

From the President – Barb Memory

What will you remember from 2022 – 23 for our LWV-WBLA? I celebrate the wide-spread involvement of our growing membership, and the leadership of our board and committee chairs. We have ushered in helpful changes as we continue to Empower Voters and Defend Democracy!

Some of our achievements include -

- Pg. 8 -New ways that we communicate among our members and with the community, assisted by a new website, targeted Bear Facts and member notices, and the use of the state database;
- *Pg.* 8 Creation of a new Communications Committee which coordinates the work of Publicity, the website and other Digital platforms, printed materials and displays, and New Member support;
- *Pg.* 2 Excellent organization and on-going training for Voter Service events, including Candidate Forums and Outreach; including grant funding;
- Pg. 5 Effective participation in Observer Corps and Action alerts during the Legislative season and all year;
- *Pg.* 12- Successful grant-funding and projects for Youth Civic Engagement, involving high school and college students in voter education among their peers;
- *Pg. 7* The creation of a Diversity, Equity, and Inclusion committee which is building bridges through partnerships with like-minded non-partisan groups (such as Many Faces of the White Bear Lake Area) and creation of a DEI Affinity Group (to help all members grow in awareness and action);
- *Pg.14* -The creation of a Budget and Finance Committee, which has assessed needs and proposed solutions for our financial health;
- *Pg.* 6 Timely and challenging monthly programs for our public and members-only meetings, aided by the use of Zoom and varied and accessible physical locations.

Each of these achievements is the result of creative and committed League members. Thanks to all!

MEMBERSHIP - Chairman Kathy Rozman-Holt

Members for April 1, 2022-March 31, 2023 72 Individual Members 7 Household Members 9 Lifetime Members

Total=95 individuals

Welcome new members Lael Belisle, Julia Boumeester, Lorene Dickert, Gretchen Dorn, Jo Emerson, Joan Finn, Kara Genia, Kitty Graf, Teri Hinds, Liana Hernandez-Macias, Heidi Koehnle, Carol Kuschke, Britta Lundberg, Kim Mickelson, Paulette Olson, Jean Oswald, Deanne Pietrs, Betty Schmidt, Sharon Schmidt, Ingrid Schneider-Sougstad, Ann Seymour, Erin Tarnowski, Ketty and Dan Torrey, Catherine Van de Velde, Damaris (DeDe) Welles, Martha Winslow and Pat Wise.

Membership roster is currently maintained largely by Jackie Reis with assistance from Kathy Rozman-Holt (membership) and Margaret Westin (treasurer). Our league joined the state's mini-database service which will help greatly to keep our membership roster up to date and consistent with the state and national rosters. It also makes joining online easy.

During the year the membership committee:

- Corresponded by email and phone with new members, welcoming them, providing them with information on ways to be involved, and encouraging attendance at League events. Each new member was highlighted in an article in our Bear Facts newsletter.
- In January of this year, a new member orientation zoom meeting was held to give new members the new members history of the League in general and our League in particular. It also introduced the new members to the committee chairs and informed them about what all our committees do.

VOTER SERVICE – Heidi Schmidt Boyd

The Voter Service committee had a very busy year providing candidates meetings, outreach efforts, written and social media information to our many communities. Most of this was the result of many, many hard working volunteers. Grant funding from LWVMN covered some of the expenses. A full grant report is available to members at the <u>LWV-WBLA</u> website. Below are excepts from the grant report.

Voter Guides were distributed though local papers by press releases that linked voters to the LWV-WBLA website. An ad appeared in the print and online White Bear Press.

Communities/Districts	Method of Distribution	# of Guides Distributed
Covered		(Reach of paper)
White Bear Press	Newspaper ad and press release of forums	7,200
Vadnais Heights Press	Press release of forums in readership area	3,500
Hugo Citizen	Press release of forums in readership area	2,000
The Quad	Press release of forums in readership area	2,000
St. Croix Valley Lowdown	Press release of forums in readership area	2,500

Candidate Forums held by the LWV-WBLA and available on our league You tube channel.

