

February 9, 2016 SLNC Election Committee Final Minutes

The Election Committee held its meeting on Tuesday, February 9 at 7:10 pm. Benjamin Feldman, Lee Sherman, Grete Brinck, Pat Tashma, and Eric Kissack were present. John Weaver and Jerome Courshon were present from the SLNC Governing Board. Ronald Van Ammers, a stakeholder from Region 6, was also present. At the beginning of the meeting, Jerome represented that he will not be voting on anything at the meeting.

1/12/16 Meeting Minutes

Lee moved to accept the 1/12/16 meeting minutes. Pat seconded. The meeting minutes from the January 12, 2016 Committee meeting were accepted with 6 yays, 0 nays, and 0 abstentions. Eric was not yet present at the meeting, so did not vote.

Public Comments

Pat informed the Committee that the Los Feliz Ledger promoted the fact that SLNC was holding online voting.

Correspondence

Ben informed the Committee that on 2/8, Rosa from the Green Committee said high schoolers are interested in participating in the Committee and running as candidates for the SLNC.

Location

Lee provided an update on the location. He confirmed that the Holy Virgin Mary Cathedral was not available for the Election. Lee said that members of the Outreach Committee communicated that they preferred for the Election to be held at Micheltorena over the other four locations that the Elections Committee suggested as potential alternatives. Lee confirmed that Micheltorena was available for Election Day. Lee reported that the principal, Susanna Furfari, said that part of the issue with the parking for the 2014 election was that there was no sign directing voters to the school parking lot for the Elections, and that the parking lot was not used for either the Flea Market or the Election. Jerome said that he believed there was a sign promoting parking for the SLNC election, but he was not sure if it was conspicuous.

Lee also reported that St. Francis Church permitted SLNC to use one of its parking lots on Golden Gate for day of the Election. The parking lot will be half full due to events that are going to be held at the church from 9-10:30, so SLNC will be sharing the lot during that time. However, after 10:30, St. Francis said that there will be no events at the church, so there will be more parking spots available for voters to use.

Lee said that the Governing Board approved the use of Micheltorena for the Election provided that there will be conspicuous signs directing people where to park, and to ask the Flea Market to hold the market on another day. Lee reported that he spoke to the owner of the Flea Market who told him that it was not possible to move the Flea Market because all of the vendors had planned to hold the Flea Market on that day.

To better promote parking on Election Day, Jerome suggested having a person on the street to give directions for parking. Lee agreed. Eric also suggested for that person to have a sign providing directions as well.

Lee then told the Committee that additional money from the budget had to be allocated for the Election. Lee said that the original budget contemplated DONE contributing \$250 toward the location costs, and nothing being contributed by SLNC. However, DONE is going to contribute \$200, and the costs of the location was estimated to be \$300, so \$100 had to be allocated from another part of the budget for the location.

Lee asked Ben whether the Committee needed the entirety of the \$150 that was allocated toward the website and social media. Ben said that since the Elections Committee is no longer doing a separate website, the only costs will be for social media. Ben believed that \$50 was enough to cover social media

Eric then asked who will be handling social media. Ben said that Committee-member Kate Hudson was originally going to handle social media, but she said she will not have the time to do that going forward. Ben said that he should be able to handle social media posting. Ron then asked about what the costs of social media will entail. Ben said that the costs will go toward targeted advertising on social media websites.

Ben asked Lee whether there is a risk for us going over budget, and whether the Committee should allocate more than \$100 to the Location. Lee mentioned that last time the Committee used the location for 12 hours, which included six hours to count votes, while the \$300 total costs for the location only covers using the location for 7 hours. However, Pat said that the Committee will not need the location for as long as last time because all of the votes will be tabulated online.

Motion

Lee moved to bring a motion to the Governing Board to allocate \$100 from the website and social media component of the budget toward the Location. Eric seconded. The vote passed with 6 yays, 0 nays, and 1 abstention (Ron).

John asked that the Committee provide him with the invoice from the city as soon as the Committee receives it. Lee said he will do that.

Finally, Lee reported that due to city rules, the Committee will not be able to have a food truck on school premises at the day of the Election. If the Committee wanted to use a food truck toward community good will, it will have to do so for an event on another occasion.

Website

Ben said that he has been speaking with Kristina Smith, the webmaster for SLNC, about promoting the Election on SLNC's website. Ben said that previously, the Committee had considered having its own web page to promote the Election. However, this option was contingent on Kate's participation to help build the website, and she has since said

that she will not have time to do that. Without that option available, the Committee will have its website as a tab off the SLNC website.

Ben said that the Elections Committee part of the SLNC website now looks like code. Jerome said this has happened before to the SLNC website. However, it is accessible via smart phone, and later on in the meeting, it was viewable on a computer. The website currently promotes voter registration and a call for candidate. Ben also said that the Election has been promoted on NextDoor and the Silver Lake and Los Feliz Facebook groups. Ben said that now a flyer is approved, he will be pushing to include graphics with the advertisements for the Election.

