

## **December 8, 2015 Final SLNC Election Committee Minutes**

The Election Committee held its meeting on Tuesday, December 8 at 7:15 pm. All seven committee members attended the meeting - Benjamin Feldman, Lee Sherman, Kate Hudson, Eric Kissack, Dan, Pat, and Greta. All except Dan stayed throughout the entire meeting; Dan left midway through. Molly Taylor, the IEA for Region 7 also attended. The meeting adjourned at approximately 9:30 pm. Lee took notes and compiled the meeting minutes.

### **Public Comments and Introductions**

The meeting started with Public Comments. Molly said that she was attending to provide support on behalf of DONE in connection with the elections. There was then introductions where each of the committee members introduced themselves.

### **Goals**

The Committee then discussed the goals for the next election. For the last SLNC election in 2014, the goals were to recruit a minimum of two candidates for open seat; increase turnout to 1,000 voters; develop outreach efforts to include face to face, banners, and print and electronic media; and ensure outreach efforts were available in English and Spanish. The prior SLNC Election Committee was able to get 2 candidates for each region but one - reaching 62 filed candidates and 59 that were approved by DONE. There were 1,369 voters - over double the total of 503 from 2012. The prior SLNC Election Committee also distributed 4,000 flyers in English and Spanish, used social media, hung banners, and met stakeholders at various venues to encourage them to vote.

Ben initially proposed to recruit 2 candidates for each seat. Molly then encouraged the Committee to boost the goal of candidates per region from what the Committee achieved in 2014. Kate then proposed reaching 65 candidates, and Lee proposed a minimum of 2 candidates per district and 70 candidates total. The Committee agreed to the proposal of a minimum of 2 candidates for each open seat and 70 candidates total.

The Committee agreed on each of the other goals proposed by Ben. Those goals are increasing voter turnout to 2,000; developing outreach efforts to include face-to-face, banners, print, and electronic media; ensuring outreach efforts are available in English and Spanish; and expanding outreach efforts to high school students. There was some debate about whether 2,000 voters was a reasonable goals, but because of the addition of online voting this year, the Committee decided that was a feasible goal to reach.

### **Outreach Plan**

Ben suggested, and the Committee agreed, to table the discussion of the Candidate Forum and the Newsletter to the end of the meeting, and discuss the Outreach Plan first. Ben mentioned there were five parts of the Outreach Plan - online, print, face-to-face, partnerships, and "Day to Shine" specific plans. The Minutes incorporate the specifics of the Outreach Plan.

## Online

There was first a discussion of the online component of the Outreach Plan. The online plan consists of having a webpage, social media, and a newsletter. There was also a discussion of online voting, and how that will change the Outreach Plan this year. Specifically, Greta pointed out there was a concern that the church where the election is scheduled to be held is not handicapped accessible. Molly said she was going to check to determine whether DONE has a plan for curbside voting to assist those who are handicapped.

The Committee also discussed the logistics of setting up a website. The website will include information about how to register to vote, where to vote, regional borders, and statements by the candidates. Kate said that she estimates that registering the website will cost, at most, \$150. Kate also suggested that because SLNC is a non-profit, the Committee should run a Pay Per Click to use as a keyword tool to increase the volume for the website. The same should be done for the Committee's Facebook page, if it has one.

The topic of the budget came up at this point. The budget for the Committee is \$4,000. Pat asked whether we are getting any money from DONE. Molly said the SLNC is not getting any specific money for Elections. The City provided \$4,000 in additional funds to each NC, though that amount is not tied to any specific purpose.

As for the social media aspect of the online portion of the plan, the original goal was to have a Facebook and Twitter page, to post 2-3 times a week, and tweet 2 to 3 times a week. Kate cautioned against the use of a Facebook page, since curating a Facebook page is a full-time job. She said that setting up a Twitter account could be a more efficient use of resources. Kate suggested to set-up a hashtag for Twitter and Instagram, and to get small businesses to use the hashtag on Instagram.

Molly acknowledged the concerns with starting a Facebook page, but suggested using the SLNC's existing Facebook Page, and using the Election to grow the SLNC Facebook page. Dan suggested instead of having a Facebook page of the committee, to set up an event and connect the event to the SLNC Facebook page. The Committee agreed to set up an event page for the Election and the Candidate Forum.

Also, Kate suggested using native advertising for the SLNC Elections within Facebook. Molly agreed and said that from her experience on the Echo Park Neighborhood Council, this worked out well. Kate also suggested using the Nextdoor social network tool to get people out to vote.