Date	Race	Community Partner	Moderator	Est. size of audience (in- person & virtual
9/12/22	North Oaks Mayor and City Council		Diane Dahl	301
9/13/22	MN House (36 A/B) and Senate (36)		Liz Nordling	262
9/14/22	Hugo Mayor		Liz Nordling	1,2K
9/15/22	MN House (33 A/B) and Senate (33)		Mary Santi	189
9/19/22	MN House (40 A/B) and Senate (40)		Liz Nordline	107
9/20/22	Forest Lake School Board – 831		Mary Santi	2 K
9/20/22	Forest Lake City Council		Mary Santi	619
	MN House (41 A/B) and Senate (41)	Woodbury Cottage Grove LWV	Liz Nordling / Diane Dahl	301

9/26/22	Vadnais Heights Mayor and CC	Mary Santi	398
9/28/22	Mahtomedi School Board – 832	Mary Santi	2.3K
9/29/22	Shoreview Mayor and CC	Mary Santi	554
10/3/22	Birchwood Mayor and CC	Mary Santi	269
10/5/22	WB Township Supervisor	Liz Nordling	102
10/6/22	Stillwater Area School Board – 834	Liz Nordling	912
10/11/22	Lake St. Croix Beach Mayor & CC	Diane Dahl	222

Voter Registration

Date	Event	Method of contact	Est. contacts made
May 2022	Forest Lake High School	Home room, FL HS	30
May 25	Cap and Gown Days – Voter	Mahtomedi HS	100
May 25	Registration table	WBL HS	250
May 26		Stillwater HS	400
June 30 and	Marketfest – Voter Reg. and	Downtown WBL table	100 – 150 each day
July 28	Redistricting Education	during Marketfest	
Sept 17; Oct. 1	Mahtomedi Farmers Market	Table in Triangle park	50 each day
Sept 10; Oct. 8	Stillwater Farmers Market	Table in downtown	100 each day
		Stillwater	
Oct. 5	Voter registration table	Shoreview Senior Center	50
June 14	Juneteenth Celebration at	Voter registration table	50
	Century College		
Aug 28; Sept 4	Voter registration & education	Ramsey County Beach	100 each day
	walk about		
Sept. 20	Nat'l Voter Reg. Day (online)	Mahtomedi HS & Century	??
Monthly	New Citizen Voter Registration	Excel Center, St. Paul	300 – 400 / month
	(walk about and table)		

Promotional Activities

Voter Services and the Communications Committee used several formats to reach out to the public in our area. 22 unique press releases were submitted to multiple papers within the service area. 43 Facebook posts, one email to metro area league presidents, 50 flyers and 150 LWV-WBLA business cards were distributed for or at the events above.

Another aspect of promotional activities was to invite the public to submit questions they would like candidates to address. We received 177 suggestions in response to this invitation.

https://www.lwvmn.org/white-bear-lake-area https://www.facebook.com/LWVWBLA/ https://twitter.com/lwvwbl?lang=en

<u>Volunteer Time:</u> One way we demonstrate our passion and belief in the work of the League of Women Voters is through the time we personally invest in this work. Those who provide funding to organizations like LWV Minnesota often want to understand our members' commitment to the organization.

Role	<u>Total Hours</u>
Voter Service Chair	200
Event Planners (15 hosts)	200
Question compilers	60
Moderators (3)	50
Communications	Printed - 64 hours; Digital - 200
Event Volunteers	150
Membership	20
Voter Registration Drive Volunteers (15)	30
Forum schedulers and candidate wranglers	60
Total Hours — All Volunteers	1120

Expenses covered by the Voter Services grant.

Expense Item	Details	Amount
Venue rental	Booth at WBL Marketfest	\$118
Printing costs	Business cards of 3 different types with QR code to Vote 411 site, including one card in Spanish Foam board QR poster (Vote 411') All printing costs thru LWVMN	\$209.95
AV production including tech support	Dietrich Wilke	\$100
Promotion/Publicity/Advertising	White Bear Press Google ads	\$600 \$500
Supplies	Table for outside for voter registration and education	\$68.38
	Total Actual Expenses	\$1,467.95

Local League contribution (LWV-WBLA)	\$500

Action Committee (Kathy Tomsich and Shannon Moore, Co-Chairs)

The Action Committee is the advocacy part of our local league. Members of the Action Committee observe and communicate with elected officials about the legislative priorities of the state league and interests that are of particular concern to our geographic area. The co-chairs participate in weekly LWVMN Observer/Lobby Corps meetings and monthly Advocacy and Program Action Team (APAT) meetings to keep abreast of significant legislation and the state league's action strategy.