John said that the current promotion of the Election does not include the hours of the Election and the location. Ben said that has to do with DONE not yet having the details of the location. Now that has been finalized, all promotions for the Election have to be updated.

Ben said that one of the open requests to Kristina was to have a hanging banner across the website that pops up to promote the election. Kristina said that was too difficult because it would have to manually be done for each page. Ben said that it might be possible to do that via Word Press. Eric said that it is ordinarily difficult to do via Word Press, but the SLNC website looks like a simple template, so it may be possible to do.

John said that since most of the pages do not get looked at anyway, he suggested identifying a few commonly viewed pages to have a pop-up for the Election. Ben suggested the Home Page and the Calendar page. Lee suggested the Elections Committee page. Eric also suggested getting statistics for the top 3 or 4 commonly viewed pages and picking those to manually update via Word Press. Ben said that he will bring the suggestions to Kristina.

Ben then brought up advertising on social media. He asked the group what should be the message of the ads. Eric suggested using the message that is on the flyer. He offered to do a modified version of the flyer to promote via social media.

Ben then asked whether the Committee needs a motion to approve social media advertising costs. Lee mentioned that there was not an action item on the agenda, so the Committee cannot do a motion on social media advertising at the meeting. Jerome said that since the funds are already allocated toward social media, there is no need for a motion. John agreed because the budget with the social media allocation has already been approved by the Governing Board.

There was then a discussion of a timeline of placing the ads on social media. Lee asked what the costs were for running the ads. Ben said that a Google search revealed that there is a \$1 per day minimum costs for ads.

Eric asked what the primary objective of the ads would be - a call for candidates or GOTV? Ben said that the goals from the first meeting was both to increase the number

of candidates and the number of voters, so advertising should be aimed toward both. Jerome agreed that there should be a focus on both. Eric suggested using \$25 now for the call for candidates, and \$25 for GOTV. Promoting the Candidate Forum was also brought up, so Eric modified his proposal to spend \$15 on the call for candidates, \$15 on the candidate forum, and \$20 on GOTV. Lee agreed with that structure, and no one objected. Eric said he will work on getting a graphic for the call for candidates ad. Pat said to make sure that the ads include the time frame that stakeholders can register to vote, register as a candidate, and vote online.

Flyers

Eric presented to the committee a draft of the flyer. The flyer will be on 8 1/2 by 11 yardstick with English on one side, and Spanish on the other. He received three quotes ranging from \$139 to \$225 for 1,000 flyers. Ben reminded the Committee that it already agreed to use \$250 for at least 1,000 flyers, so all three quotes were within budget. Since these quotes are under budget, Eric suggested also printing some bigger flyers to post more conspicuously at other locations. Ben suggested getting 100 larger flyers.

Eric said the cheapest bid, A Express Copy in Burbank, had the best reviews on Yelp. John suggested getting a quote from Medicus printing in Silver Lake. He said the SLNC has used Medicus in the past. Eric said he would call Medicus the next day for a quote. The consensus from the Committee was that the Committee should go with Medicus if its quote is in the ballpark; otherwise, the Committee will go with A Express. Eric said that he believed that he could get the flyers printed by Monday, February 15. John said to send the bill to him or to use the SLNC credit card.

Ben then brought up the design for banners. Pat brought the banner from the last election that promoted the Election on one side, and the candidate forum on the other side. Ben said that this time, there was a consensus to create a banner that would be reusable for future elections - so to have velcro where each year's committee can place the new date, time, and location for the election and the candidate forum. Lee asked whether the Committee had obtained any quotes to print the banners; Ben said that he waited to get quotes until the Committee decides how many banners it wants. Eric asked how many banners were used for the last Election. John said that he believed there were 20 banners.

Lee suggested using the same format as last time with the candidate forum promoted on one side, and the Election promoted on the other. But John asked whether the banners should be in Spanish. Ben said that he liked the idea of Spanish banners.

Ben reminded the Committee that the Committee had previously discussed having a more targeted use of banners this time because of concern about the high costs of banners from the last election. John said that his records show there was only \$342 spent on flyers and banners from last time, but the records from the last Elections Committee show that much more than \$342 was spent on banners.

Lee suggested getting a quote to create one banner per region. Eric then asked whether to design the banner for a horizontal or vertical layout. Grete and Jerome both suggested landscape/horizontal format. Eric said that he will work up a design for a horizontal 6 ft by 3 1/2 ft banner that is bilingual - one side promoting the Election and Candidate Forum in English, and the other side promoting the Election and Candidate Forum in Spanish. Eric also said that he will look into quotes. Ben suggested checking the costs of making the banner multi-color.