At this point there were a few questions to Molly about the resources DONE will be providing. Kate asked whether DONE will be assisting in the registration of voters. Molly said that DONE representatives will be trained and will be present at events with tablets to register voters. Ben asked about tablets for tabling. Molly said she will look into that.

The Committee also has \$400 from the Outreach Committee on top of the \$4,000 to use for newsletters. There will be an electronic newsletter. The proposal by Ben was to have one newsletter after online registration for candidates (at the beginning of February), 2 after candidate registration ends (at the beginning of and end of April), and a fourth within a week of the Election in early or mid May. Molly suggested that the Committee should work with NationBuilder to get access to a database of stakeholders to add to the newsletter listserv to e-mail the newsletter.

Greta then suggested that the presence of an online newsletter may leave out the elderly population. She expressed concerns generally about the elderly populating using online voting. Lee said that we should have printout copies of the newsletter to handout while tabling for those who cannot access the newsletter online. Ben also said that there will be volunteers who will help people with online voting on Election Day.

Molly brought up the concern of having the first newsletter so late because it is leaving out a month of time where people could register to vote but there is no newsletter containing information. Lee responded that the earliest that we can start working on the webpage and/or newsletter is the first week of January if the plan is approved by the Board at that time. And 1/30 is the start of candidate filing. So there is not much time that will elapse between when the plan is approved and the start of candidate filing.

Kate mentioned that we will be able to secure [silverlakevotes.com](http://silverlakevotes.com) for the Committee's web page. She will prepare to have that as our domain upon approval of the Election plan. Lee asked whether we should have a .com website or a .org website. Kate said that .com carries greater authority than a .org.

### **Print**

Ben said that the print media strategy will consist of flyers and signage, such as banners. The flyers and banners will have the Committee's e-mail, Twitter handle, and contact information for the SLNC. Last time, there were close to 2 banners per region. Pat said last time, there was an attempt to have banners along the reservoir, though there were restrictions in doing so. There were 9 3 X 6 banners and 3 5 x 18 banners. There was also a suggestion to use banners at bus stops.

Molly asked how much is budgeted for banners; Ben said just under \$1,750. Kate and Pat expressed concern about spending almost half of the budget on banners. Lee said that we should spend less on banners, but said there is utility in using banners to publicize the election to those who may not actively seek out the Committee's webpage or social media sites. Greta also expressed concern that banners should be used to attract the elderly population who will not be online. Kate expressed concern about keeping the banners up for too long, since they may be tagged with graffiti. Overall, the Committee decided on selective banner use.

The Committee also discussed using posters in the windows of small businesses. Pat said that 11 x14 posters were effective for publicizing Relay for Life. She suggested distributing the posters closer to the Election Month.

There was then a discussion of timing for the signage and banners. Kate asked whether there should be separate signage for registration and GOTV. Lee said yes for flyers and posters, but no for banners since they will be too costly to have two phases of banners.

Kate also said that language will impact costs - so we should consider whether to have English or Spanish content on the same flyers, or whether to have two separate flyers for English and Spanish content. Also, there will be costs associated with doing the actual translation. Pat said that last time, because Nina, the Committee head, was bilingual, she was able to pull resources to get a flyer translated in Spanish. Pat suggested talking to Outreach about the translation of the flyers.

Because of the translation concerns, Kate suggested two separate postcards - one for English voters, and one for Spanish voters. Greta asked why can we not have one card with Spanish voting underneath. Kate said there will be too many messages if we put English and Spanish content on the same page, and the postcards will not be as effective. Lee also said putting everything on one page will take away valuable space for content.

Molly suggested asking the SLNC board for the protocol for the design, and to identify someone who has expertise in putting together the design pro bono. Kate asked whether we can ask a business to do it for free in exchange for putting their logo on the flyer. Molly said she did not think that was permitted. Ben suggested pushing the conversation about the specific design to another meeting. To be cost effective, Molly asked whether we can do wholesale printing. Kate believed that would be possible.

### **Face to Face**

The face-to-face component of the plan will consist of canvassing, tabling, and candidate forums. The tabling will mainly take place at the Farmer's Market and Flea Market. Canvassing will require additional steps such as recruiting people to go door to door in the neighborhood.

Lee suggested adding to the plan to register stakeholders while tabling at Farmers' Markets. Molly said she will look into the feasibility of doing that with DONE. Molly also suggested tabling at other times other than Farmers' Markets. Kate also suggested tabling at other events like dog adoptions and other community events.

