).

Joey King and Mark Foreman left call at 1910.

- *Teachers of Peace* has a website; want to unite teachers of peace around the world (Dan).

John Heuer, Doug Rawlings, Nate Goldschlag left call at 1919 PST.

- West coast tour of training for non-violence and diversity of tactics; Tarak and Dan interested in organizing (Dan).

Adjourned at 1924 PST.

Gene Marx, Secretary