This Session LWVMN has 6 legislative priorities: Restore the Vote, Automatic Voter Registration, Ban voter and election official intimidation and harassment, Remove barriers to receiving HAVA Funds (Help America Vote Act grant), Make Voting More Accessible for All Minnesotans, and ERA Amendment.

LWVMN joined with other non-partisan groups such as Common Cause, Citizens for Election Integrity, and the Minnesota Environmental Partnership to advocated for these priorities and environmental goals.

Members of the Lobby and Observer Corp have been extremely busy this legislative session attending, reporting on, and, in some cases, submitting testimony at legislative hearings focused on Elections and Environmental issues. All of this activity is reported in the Capitol Letter which is available on lwymn.org.

Local League Members Take Action

The LWVWBLA Action Committee held two "Meet Your Legislators" events for Senate District 33 and 36 in January 2023. These events were open to the public and we had a combined attendance of over 100 people. The legislators were first asked questions based on the LWVMN legislative priorities that would be helpful to our advocacy efforts. Time was left at the end for questions from the audience.

Participating: Senator Karin Housley (SD 33), Representatives Patti Anderson 33A, Josiah Hill 33B, Senator Heather Gustafson (SD36), Representatives Brion Curran 36B and Elliott Engen 36A.

The LWVMN Advocacy and Action Team (APAT) partnered with the Citizens for Election Integrity, CEIMN, as non-partisan observers at post-election reviews following the November election. Together teams of 4 people attended 11 counties post-election reviews. Team members observed the votes being counted, answered questionnaires that were provided and watched the audience for any activity. Members from our League attended the Anoka and St. Paul post-election reviews on November 21st and 22nd, 2022.

**January 17th - Rally with We Choose Us at the Capitol. Jackie Reis, Diane Dahl and Shannon Moore joined other League members at the LWVMN office. We went to the Capitol and heard from many speakers including Secretary of State Steve Simon. Seeking our home senators, we spoke with them or left messages in their office. Jackie Reis and Shannon Moore were able to have a brief conversation with Senator Heather Gustafson.

- **January 25th Fern Panda attended a Rally at the Capitol, Lobby for The Future: A Climate Day at the Capitol. She had her picture taken with Representative Brion Curran, 33B.
- **February 21st LWVWBLA co-hosted an event on the Ramsey County Action Plan. Fern Panda and Shannon Moore attended the event at the White Bear Lake Library and Dick Ottman and other League members watched on Zoom.
- **Lisa Larson Testified at the Capitol on Civics education.

Action Alerts were sent to all members, unless they opted out of the email list. This allows members to show support by sending a prepared email to your specific senator or representative.

Action Alerts:

1/24/23 - Tell your legislator to support 100% clean energy bill.

1/30/23 - Support the National Popular Vote.

2/1/23 - Advocate for voting rights.

2/20/23 - Tell Your senator to Restore the Vote.

3/7/23 - Equal Rights for All - Pass the Era.

3/13/23 - Support the Democracy For The People Act.

3/15/23 - Make civics education a priority.

3/24/23 - Let's Continue Protecting Minnesota's Great Outdoors.

PROGRAM - Fern Panda, Chair

We had a very successful year of interesting and stimulating programs with many thanks to the program committee of Jackie Reis, Becky Siekmeier, and Mary Santi and the many others.

Our program year started with the summer picnic in August at the Lakewood Hills Pavilion, which introduced this year's program calendar. Potluck dinner was furnished by the West & North Host Team and was coordinated by Katherine Rozman-Holt.

Our September meeting was on "The History of Voting Rights" included a dinner prior to the presentation at the White Bear Unitarian Universalist Church, which church members prepared. Jackie Reis and Becky Siekmeier pulled together a very interesting talk on Voting Rights History. Jackie took this talk on the road and presented this program to 5 government and 1 class in politics at Mahtomedi HS reaching over 150 students.

