

January 12, 2016 SLNC Election Committee Final Minutes

The Election Committee held its meeting on Tuesday, January 12 at 7:00 pm. Benjamin Feldman, Lee Sherman, Eric Kissack, Heather Carson from SLNC, and Grete Brinick were present for the entire meeting. Pat Tashma attended the meeting halfway through the meeting. Lee took minutes for the meeting.

12/8/15 Meeting Minutes

The meeting minutes from the December 8, 2015 Committee meeting were accepted with 4 yays, 0 nays, and 1 abstention (Heather Carson).

Public Comments on Non-Agenda Items

Ben reported that the Committee's budget was approved by the Governing Board. Ben also said that he discussed getting a SLNC Governing Board member to attend on behalf of the Board. Heather from SLNC attended this meeting, but said she was not sure that she was going to be the Board member who was going to sit on the Committee. She did remind the Committee that one SLNC Governing Board member must be present for each meeting.

Heather also announced that the Board's Vision and Goals meeting was taking place on January 23 from 1 to 3 pm. She said that it is a good opportunity for the community to attend and give their thoughts now what they want the Board to accomplish. Also, there will be reports from each SLNC committee. Lee and Eric said they could potentially attend on behalf of the Elections Committee. Heather will provide the location.

Correspondence

There was no correspondence to discuss.

Election Location

Ben said that he was under the impression that the Holy Virgin Mary Cathedral that was identified by the SLNC to be the Election location was booked by the Governing Board. However, Molly with DONE said that it was not reserved. Ben said he has to clarify whether the location will work.

Heather expressed concerns about SLNC's second choice, Micheltorena Elementary School. The flea market is being held near by on Election Day, and last year, people had difficulty parking at Micheltorena because the flea market was held the same day as the election. Generally, Heather emphasized the importance of having a location that can serve as a gathering place on election day, which means there will need to be adequate parking available.

There was then a discussion of other alternatives in case Holy Virgin Mary Cathedral and Micheltorena do not work. Pat suggested Bellevue Recreational Center. She said that other events and elections have been held there. Greta expressed concern that although elections have been held there on Tuesdays, since this is taking place on a

Saturday, there will be other competing events at the recreational center that will make parking more difficult. Pat said that the location worked for the '08 and '12 elections where there was big voter turnout.

Heather also expressed concern that Bellevue did not have any handicap parking, so that needs to be accounted for. Pat said that curbside voting could be done if confirmed by DONE.

Pat also brought up Silverlake Presbyterian Church on Hyperion and Rowena as a possibility. Pat said there was a lot of parking there. Heather also brought up that she thought that there would be good public transportation for that site.

Heather raised the possibility of the Citibank. However, Lee and Pat brought up concerns about competing with customers for parking on a Saturday. Also, visitors of the Silverlake Library across the street may park there, further limiting the available parking.

Heather brought up Ivanhoe Elementary School as a possibility. However, there will have to be inquiries made about availability and parking.

Ben brought up the Silverlake JCC. Heather was concerned about parking.

Greta suggested the senior center. However, Heather said that was in Los Feliz, so she did not think that the SLNC would be permitted to have the election there.

There was another suggestion to hold the election at St. Francis Church

There was a question of whether DONE will allow us to hold the election at a location not on the stipulation. Lee said that if the Committee tried the first two options, and they do not work, he does not think DONE would balk at us having the election at another location.

Heather suggested that the Committee vote on a motion to bring the board several locations for the Governing Board to choose between in case the locations on the Stipulation do not work. Lee suggested limiting the choice to two options to make the choice easier for the Board. Heather suggested giving them more options in case some of the choices fell through. Greta suggested waiting until the Committee know for sure about whether the first two locations will fall through. However, Lee said that the Committee does not have any time to wait since the Committee needs to submit the motion to the Board by January 23.

Lee then moved that the SLNC Governing Board choose one of the following locations as an alternative if the first two choices on the Stipulation Sheet submitted by the SLNC Governing Board do not work:

- 1.) Bellevue Recreational Center

- 2.) Silverlake Presbyterian Church
- 3.) Ivanhoe Elementary School
- 4.) St. Francis Church

Eric seconded the motion. The motion passed unanimously.

