

March 7, 2016 SLNC Election Committee Final Minutes

The Election Committee held its meeting on Monday, March 7, 2016 at 7:05 pm. Benjamin Feldman, Lee Sherman, Pat Tashma, and Eric Kissack were present. Jerome Courshon was present from the SLNC Governing Board. At approximately 7:45, IEA representative Molly Taylor attended the meeting. At the beginning of the meeting, Jerome represented that he will not be voting on anything at the meeting.

2/9/16 Meeting Minutes

Lee moved to accept the 2/9/16 meeting minutes. Eric seconded. The meeting minutes from the February 9, 2016 meeting were accepted with 4 yays, 0 nays, and 0 abstentions.

Correspondence

Ben said he received correspondence from Heather Carson co-chair of the Board telling him that only committee members can vote, and asking that the committee revise an already accepted meeting minutes from January in which it noted that she voted. Jerome suggested to ask Molly or to go to the Standing Rules and Bylaws for clarification.

Jerome said that typically the way committees function is that anyone on the committee can vote. He said that who is considered a "committee member" is decided by each committee, but generally, by attending a committee member, you may vote. Ben suggested going with that precedent.

Lee also said that the minutes have already been approved by the Committee, so he did not believe it would be appropriate to change them now. The draft minutes were posted publicly and there was a fair opportunity for anyone to make any comments before they were approved by the Committee.

When Molly arrived, she suggested to consult the Standing Rules and Bylaws on membership rules. Her experience from other neighborhood councils is that once one joins a committee, then they are a voting member, so it is a matter of when one joins a committee. Jerome repeated that typically, for the Silver Lake Neighborhood Council, if one attends, then that person is on the committee. Molly said to get an official opinion on this, the Committee would have to consul with the City Attorney's Office.

Ben also mentioned that the Committee received correspondence from Heather and the SLNC Webmaster reminded Ben that they had said they were going to submit a new mission statement for the committee. Lee said that the urgency of having a mission statement has been diminished because the Committee was able to use the brief mission statement about the Committee from the Bylaws as a placeholder to place on the webpage. Lee said that the Committee can put the issue on the next agenda, but said it is a luxury, not a necessity at this point. Ben agreed.

Lee then mentioned that Molly sent a correspondence asking whether the Governing Board and the Elections Committee would be interested in participating in a candidate workshop sponsored by DONE. Lee explained that Lee and Molly had both asked Heather for the Board's support and help in the workshop and Lee asked Heather for the Board's help to assist the Election Committee generally. At the meeting, Lee paraphrased e-mails in which Heather responded quote that "we have our hands more than FULL just slogging on for the next 2 months. I think

we are in great hands with the Election Committee.” Heather later pointed out via e-mail that she also said that Heather thought this would be up to the Election Committee to bring to the Board, wouldn't it? Heather also mentioned that she noted that since the deadline to register as a candidate was 10 days away that there was not time to plan this and bring it to the Board in time for a vote. Lee said he told Molly that the Election's Committee will be happy to participate, but given the Committee's limited resources, he did not believe the Committee has the bandwidth to do much to plan the workshop. Lee said there was an open question out to Molly whether the Candidate Workshop would be for SLNC specifically, or if it was for all of the surrounding regions.

Ben agreed on the Election Committee participating, and also that the Committee has limited resources to plan the workshop. Ben also brought up that Jay Handal from DONE told him that while the average neighborhood council spends \$14,000 on Elections, the SLNC Election Committee's budget is only \$4,000. Lee agreed and mentioned that he told the Neighborhood Council back in the fall when it was deciding on the budget that DONE said that the average budget is in 5 figures, but the Board decided to leave it at \$4,000. Jerome expressed surprise that neighborhood councils spend that much on elections, because the City provides so little to the neighborhood councils.

Pat and Eric also agreed that the Committee had limited resources. Pat said the Committee had more manpower support for the last SLNC election. Eric asked whether there was a way to get more volunteers. Ben said that the Committee will discuss that in connection with the next item on the agenda related to outreach.

Outreach Summary

There was then a summary of the outreach completed. Lee said the Election Committee has been tabling at the Farmer's Market and has had numerous people sign up to receive e-mails from the Committee about updates. Lee also reached out to previous grant recipients to help promote the election to some success. Lee barnstormed throughout Silver Lake small businesses, and Pat did the same. Pat also placed flyers at schools, GPAC, and the Recreational Center.