In October, Becky Siekmeier engaged Dr. David Schultz, a distinguished Hamline University Professor, to give a talk on "Voter Suppression Efforts". Jackie Reis helped us **partner with Century College**. Students co-hosted the program and discussion. Tasty sambusas from Afro Deli in St. Paul were served.

The Hmong Cultural field trip in November took us by bus to visit neighborhoods and commercial streets of the Hmong community live and work. Guided tours of the Hmong Cultural Center and the Hmong Market allowed us to hear stories of the history of the Hmong people, their immigrant experience, and how they became an important part of fabric of St. Paul. Arrangements were made by Jane Schroeher.

Our holiday party in December was held at Gable Pines (thank you Dick Ottman), hosted by the East and South host team. The party featured delicious food, a-sing-along with Sue Denkinger playing the piano and a quiz by Heidi Boyd with prizes.

Revisions to the LWV Minnesota's Firearms positions were considered in January. Mary Santi, Kathy Tomisch and Fern Panda presented information on each of 8 consensus questions and led a lively discussion before polling each consensus question. Members had a chance to mail in their ballots if they missed either Zoom meeting.

In February, a Book Discussion of "Whiteness in Plain View: A History of Racial Exclusion in Minnesota" by Chad Montrie examined the ways white residents across Minnesota and including White Bear Lake, acted to intimidate, control, remove, and keep out African Americans over the nineteenth and twentieth centuries. Thanks go to Jackie Reis, Mary Santi, Christine Ogata, Shannon Moore and Jane Schroeher, who provided information and discussion for two Zoom meetings.

Climate Change Action was the March Unit meeting topic. Presentations on Zoom provided actions currently taken at the international, national, state, and local level with much of information taken from the LWV MN Climate Change Task Force. The presentation was put together by Fern Panda, Stephanie McNamara and Ketty Torry.

The Annual meeting in April at Boatworks, includes dinner and a short talk by current Shoreview mayor Sue Denkinger, introduced by former White Bear Lake mayor Jo Emerson, (both members of our league) before the business meeting of electing officers, approving budgets, etc.

The program year will wrap up in May and we anticipate a program on "Youth Civic Engagement" with a presentation by Amy Anderson, director of the Center for Youth Voice at the YMCA of the North, and featuring the voices of some local youth involved in civic engagement activities.

LWVWBLA DEI Committee 2022-2023 - Jane Schroeher

DEI Director (Board appointed) and the DEI committee were instituted in 2022. The DEI Committee had its first meeting in July, 2022. We established DEI Committee Goals and Objectives, which were based on the LWVMN DEI Position and Policy. A core LWVMN belief supports using a DEI lens to view all League issues and programs. Questions are asked, such as "Who is missing at the table" and "What changes can be made to make this more equitable?" Our DEI committee aims to expand awareness of groups and organizations who represent people of color and underrepresented viewpoints, make connections with them, and attract broader participation of people of color in our League.

DEI Committee meetings are held on the third Tuesday of the month at 4-5:30 pm. Anyone with an interest is invited to attend. In the Fall 2022, our committee decided to create a DEI Affinity group for members or friends who are interested in learning about DEI focused events, opportunities and engaging with others to increase our understanding of DEI in our communities and across the Twin Cities. Presently there are six DEI Affinity Group members. A list of DEI focused events is generated and sent out every two months in the Bear Facts. These DEI focused events are also emailed to DEI Committee and Affinity group members.

The November 2022 League program sponsored a "Field trip to the Hmong Cultural Center and Hmong Market". DEI Committee members worked with the Minnesota Humanities Center to organize it. Twenty-two League members along with members of the WBL Rotary and Many Faces, attended. It was a day filled with learning about the rich history and culture of the Hmong people, who are a vibrant part of our communities. DEI Committee members also helped plan and facilitate the Feb 2023 League Book Study, "Whiteness in Plain View" by Chad Montrie. It showed the history of whiteness in Minnesota wasn't accidental or incidental but was based on systems of racial exclusion.