Ben volunteered to contact Holy Mary Virgin Cathedral, and the other four locations if that location falls through.

Website

Heather said she was concerned that the Governing Board did not have all the information about the website before the Board approved the budget, particularly why the Committee was having a second website. Ben said that the website is not meant to divert traffic from the SLNC website, but to move people to the DONE sites to register as candidates or to vote. The consensus of the Committee was for the website to be mobile ready. Lee added that the Committee wanted the website to be accessible on all platforms, and there was concern that the SLNC website did not allow that. Heather agreed on the accessibility issue.

Heather asked whether the website will be closed after the election. Ben said that the Committee will leave it up to the Governing Board to maintain. Heather suggested contacting the SLNC webmaster about these issues and so the SLNC website and the Election Committee websites are coordinated.

Since the goal was to have the website up and running by the beginning of February, and the Committee needs to bring to the Board a motion to connect the website to the SLNC website, there was discussion of agreeing to a motion for the next Governing Board meeting. Lee moved to bring a motion to the Board to allocate \$150 to create a website portal to promote the Election to move traffic to the Neighborhood Council. Eric seconded and the motion passed unanimously.

Later in the meeting, Heather suggested that the Committee gives the Governing Board an option between creating a separate portal and promoting the Election through another tab on another tab on the SLNC website. She also suggesting having a banner to promote the Election.

Lee moved to amend the original motion, and Eric seconded. The Committee voted unanimously to make an amendment to the original motion.

Lee then moved to bring a motion to the board to allocate \$150 to 1.) create a website portal to promote the Election to move traffic to the Neighborhood Council or promote the Election via a tab on the SLNC website; and 2.) create a banner on the SLNC's website. Eric seconded. The Committee passed the amended motion unanimously.

Eric asked whether the Facebook page would be more effective than a website. Ben said that at the last meeting, Kate, who has expertise on social media marketing, said

that Facebook was a limiting factor. Lee also said that Kate had suggested at the last meeting that curating a Facebook page was a lot of work, with limited impact. Also, Lee said that the plan was to create an Events Facebook page connected to the Facebook page.

Heather reminded the Committee to include the meeting minutes with any motion because the Board did not know about the details surrounding the creation of the website when the budget was voted on by the Board. Lee asked Ben if the Outreach Plan was submitted to the Board. Ben said no.

Flyers and Banners

Lee asked whether Kate got back to Ben about her proposal on flyers and banners allocation. Ben said she had not. There was then a discussion of whether to have two separate flyers or have one flyer in English and Spanish. A flyer with English and Spanish would have English on the front side, and Spanish on the other side.

Greta suggested having a two sided flyer to save paper. Lee reminded the Committee of Kate's concern from last time that having Spanish and English not be the same flyer may obscure the message by crowding too much information on the flyer. However, Lee said that having a two-sided flyer would mitigate that concern. Heather suggested that handing out flyers is a lot of work, so advised having a single flyer so the Committee is able to hand out one flyer that is applicable to everyone. Heather also suggested working backwards to create a timeline to determine when the Committee will need to print and hand out flyers. Heather asked when would be handing the flyers out. Ben said the Committee would start soon after the flyers were approved.

There was a discussion of whether to do different flyers for different messages. Heather suggested different flyers for registering to vote/candidate calls and getting out the vote. Ben said that the Committee had decided last time to do that. Ben said the Committee will have one round of flyering to get candidates, and then a second round of flyering to promote the candidate forum and the election. There was also a discussion of whether to do different flyers for candidate calls and registering to vote. Eric brought up the concern of diluting the message if everything was on one flyer. But Heather again suggested one flyer so the Committee does not have to guess what message the Committee is targeting to different people.

There was a discussion of whether to put information about registering to vote on the initial flyer that is promoting candidate calls and voter registration. Lee asked how many steps it takes to register to vote; he was concerned that putting many steps on the flyer may crowd too much information on the flyer. Ben said that it was easy and it would not be too much information to include on the flyer.

Greta asked if one has to register if someone is not voting online. Heather said that registration was not required for voting in person on Election Day. Greta said that it should be clear on the flyer that the registration is for "voting electronically" to not let people think they have to register online.