Ben said that he reached out to committees, and Lee and Ben said they reached out to the Board for advertising and support. Ben said that while there is general agreement that more people should be helping out, few people outside the members present at the Committee meeting are doing anything to help.

Jerome said the Board is burned out. He said the Committee level is the best place to get support. He said that he would make an announcement at the Urban Design Committee held the following Wednesday.

Lee acknowledged that Jerome and John Wingler on the Board have been very supportive of the Committee's efforts, and thanked Jerome for the support. Lee asked Jerome whether it made sense to have the board participate more in the Committee. Jerome said during the 2012 election, a co-chair of the Elections Committee also ran for a seat on the board, which is why there is concern from the board to get involved now. There is concern that by running for office and being on the Committee, that one may be crossing a line.

Later in the meeting during the discussion of the candidate forum, Molly asked about the effectiveness of the tabling at the Farmer's Market. Eric and Ben said it helped. Lee said that there was generally an increase in candidates after the Committee tabled on the weekend. Molly asked about whether it has attracted many stakeholders because from her experience at Farmer's Markets, it attracted visitors rather than stakeholders. Ben said that he saw a lot of families at the Farmer's Markets who lived in the area.

Molly suggested potentially going to other hubs of the community, such as the dog park. Eric said that he believed there was a good stream of people who went to the Farmer's Market. Pat mentioned that some people from Silver Lake go to the Atwater Farmer's Market, and suggested possibly tabling there. Ben asked if anyone on the Committee had any connections. But Pat said that Atwater has its own neighborhood council, so there may be concern about SLNC tabling there. Eric also said that he thought there would be more stakeholders at the Silver Lake Farmer's Market.

Eric asked Molly whether other neighborhood councils have had more candidates register. Molly said no; others have around 20 candidates thus far as well. But she said there should be more in Silver Lake because of the online voting. She said from the outside looking in, there is a potential for another big election, but the main online push has occurred in the Isat week due to the delays in getting access to the neighborhood council Facebook page. Eric responded that while he understands that there is online voting, the discussion is around getting candidates, and there was not as clear of a connection between the online promoting and the registering of candidates. Ben said that because someone sees something online, there may be more of a longing for someone to connect with other people online, and thus register as a candidate online. Molly said that all of these elements should be components of the Committee's Outreach strategy.

Ben said that the Committee also sent a posting to the newsletter but although the Board said it got the newsletter, he expressed concern as to who it went out to because several people said they never received the newsletter. Jerome said that maybe it did not go out to the normal distribution list, and said he would look into it. Lee asked if did not get sent out to the normal distribution list, can the Committee get it resent. Jerome said he would ask about that.

Ben said he also posted an event on Facebook and created an ad. Ben did all the work to boost the post. Ben shared the event with the SLNC page, and shared it with Los Feliz/Echo Park. He also posted on Next Door. Lee also made a post on Facebook.

Ben asked whether the poster of an ad on Facebook can see the ad on the back-end. Jerome said that Admins cannot see the ad on the back end on Facebook.

Social Media Budget

Ben said at the last meeting, the Committee agreed to spend \$15 to advertise for the call for candidates, \$15 to advertise for the candidate forum, and \$20 to advertise for the get-out-the-vote on social media. However, upon further research, that money does not go very far. Ben said he asked Outreach for help, but Outreach said to ask the Treasurer to move money. Ben asked whether the Committee can move money in our own budget. Jerome said that was something to ask John or Georganne.

Lee asked Ben how much he thought the Committee needed for social media advertising. He said he asked Nina Sorkin on Outreach for \$100 to \$150. Lee said that the Committee had \$77 unused for location costs because the City Clerk overestimated how much the Location would cost. Lee suggested that amount be used for social media. Lee asked if the Committee had to go to the governing board for approval. Jerome said the Committee did not have to because this was something that was originally allocated for social media, and the Committee was simply putting it back to its original part of the budget.

Lee moved to have the \$77 that was taken from the Social Media portion of the budget to the Location portion of the budget to be allocated back to Social Media. Eric seconded. It was agreed to with 4 yays, 0 nays, and 0 abstentions.

Eric said he would reach out to Georganne for the credit card info to get this purchased so the Committee can boost the reach of the ads.

During the meeting, Eric was able to reformat the banner electronically into a different size for a Facebook ad. Ben suggested doing another one in Spanish, and Eric agreed to do a separate Spanish ad.