There was then a discussion about canvassing. Ben suggested canvassing door-to-door, Lee suggested canvassing to small businesses, Kate suggested expanding the canvassing to schools, Molly suggested PTAs, and Pat emphasized partnership with community organizations. Molly said to be aware of the challenges of canvassing door

to door, as it may be difficult to get volunteers. Pat also emphasized letting people know in face-to-face encounters that the election will not be held at Mitcheltorena Elementary School, like last time. Molly also suggesting adding yard signs to the plan, as they have been successful.

There was then a discussion of the candidate forum. Pat said last time, all 60 candidates spoke. There was a moderator and a timekeeper. All candidates only had one chance to speak. Kate suggested splitting up the forum into regions - having one set of regions at the beginning of the forum, the at large in the middle, and the remaining regions at the end. Ben agreed, and there was a general sense of the Committee for the forum to be more personalized and have greater consideration of the time of stakeholders than the prior forum.

Greta suggested the possibility of hosting the forum in two separate places. Lee suggested using one forum for at large candidates, and another forum for regional candidates. Ben said there was concern that we do not have enough funds to do that. Also, Ben said that last time, the Election Committee only paid for one candidate forum; the other forum was paid by a slate of candidates. So, the Committee agreed only to have one forum.

There was then discussion of location and timing, though no decision was made. Lee suggested having the forum at the church, though Kate brought up the concern about handicap accessibility. Ben suggested having the forum in between April 24 and May 14. The conversation about moderators was tabled.

### **Partnerships**

The Committee discussed outreach to DONE, Council District offices, and community organizations to pull more resources to get out the word about the election. Molly suggested adding to the list anyone who the SLNC has given a community grant to.

### **Day to Shine**

On Election Day, the initial proposal contained tabling at the Farmers Market to remind people that it is Election Day. There also will be volunteers strategically placed to help direct voters. Also, the Committee should talk to Council district offices to help with transportation, particularly with the disabled and elderly.

Molly said there should be events on the day of to motivate people to show up. She suggested a food truck. Lee suggested possibly getting local performers and artists, though Ben said he did not know if there was enough physical space to do that. Kate suggested having a pet adoption correspond with Election Day.

There was excitement about the use of a food truck, but a question about the cost for a food truck. Molly said that a food truck would cost \$1,500. There was then a discussion

about how to fit the use of a food truck in the budget in the conversation about the budget.

Once the Outreach Plan was discussed and debated, the Committee agreed unanimously (with one member - Dan - not present) with the Outreach Plan with the discussed revisions and additions.

## **Budget**

Molly suggested using the SLNC existing website to save \$250 in website expenses and to maximize the budget. Kate said that the SLNC website is not responsibly designed so it is accessible on tablet, mobile, and desktop platforms. Kate said it would be better to have a clean slate to have greater functionality. Kate said the webpage could be done for \$150, so that change was made to the budget. Kate suggested taking the \$100 savings to place toward the candidate forum for a total of \$200 for that.

There was then a discussion of banners and fliers. Lee suggested decreasing the amount of banners to an average of one per region to cut down on that expense. Kate did not even see the efficacy of that many banners. Molly also suggested a mailing, and said DONE mandates one mailing per election cycle. Ben expressed concern about the efficacy of doing a mailing given their costs. Molly persisted and suggested going to Outreach to expend some of its budget for a mailing. Kate suggested including a blurb about the Elections in the SLNC's regular mail drop to satisfy the DONE mandate. Molly said that information about elections should be placed on all mailings.

Kate suggested \$1,700 for banners and all flyers combined, and to determine later how that is allocated. Ben said that the Board will likely want to see it separated out. There was then a consensus to spend \$2,000 on banners and fliers, and Kate said that she will go to a specialist to determine the best way to allocate that amount. Ben volunteered to get three quotes from printers.

Ben suggested not using bags to free up more money. Pat said that the Committee did not end up using the budget on bags last time. So, the Committee decided to allocate that money to general good will.

Molly said she will have to check on whether DONE will pay for the cost of the Election location. She said DONE will cover poll worker volunteers.

There was a decision to use \$100 for water and \$50 for miscellaneous items. That left \$1,500 for community good will. Kate suggested using that money for a food truck, and the food truck could satisfy volunteer refreshments. The specific use of the good will funds will be decided on another occasion.

The Committee agreed unanimously (with one member - Dan - not present) on the revised budget.

## **Conclusion**

Ben said he would send the Outreach Plan and the Budget to the Board for their approval at the January meeting. There was an agreement for the next SLNC meeting to be held on January 12 at 7 pm. Molly suggested a joint meeting with Outreach as well.

The meeting was adjourned at around 9:30 pm.