

November 13, 2018 Final Election Committee Meeting Minutes

The Election Committee held its meeting on Tuesday, November 13, 2018 at 7:30 pm at the Silver Lake Recreational Center. Lee Sherman, Eric Kissack, Nicholas Fox Robbins, Daniel Berson (arrived at 8:15 pm), Jerome Courshon, Heather Carson, Scott Plante, Betsy Smith Isroelit (arrived at 7:35 pm), and Darius Derakshan (arrived a 8 pm) attended.

There were no comments on non-agenda items.

Update on Pamphlets and Flyers

Lee gave an update on the pamphlets and flyers that were voted on at the last committee meeting. The Governing Board approved the expenses for the pamphlets and flyers, and they are ready to be printed once we finalize information about the candidate information session and the time and location of the election. Eric said that Manny is starting working on the translation. He suggested removing the Election Date from the pamphlet and flyers and print them. Lee said we know the Election Date, so we do not need to remove that, but we could move the location and time, and start printing them.

Lee then brought up distribution of the pamphlets. Eric suggested breaking up the flyers and for each committee member to distribute them by region. Eric said that it will not take more than a few days to print the flyers once the content is final. He thinks they could be ready before the next meeting. Lee brought up when to distribute the flyers. Heather suggested the sooner the better. Eric was in favor of that. Lee suggested the weekend of December 15, the weekend before candidate filing starts. Heather suggested focusing distribution of flyers and pamphlets right before the time candidate filing starts, and then focus on social media advertising right before the candidate information session.

Jerome suggested having a third or fourth set of eyes on the pamphlets/flyers for typos. Eric said Heather and the Outreach Committee did a pass on it, and Nick said he did a pass as well. Eric suggested having a Spanish speaking proofreader as well. Jerome suggested asking David Valdez for that.

Lee brought up including a digital version of the pamphlet online. Eric said he would do it. Nick suggested it be in pdf format. Heather said you cannot upload pdfs to the website. Eric suggested having an image in JPEG instead.

Candidate Information Session

Eric said the goal of the candidate information session is to inform prospective candidates about what the neighborhood council does. In the past, people did not know what the neighborhood council did before they ran for office. The goal will be to get 3-5 board members to speak about what it is like to be on the neighborhood council. Board members should give an honest assessment to address the challenges and rewards and answer any questions stakeholders might have. Nick suggested holding a panel, including a moderator who can guide the event. Heather suggested a slideshow.

Lee said that the History Collective Committee said it was willing to let the Election Committee borrow its camera so that the Committee can post a video of the event online. Nick said that the event should be brief and clear. Eric said that it should not be more than an hour including a time for questions. Jerome said that the questions section should be separate from the main speaking session so that people watching it online have a clear break where they can turn off the event.

Jerome asked whether someone from DONE will speak. Lee said he was waiting to confirm the date, and then would invite both someone from the Clerk's Office and DONE. Jerome suggested John Darnell or Stephen Box from DONE.

Eric asked whether anyone had any objections to the date and time of 12:30 pm on January 12. The Silver Lake Library was available to hold the event at that time. There were no objections.

Heather asked who would prepare the presentation. Eric said the idea was to have a few board members to speak for 3-5 minutes each. One person would guide the conversation. He did not think a presentation was necessary. Heather suggested that board members can speak about particular aspects of the neighborhood council that they focus on. Betsy said Terry could talk about the point of view of working with the city, Taryn could talk about outreach, and Bob could talk about the Green Committee. Scott agreed that the Green Committee has a popular appeal. Heather suggested pointing out things that the neighborhood council can accomplish. Jerome suggested highlighting the reservoir survey. Heather further suggested some people talking about the difficulties of the neighborhood council. Eric also suggested 3-4 topics for various panels to discuss and then breaking it off into committees speaking about what they do.

Jerome said he was not sure it was necessary to get into the details of being a Treasurer. Eric said that people need to know that this is not easy. Nick agreed that people need to know what they are getting into. People do not want to be blindsided, and have to understand the challenges of governing. Eric and Nick suggested having 2 positive topics, then moving to a topic about challenges, and then ending on a positive note for the fourth topic. For topics, Betsy suggested focusing on logistics. Heather suggested talking about funding and community impact statements.