Tabling Schedule

Lee then asked the Committee members to commit to a tabling schedule at the Farmer's Market. Lee offered to table on March 12, 26, and April 9. Eric said he could table on March 19 and April 2. Ben said he could also table on April 2. Pat said she could table at Eggstravaganza on March 19.

Jerome suggested going to Outreach for their support. Ben said that the Committee already asked, and it does not look like they are having a meeting anytime soon. Lee also said that he went to the Outreach meeting the only time they had a meeting this year, back in January, asking for support. Lee also said he talked to Nina at the last governing board meeting and she responded via e-mail that Outreach will be tabling at other events, but suggested they would not be helping out with the Farmer's Market.

There was then the question of how to get table and chairs while Ben is out of town. Ben said that the table and chairs that he has been using for tabling was his roommates'. Jerome suggesting reaching out to Ruben who runs the Farmer's Market. Ben said he did but he received vague instructions that were not helpful. Eric said that he had a table, but not chairs. Pat said that she had a table and chairs that the Committee can pick up from her.

Pat also said that she removed most everything from the bulletin board by Sunset Plaza where the Committee tables. Lee said that he saw that mainly election material remained on the bulletin board.

Banners

Eric looked into bids for the banner, but found out that the Committee can only go to an approved vendor, and there is only one approved vendor, Medicus Printing. So it is not possible to get 3 bids. Lee said that since the Committee does not have a choice, the Committee should just go with the one approved vendor.

Molly brought up Staples as a possibility, but Eric said he was told that was not an approved vendor. Molly asked where it says that in writing, and expressed concern that the Board is communicating rules that do not exist which holds up the Committee from doing its work. Molly said that the banners should have been up a long time ago. Lee said that the Committee had made an intentional decision at its first meeting to not post banners until closer to the election to avoid the banners from being tagged with graffiti. Molly said that other neighborhood councils placed the banners up earlier without them being tagged. Jerome said the only thing in writing he saw is that the "Council will not enter into any contracts or agreements outside the Department," but did not see anything regarding specifically approved vendors.

Lee then brought up the logistics about the banners as to how many the Committee should get, and where to put them up. Ben said that how many the Committee gets depends upon where the Committee wants to put up banners. Lee asked about costs. Eric said he was quoted \$63.75 per banner.

Pat said that she talked with Nina about where banners were posted last time. Pat said that the Committee can ask to put one up at the dog park. The Committee can also put one up at Bellevue. Eric suggested having one at Micheltorena and Ivanhoe. Pat suggested placing 2 at Bellevue because it is a frequently used dog park, and it covers 2 districts. Similarly, Eric said that the Committee should put up 2 at the dog park by the Reservoir since that covers 2 regions.

This covered 6 of the regions leaving Region 2. Ben asked if the Market was receptive to putting up flyers. Lee said he believed the only small business in Region 2 that was willing to put up a flyer was Cuscatleca. Pat suggested asking the deputy for Mitch O' Ferrell for a good spot in Region 2 to place a banner. It was decided that the Committee will look into a good spot to place the banner for Region 2, and decide at a later date.

Ben asked if there was a well trafficked area that is not already covered. Jerome suggested placing a couple banners along the reservoir. However, Pat said that is DWP land and DWP refused to allow the banner for the last election. Jerome said that he thinks he could get DWP approval if the Committee told him where it wanted to place the banner along the reservoir. Eric suggested on Silver Lake Blvd because during rush hour it is packed. Jerome asked if someone could take a picture and send to him so he can pass on to DWP. Eric offered to take a picture.

Ben suggested the Committee decide on a motion of between 7 to 9 banners to include 2 banners at Bellevue, 2 at the Dog Park one at Micheltorena, one at Ivanhoe, 1 in region 2, and 2 on DWP property. Eric then said that if the Election Committee gets the approval from DWP, the Committee can get nine banners; if not, seven.

Lee moved for the Committee to go forward with purchasing up to 9 banners using the money allocated for those purposes in the budget. Eric seconded. The motion carried with 4 yays, 0 nays, and 0 abstentions.

Candidate Forum

Lee gave an update on the location for the candidate forum. The Board approved holding the candidate forum at the Holy Virgin Mary Cathedral on May 7 between 4 and 7 pm. Julia at the Church said that typically the Neighborhood Council provides a donation for use of the space,

and that \$100 for the use of the space is a typical amount that is donated. Molly suggested to check with the Treasurer because the neighborhood council may not be able to give a donation.