Ben asked what the procedure was for getting the City's logo on the flyer. Lee and John suggested reaching out to Molly from DONE for that information. Eric asked whether the logo is necessary. John and Ben both said that having the City's logo adds authority to the advertisement. Grete said she did not think it adds that much authority, and Jerome suggested making the logo smaller.

Eric asked what information should be on a strip to be velcroed onto the banner other than the location and the date. There was a suggestion to also make the promotion of online voting part of the velcro strip. Eric said that he will ask printers about having all of the information that needs to be changed on one strip.

Ben expressed concern about the usefulness of having double sided banners. Eric said he would check quotes both for one-sided and two sided banners. Ben suggested having the same information that is on the flyers placed on the banners. Eric and Lee agreed.

Eric also suggested using any banners from the last election that are reusable. John said he will see if there are any such banners that could be rescued this time.

Ben also brought up advertising on bus stop benches. DONE said that all the committee would have to pay for is printing. It costs \$125 per print for 1 or 2 bus stop ads, and \$100 per print for 3-5 bus stop ads. Eric asked whether people would actually look at these ads. Ron said that people who walked by the bus stop would, but not if people drove. Eric said that he believed posting banners would be more noticeable than the bus stop ads, but suggested possibly placing a bus stop ads around Sunset Junction where there is a lot of foot traffic. However, there was concern that the bus stop is not facing the road, so it would not get a lot of attention from people who are driving.

Jerome said that it may be worthwhile to post a bus stop ads along the bus stop on the reservoir since that bus stop is facing people who drive. Lee expressed concern that the community may not like the idea of having an advertisement along the reservoir, to which Jerome agreed.

Ben also said that one drawback is that the bus stop ads would not be reusable, unlike the banners. Eric also asked where the bus stop ads would come out of the budget. Ben said that it will come out of the banners part of the budget.

Lee suggested that the Committee focus on getting a quote for the banners first. Then at the next meeting, if there is money left over for banners/flyers, then the Committee could decide at that time whether it makes sense to allocate any money for bus stop ads. There was a general agreement from the Committee to proceed accordingly.

Tabling and Outreach

Ben mentioned various community events that are coming up for tabling. February 18 is the Micheltorena School Site Council meeting. Nina said that meeting was a valuable opportunity to promote the election. Pat said she would represent the Committee at that event. Ben and Lee said that they will represent the Committee at the Vision and Goals meeting at Holy Virgin Mary Cathedral on February 24.

Ben volunteered to table at the Farmer's Market on February 20 and 27. Lee said that he could table at either the February 27 or March 5 Farmer's Market. Lee said that there should be 2 members of the Committee present to table at the Farmer's Market. Others on the committee said they would have to check with their schedule to see if they could table on those days.

Lee asked what material the Committee needs at tabling and what the Committee needs to do to reserve the space. Eric found out via a Google search that Michael McKinley is the contact for the Farmer's Market. Jerome said that he would try and find that contact information and pass it along. Ben said that the Committee will have a banner and flyers at the Farmer's Market, and he will look into what the Committee needs to do to get a table.

Lee suggested having treats or water while tabling. Since the budget has line items for water and for community good will, Lee and Ben both agreed that the Committee can go forward with purchasing small amounts of water and treats to be used for the Farmer's Market to attract people to the table.

Earlier in the meeting, Ron suggested outreaching to local businesses. Ben said that he had a list of businesses that the Committee contacted for the last election. Lee suggested canvassing other businesses on top of those to place flyers. Eric suggested each committee member canvassing their region. Lee agreed.

Lee suggested printing 1,500 flyers now to cover the distribution of flyers to local businesses. Ron said that last time there were 4,000 to 5,000 total, so 1,500 seems like a reasonable amount to use for promoting the call for candidates. Lee suggested then distributing the flyers to everyone on the Committee to distribute amongst their region.

Eric asked how the Committee will use the partnership list. Ben said that each partner promoted the election to their membership. Pat said that different partners helped out in other ways as well. Lee asked whether Pat could work with Nina and the rest of the Outreach Committee to reach out to those partners that they reached out to last time. Pat said she could do that. Lee also mentioned that John sent him a list of those

individuals and groups that received SLNC funding over the past year, and suggested splitting up that list among the Committee to contact.

Candidate Forum

Lee suggested discussing the location of the candidate forum now so that the Committee can reserve a spot far enough in advance. Jerome agreed. Pat said that Micheltorena was used last time, and she believed that had enough capacity for 60 plus candidates. Jerome said that the Holy Mary Virgin Cathedral is better equipped to handle that number of candidates. Jerome also suggested holding it on a Saturday afternoon to attract more people. Lee said that he would check with Holy Mary Virgin Cathedral about holding the Candidate Forum on the afternoon of April 30 or May 7, with a preference for April 30.

Next Meeting and Adjournment

The committee discussed having the next meeting on Monday, March 7 at 7 pm. The meeting was then adjourned at 9:13 pm.