Eric said that this week, he would e-mail the whole board to see who is interested in speaking. Then at the next meeting, we can structure how the event would go. Jerome said asking the board to only respond to Eric and clarify that the committee is only collecting information on who is interested in speak. Lee also clarified that we do not have enough time for everyone on the board to speak. Nick said this is only a survey of who wants to speak and whether they would be interested.

Social Media Campaign for Candidate Information Session and Call for Candidate

Lee brought up the possibility of social media advertising for the call for candidates and the candidate information session. Jerome said that twas a good idea. Heather agreed as it presented an opportunity to both tell people that the election is approaching and about the information session.

Nick suggested using the same language from the flyer and to have some uniformity in promotions. Betsy said that Facebook limits the amount of text. Jerome said that an ad should not have more than 20% text. Betsy said the image is what should get people's attention. \$50 to \$60 should be enough.

Jerome said to GIF different images including the Reservoir, Sunset Junction, and the stairs. Nick was concerned that those images do not differentiate between the Election and visiting Silver Lake. Eric said that Facebook only allows a little bit of text above or below the image.

Heather asked about the timeline and the budget. Lee said that the committee has a \$600 budget for social media advertising for the entire election season. Lee suggested the possibility of doing greater social media advertising in January after the holidays. Jerome said

a lot of people will be online during the holidays. Nick liked the idea of ramping up social media advertising; starting a few days during the holidays and then having greater frequency around January 5-12. Betsy said that would be starting the advertising too far out before the event. She suggested starting on January 5 or 6. Nick said if the purpose is also to encourage people to run, that we should start earlier. Jerome said the advertising for the call for candidates could be earlier, and then an ad about the information session could be closer to the event. Heather agreed that the ad could tell people that the election is coming up in 2019 and there will be more information about a candidate information session later. Eric said both the call for candidates and the information session can all be in one ad with a link to the Election Committee page.

Jerome suggested splitting it up doing multiple ads like the board has done in the past. Jerome suggested running the same content with different images in two or three sets of ad. Betsy said that is what has been done with the Newsletter. Heather said that is a good idea as different images may hit different people. Nick suggested advertising on both Facebook and Instagram. He said younger people go to Instagram. Betsy said posting on one will reach both platforms, but suggested talking to Taryn.

Lee suggested moving up to \$60, but Jerome did not think that was enough. Nick suggested up to \$100. Betsy agreed if the advertising was run across two campaigns. Jerome suggested moving it up to \$200, and Nick and Eric agreed.

Daniel asked whether the advertising can be targeted to appropriate audiences. Nick said you can target across by age, region, and interests. Eric said he can do a rough draft of a couple versions of the ad. Nick suggested having a broader discussion about strategy for social media advertising at the next meeting.

There was a discussion of when to start advertising. Heather suggested starting it earlier than the 22nd. Jerome suggested starting it on the 22nd. Lee suggested drafting the motion do advertising between December 15, but that the Committee is not locked in to starting at that date if the Committee decided starting a week later.

Before the vote, Lee said that due to the structure of the Election Committee as described in the Bylaws, there cannot be a majority of board members who may vote. Since there are three non-board members in attendance, only three board members can vote. Because Lee is co-chair and Board and Heather were the first board members to show up at that night's meeting, they would be the three board members who could vote.

Lee moved for approval from the neighborhood council for up to \$200 for a social media campaign to promote the candidate filing period and candidate information session between December 17 and January 22. Nick seconded.

The vote was 6 in favor, 0 opposed. The 6 who voted in favor were Lee, Eric, Jerome, Nick, Heather, and Daniel.

Candidate Forum

Lee gave an update on his communications with the City. He is still waiting to hear back about the process for using a DJ. Lee said he is also waiting to hear back about the use of banners. Eric said the JCC is very excited to hold the candidate forum. They requested a small donation, but they called it a pittance. He is still waiting to hear back on the amount. Nick is also waiting to get more information from Mary Rodriguez about a banner and music.

Eric asked whether we should start talking about a moderator. Eric said we used Allison Cohen last time. Jerome thought she was good and had hard-hitting questions. Eric suggested someone on the East Sider blog. Jerome said we should use someone neutral. Heather suggested proposing 2 to 3 names to provide to propose. Eric said we could decide the moderator at a different meeting.