Our Committee established community partnerships with 'Many Faces' of White Bear Lake, to promote events and opportunities, such as the Sat May 6 "Wacipi (Powwow) to honor Native high school graduates. The committee attended LWV-Roseville Area's Tour of Rabata, a cultural, spiritual and educational organization which supports Muslim women. The DEI Committee is reaching out to Solid Ground (families in transition) to find out what their residents need to vote.

COMMUNICATIONS – Jackie Reis

A Communications Committee was established by the Board in February 2022 to organize and coordinate all of our communications activities to better inform and educate our members and the general public about the work of our League. The Committee consists of League members with responsibility for our website and digital media (Facebook, YouTube), publicity, newsletter and member mailings, program, membership, voter service, and outreach.

We reviewed and approved guidelines for communications and for social media to set a base for our work, identified our audiences and the ways in which we communicate, and developed an annual communications calendar.

A major activity during 2022-23 was the refresh of our website, led by Karen Suzakamo. In addition to the updates and navigation improvements, a Members Portal was added which allows our members to have access to membership lists, committee and board minutes, League policies, newsletters, bylaws, etc. Two additional "buttons" were added: Join and Donate. Using the state league's database program, new and renewal memberships now can be completed online, with payments made using Paypal. Karen continues to manage the website, keeping it current and adding new and timely information. Check the calendar for upcoming events.

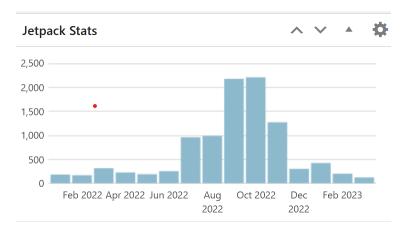
The committee also reviewed our Facebook page and set a goal of having more photos and frequent updates. Mary Santi, Ketty Torrey, and Jackie Reis are admins for the page. We were particularly active during the 2022 elections season – press releases, postings on YouTube of candidate forums, and initiating a pilot project to take advantage of Google ads. Our most recent project has been to create a membership information card that leads people to our website. This will be introduced at our annual meeting and used at our outreach activities throughout the year.

Website and Digital Media - Karen Suzukamo

This fall we hosted 13 candidate forums. To increase voter awareness of our 13 candidate forums we pioneered the use of Google search. A detailed report on the campaign and recommendations for the future are in this presentation:

https://docs.google.com/presentation/d/1ouMpvCApshlDhKAdNMJabDGFB5cvGaoQ/edit?usp=share_li_nk&ouid=115604609967716628138&rtpof=true&sd=true

YouTube reports the number of times it organically shows a thumbnail of the videos. In addition, the our publicity and Google ad campaign drove 5,659 people to the https://lwv-wbla.org/ website Sept-Nov 2022.



2022 was the third year that we posted videos on YouTube. We have learned that forum videos reach more people than could be reached with an in person session. To fully realize the potential of a video forum we have three key recommendations for 2023:

- We should embed the video on our website in addition to posting in on YouTube so that people do not have to click from the website to YouTube;
- School board and city races are of most interest and Google search ads and so we should have ad copy specific to those races;
- On average, viewers watch less than 20% of the forum. A sub-team of communications and voter services will do research and make recommendations for improving viewer engagement for the 2023 elections.

(Impressions ↓	Views	Average percentage viewed	Average view duration
Mahtomedi Area School Board #832 Candidate Forum	14,453	2,391 22.0%	20.3%	14:13
Minnesota Senate District 36 Forum September 13, 20	7,514	335 3.1%	18.8%	8:28
Forest Lake School District 831 Candidate Forum 2022	6,304	2,094 19.3%	15.2%	9:51
Lake St. Croix Beach Canidate Forum October 11, 2022	6,278	231 2.1%	21.5%	11:00
Birchwood Mayor And City Council Forum 2022	5,666	270 2.5%	17.3%	11:06
Stillwater Area School Board Candidate Forum 2022	5,048	925 8.5%	17.0%	15:02
Forest Lake City Council Candidate Forum 2022	4,536	626 5.8%	15.9%	8:29
North Oaks Mayor and City Council Forum September	3,863	304 2.8%	12.0%	4:58
Hugo Mayor Candidate Forum September 14, 2022	3,321	1,300 12.0%	19.1%	8:28
Vadnais Heights Mayor and City Council Forums	1,549	398 3.7%	14.0%	14:22
Minnesota Senate 33 and House 33A and B Candidate	1,480	192 1.8%	6.6%	4:14
MN Senate and House District 40 Candidate Forum 20	1,039	109 1.0%	11.7%	7:09
White Bear Township Supervisor Forum 2022	808	109 1.0%	17.2%	3:23