Lee then moved to allocate \$100 from the budget for the candidate forum. Pat seconded. The motion was approved unanimously.

Lee then said that there was still \$100 left from the budget for the candidate forum. Jerome suggested to use that extra \$100 for social media costs. Pat brought up that there may be costs associated with the moderator, so the Committee decided to wait to spend the extra \$100 until deciding on what to do with the extra \$100.

There was then a discussion of the format for the candidate forum. For purposes of planning the format, Molly said that 20 candidates had registered thus far. Ben mentioned that for the last election, 30 individuals registered on the last day. Nonetheless, Molly said that the Committee should be doing more outreach; she said there should be tons of candidates. Lee responded that the Committee has been doing a lot of outreach summarizing the outreach efforts that were covered at the beginning of the meeting. Lee said that the Committee was doing the best it could given its limited resources.

Back to the candidate forum, Pat said that in 2014, each of the 58 candidates gave a 30 second opening and a 30 second closing. There was one pile of brochures for the candidates. There was no prepared statement. The moderator then asked questions for the rest of the time. Eric asked what inspired there to be so many candidates last time. Pat said there were slates that drove the bigger numbers.

For the format, Lee suggested that there be 3-4 regions covered in the first hour, leave the second hour for the at large candidates, and cover the remaining regional candidates in the last hour. Once the candidate registration period is over, the Committee can decide which regions to devote in the first and last hour. The Committee generally agreed to that format.

Ben asked about moderators. Pat suggested Charlie Mims, who was used last time, and that Nina has the connection to Charlie. Jerome and Pat both mentioned the reporter Alex Michaelson. There was a woman from the Jewish Journal who Jerome recommended; he believed her name was Susan. Lee mentioned using someone from the Los Feliz Ledger. Jerome said that Allison Cohen runs it, and he has contacts through her. The Committee decided to try Alex Michaelson first, Charlie Sims second, and Allison Cohen third. Jerome said he would reach out to Alex first. Then the Committee will wait a week before reaching out to Charlie through Nina. Then the Committee would reach out to Allison through Jerome. Ben said he would reach out to the Jewish Journal if necessary.

Lee then brought up the issue of using the money allocated toward community good will. Ben suggested money budgeted toward community good will for the candidate forum perhaps in the form of a food truck. Ben said his rationale was that there would be a lot of people at the candidate forum, and it could be turned into a second election day. Lee said that the Committee would have to get the Church's permission before getting a food truck. Pat said that they usually have food at events held at the Church.

Ben suggested a fruit truck that he thought was fun, healthy, and cheap. He did not know the costs. Molly suggested a tamale truck. Jerome said that would be nice if the Committee can

afford it. Molly also suggested shaved ice that she estimated was \$1,650 for 500 people. Ben suggested side bowls. Molly asked whether that was a good dinner food. Ben said no, but the candidate forum is not being held during dinner time.

Molly said that if a food truck is too expensive, the Committee could do catering. Ben suggested using the cheese shop that is run by one of the board members. Molly said to speak with the treasurer. Lee expressed some concern with that because he is running for a seat on the board again, so that might be perceived as a conflict of interest. Jerome suggested Oventop. Ben suggested the \$1.25 taco cart, but he did not think that was health inspected. Molly said that the business would have to be properly licensed, so the best bet is to do catering. Jerome suggested trays of sandwiches, since that would be cheaper. However, Lee expressed concern that sandwiches will not attract as many people as a food truck/cart. The Committee decided to inspect costs for all of these options with the purpose of spending \$1,500 for food as community good will for the candidate forum.

Lee then asked whether the Committee needs to go to the Board to approve the community good will expenditure on food. Jerome did not think the Committee needed to go to the Board at first. Molly said it was a line item in the budget. However, Lee said that it was an ambiguous line item for "community good will," and not specifically for food. Jerome asked whether the community good will item was listed for Election Day on the budget. Ben and Lee said the answer was no. Lee said that since it was such a large amount, and the budget is ambiguous as to what the community good will would be spent toward, Lee said that it would be more prudent to go to the Board with the expense.

Lee then moved to ask the Board to allocate \$1,500 from Community Good Will for food. Ben suggested adding beverages and utensils to the motion. Lee then revised the motion.