There was a discussion of dates. Nick suggested March 23, but asked whether it would be a problem to hold an event at the JCC on a Saturday. Daniel said he thought they have events on Saturday. Nick suggested holding the event before 11 am and after 6 pm. Jerome said 6 pm was too late. Nick suggested noon. Jerome thought that was better than 6 pm, and suggested 1 pm if the event was held on Sunday.

Outreach Plan

Lee asked whether anyone had any edits or comments about the outreach plan that was attached the agenda. Jerome thinks it is good and comprehensive, and had no comments. Eric thinks it is great, and is more concerned with division of responsibilities. Heather asked if you have coordinated newsletter dates. Eric said Betsy sent newsletter dates to him for the committee to coordinate. Betsy said something went out today on the Elections.

Eric said he is happy to do design work. Nick said he was happy to help with strategy and creative vision. Lee said that it would be great if Nick could leverage his relationships with the business community in Silver Lake. Nick said he would do that. Daniel said that he would help with graphics. Lee said he will continue to be the point person with the city and with St. Francis about the Elections. Eric also asked Lee to continue to keep the committee on task, which Lee said he is happy to do. He also said Manny and Katie, who were not at the meeting, expressed an eagerness to help out. Manny offered to help with outreach to Spanish speaking churches in the community. Nick said he can help with coordination on the candidate forum. He has event planning experience. Daniel said he can help with logistics.

Lee moved to accept the Outreach Plan. Eric seconded. The Outreach Plan was approved without objection.

October 25, 2018 Meeting Minutes

Betsy proposed three edits. First, she requested a change to page 1 where it said, "Betsy stopped Nick and asked him to not talk so loud and thought he was being aggressive" to "Betsy stopped Nick and asked him to not talk so loud because it seems aggressive and kids are playing outside." Nick contested that.

Second, on page 2, she requested a change to page 2 where it said "Again, Betsy said she did not care" to "Again, Betsy said she did not personally care what the committee does. She just wants them to be aware of the process."

Third, she requested a change to page 3 where it said, "Lee started speaking, and Betsy interrupted. Lee said he would like to finish speaking, as he had not interrupted her when she spoke, to which Betsy called Lee a rude person. Betsy also said that Lee was yelling, to which Nick said for the record, that Lee is not yelling" to "Lee started speaking, and Betsy interrupted. Lee said he would like to finish speaking, as he had not interrupted her when she spoke, to which Betsy asked that he not speak rudely and also said Lee was yelling, to which Nick said for the record, that Lee is not yelling." Nick contested that.

Jerome said that usually the board and committees do not vote on corrections. He said he had edits in Executive Committee meetings and Anne-Marie just refused to allow the changes.

Then everyone voted for the version she allowed. Jerome said he did not know how to deal with this.

Nick said that in this moment of time, in 2018, truth is more important than ever. Everybody has their own version of the truth. If there is a disagreement about what happened, the only thing to do is to vote, and the majority vote should prevail.

Lee agreed that there should be a vote. Lee mentioned that due to Election Committee rules reflected in the Bylaws, only three board members could vote at the meeting since there are only three non-board members in attendance, and there cannot be a majority of board members who votes on committee issues. Lee said that because Betsy has a personal stake in this issue, and Heather was not at the last meeting, but Jerome was, he asked Heather whether she would be willing not to vote on this motion so Betsy could vote. Nick agreed with that. Heather asked whether that could happen since she voted on matters earlier in the meeting. Jerome said he thinks that she could if the voting member leaves the meeting.

Betsy withdrew her corrections to the first and third items and asked that they be attached to the meeting minutes. Lee said that the discussion on the meeting minutes, including her exact suggested edits, would be reflected in this meeting minutes.

Jerome suggested two changes. He asked on page 2 for it to be reflected that he believed light pole banners not to be effective, rather than yard signs. And on page 3, he requested that the minutes be revised to reflect that he was referring to David on the board as being possibly willing to do Spanish translation, not Daniel.

Lee moved to accept the October 25, 2018 meeting minutes with the changes that were not withdrawn. Eric seconded. The meeting minutes were approved without objection.

Suggested Items for Next Meeting

It was decided to hold the next meeting on December 13, at 7:30 pm. Lee memorialized that the candidate forum, the mailer, and social media strategy would be on the next agenda.

Adjournment

Nick moved to adjourn. Nick seconded. The meeting adjourned at 9 pm.