We refreshed our website in 2022 to:

- a. Increase usability by voters
- b. Become a one-stop resource for members
- c. Attract new members and supporters

Our traffic has increased significantly as a result of the change in functionality and content and because of the increased marketing of our website with Google search ads Oct-Nov 2022 and with members since the refresh.

Months and Years Jan Feb May Jun Jul Aug Sep Oct Nov Dec 1.660 1.123 2,178 2,209 Average per Day Jan Feb Aug Oct Nov Dec

Home page:



Top Posts for 365 days ending 2023-04-05 (Summariz	zed)	
April 5, 2022 to Today		
Title		Views
Candidate Forums		3,731
Welcome	:16	3,155
Member Documents	:16	695
Member Login	:10	462
What We Do	:10	272
For Voters	:10	265
Join	:10	219
Policy Work	:1	132

Publicity – Stephanie Member

Notice of all public meetings was published in the local papers such as Press publications and Stillwater Gazette newspapers. This includes our meetings on voting rights, climate change and youth civic engagement. A letter to the editor was published acknowledging all the great work done by our voter service team of volunteers. An ad was published in the Press Publications Voter Guide directing people to Candidate meeting videos.

Communications – Jackie Reis

A major change was made this year in member communications, making use of the state League's database and newsletter/mailing program (PowerMail). Starting in August 2022, all mailings were emailed to members using the new format. In preparation for using PowerMail and the state membership database, several months were spent cleaning up the membership list: finding out if there was anyone without an email, finding individuals who are not WLBA members, removing duplicates, etc. Ten issues of Bear Facts were published, and another 10 mailings were sent focusing on specific topics - Member Programs, Voter Services, DEI, as well as mailings with other timely news and program reminders. On average, 80-85% of our members are opening these emails.

YOUTH CIVIC ENGAGEMENT – Jackie Reis

Century College

With the help of a Ramsey County Elections grant, in the fall of 2022 we worked with the Student Life Department of Century College to augment their Get Out The Vote work. We co-sponsored a program at Century on voter suppression and assisted them in designing and implementing a candidate forum for Century students held by Zoom. Eight Century students, one of whom served as the moderator, developed and asked questions relating to four areas of concern to them – funding of education,

transportation, workforce development and affordable housing. We were able to pay the students from the grant funds.

Century students were also hired for a social media project. Six Century students and two high school students were asked to post on their Instagram, Facebook, TicToc or Twitter accounts up to 10 times with information and reminders about voting. Again, the students were paid from the Ramsey Co. grant for this work.

White Bear Lake/Mahtomedi High Schools

In 2022, our League received a Shumer Grant from the state league which enabled us to work with three young students – two from WBL and one from Mahtomedi – who each received \$250 as a fellowship stipend. They handed out "register to vote" cards, volunteered at our table at Marketfest, attended our summer picnic, designed posters for their schools, and, in one case, accompanied a League member to do voter registration work at a naturalization ceremony in St. Paul. The WBL students also worked on the social media activity described above.

For 2023, we have received another Shumer grant and will have two WBL high school juniors working from April to November.

In their final reports, the students commented:

Being a part of the League of Women Voters, I have learned the importance of outreach and sharing valuable information. More importantly, continuous, and diversified outreach. Coming up with different ways to educate voters and encourage them to vote. Creating social media content pushed me to think of other ways to connect with my viewers and get them invested in voting. I can use this type of motivation and creativity in all aspects of my life and I have the League of Women Voters to thank for their guidance and leadership. (Bella)

I learned so much through this process including the importance of young voices, how to be a part of a movement, and the process of an election. (Mari)

Working with the League has opened my eyes to the number of people that are being denied the right to vote and how many people choose not to vote. Fighting for voter suffrage has now become a lifetime passion for me. (Abigail)