Community Good Will Allocation Motion

Lee moved to allocate \$1,500 from Community Good Will for food, beverages, and utensils for the candidate forum. Ben seconded. The motion carried with 4 yays, 0 nays, and 0 abstentions.

Flyers

Lee then brought up deciding on the second round of flyers. Ben asked whether the Committee has to do this now. Lee said that the current round of flyers advertises for a call for candidates, so the Committee needs to decide on the second round of flyers now since the Committee's next meeting will not be until April.

Ben suggested using the same flyers as last time except switching out the call for candidates for the candidate forum. Molly said the Committee should have a design that is more suitable for voting. Ben also mentioned that Heather asked if the SLNC logo could be more prominent on the flyer. Eric said that he would repurpose the banner designs for the next flyer. Eric said he would make them two sided for Spanish like the last round of flyers. Molly suggested making the heading of the flyer smaller to make more room for the election.

Lee asked whether it was necessary to have a motion to approve the flyers. Lee said that it may be necessary not because of the money expended for them, which was already approved, but to ask for permission to use the SLNC logo. Molly said she did not think it was necessary because it was already funded. Ben and Eric said they thought it was okay. Jerome made no

comment. Molly said that if the Bylaws or Standing Rules said that Board permission is necessary, then the Committee should go to the Board. But if no, then the Committee should not have to go back. Ben agreed with that approach.

Bus Stop Banners

Molly asked whether the Committee wanted to use any of its outreach funds for Bus Stop banners. Eric, Lee, and Ben said told Molly that at the last meeting, the Committee decided that there was not much utility of purchasing the bus stop banners in light of their cost. The Committee said that it would get back to the question at the next meeting, but there still was not a desire from the Committee to spend its allocated money on bus stop banners.

Los Feliz Ledger Ad

Lee said that the quote was 1/8 of a page for \$300. Ben said that he did not think it was worth it because it was too expensive. Pat also said that the Los Feliz Ledger is for a larger area and is not targeted to Silver Lake. People do not read it too closely. There was a general consensus of the Committee not to spend money on a Los Feliz Ledger ad.

Robocalling

Ben brought up the possibility of using the list from the Nation Builder database for robocalling. Molly said that the list can also be used for text messages. Lee asked whether it was possible to ascertain that the phone numbers in the Nation Builder database were landline numbers or cell phone numbers. Molly said that may be ascertained with additional analysis.

Ben spoke out in favor of robocalling. He said that while there is likely to be lots of mix-ups, the Committee can throw a lot of numbers to the wall and see what sticks. Jerome asked about costs. Ben said he tried reaching out to his contact, but could not get an answer. Lee said he reached out to Micheltorena, but Micheltorena does not do robocalling for non-school purposes.

Eric said he had a strong aversion to robocalling and robotexting. Pat agreed and said that she gets a lot of robocalls and she does not find them to be effective. Lee also mentioned that the state primary will also be happening around the same time, so people will be getting a lot of calls and may have negative associations with robocalling. Lee said he would not be opposed to robotexting because he did not think it would be as intrusive. Jerome then expressed his frustration with robocalls and said he immediately deletes robotexts.

Lee asked how many robotexts the Committee would be sending out. Ben said one. Eric said he was still opposed because some people may get a charge for receiving a text. Ben said that while he still believed that robocalling and texting would be effective, he acknowledged that he appeared to be the only one on the Committee who favored the idea, so he dropped it.

Other Outreach

Lee mentioned that the Committee still has \$870 in the budget to spend on flyers and banners, and suggested that the Committee do something to spend that extra money. Ben suggested using it for larger banners. Eric said that he got a quote for 5 x 3 banners. Molly said that was pretty small, and Ben suggested using some of the available funds for getting a larger banner. Molly agreed; she said that Glaskell Park did 6 x 2 1/2 banners and that turned out to be small.

Eric suggested going 6 x 4. Molly suggested going wider rather than longer. Lee agreed. Ben said that may be difficult to fit, but Eric said that since it is bilingual, it is going to be more

effective going wider rather than longer. Eric suggested going 7 ft long and 4 ft wide. The Committee generally agreed.

Pat said that there was a pancake breakfast in Atwater on May 7. She suggested that would be a good outreach even to direct people to the candidate forum later that day.

Meeting Adjournment

The meeting adjourned at approximately 9:30. The next meeting will be held on Tuesday, April 12.