Ben said the Committee agreed last time to have small cards to pass out rather than letter size flyers. Heather agreed. Heather asked who was going to make the flyer. Ben said that Kate would. Heather was not sure whether the Governing Board needs to vote on the flyer. She suggested asking DONE. Ben said he would reach out to Molly with DONE on that question.

There was then a discussion of the content to place on the flyer. Ben suggested including a call for candidates, the link to register to vote online, the SLNC logo, and the time, date, and location of the election, and other key dates. Lee mentioned then that the Committee needs the location for the election squared away before printing the flyers. Ben also suggested including a hashtag #shoplocalvotelocal. Heather expressed some concern that would be allowed.

Eric suggested including information about why would want to be a candidate for the Board. Lee was concerned about whether there was enough space on a small card to include that information. Heather said a key part of the DONE mandate for Elections is outreach to the community. She emphasized a short description was important to excite people to get involved. Heather also said that the Committee should not spend too much time on flyering, and should instead focus on banners that are more visible. Lee suggested tabling the conversation of allocating how many banners and flyers to have until the Committee gets information from Kate, since she was reaching out to a professional to give advice on that allocation.

Ben said that the Committee needs to get three bids for printing flyers. Heather asked if the Committee needed three bids. Ben said Molly from DONE said the Committee did. Heather then said to vote on language now then to present to the Board. Lee said that the Committee should get input from Molly and Kate regarding language before cementing language in stone. Heather said that the Committee should generally agree to language to included on the flyer now to give the Committee flexibility after receiving Molly and Kate's input.

Lee then moved for the Committee to move forward with creating flyers/cards for candidates to include: double sided language (English and Spanish), the SLNC logo, the Election Committee website, dates to register to vote electronically and to register as a candidate, a reminder to vote in person and date and time, a tag line for candidates, and an explanation of the SLNC and a reason for running.

Eric seconded the motion. The Committee voted unanimously on the motion.

There was then a discussion of how much money to approve now for flyers. After doing some spot research, Heather said that she believed the Committee could get 1,000 black and white flyers for \$80. Lee then suggested a motion to allocate \$250 to be safe to print at least 1,000 flyers. Heather agreed. Heather suggested amending the motion to include the amount that the Committee is asking to spend to bring forward to the Board.

Eric moved to amend the original motion. Pat seconded. There was an unanimous vote to amend.

Lee then moved to amend the original motion to move forward to spend up to \$250 to create at least 1,000 flyers/cards for candidates to include: double sided language (English and Spanish), the SLNC logo, the Election Committee website, dates to register to vote electronically and to register as a candidate, a reminder to vote in person and date and time, a tag line for candidates, and an explanation of the SLNC and a reason for running.

Eric seconded. The Committee voted unanimously on the amended motion. Lee said that the Committee needs to get a design from Kate by 1/23 to present to the Board. Ben said he would reach out to Kate.

There was an agreement to table discussion of the banner until the next meeting. Heather suggested having a banner be designed to allow the dates to be changed so that the banners could be reused with each election. The Committee agreed.

Newsletter

Heather said that the Governing Board voted to post the newsletter on NextDoor. However, she said the newsletter was not being sent out. Ben said the Outreach Committee was supposed to be sending out the newsletter. The Committee agreed that it should reach out to Outreach to see what is happening with the newsletter. Lee also suggested having the information on the flyer posted in the newsletter once it is up and running. The rest of the Committee agreed.

Lee suggesting having a joint meeting with the Outreach Committee on this and other issues. Heather mentioned that Outreach has its regular meeting at January and suggested at least someone on the Committee attends.

Other Items

There was a general agreement to table the remaining items on the agenda. Lee suggested that the Committee starts tabling in February after the Committee gets all of the materials for tabling. Lee said the Committee should discuss a schedule and plan for tabling at the next meeting.

Heather again emphasized to include meeting minutes with any motions presented to the Governing Board. Heather said the Outreach Plan should be sent to the Board. She also said that the Committee to get a Board member to sit on the Committee. Heather said she believed the Co-Chair, Anthony Crump, has termed out, so she suggested asking him to sit on the Committee. She also suggested reaching out to Co-Chairs to possibly place an item on the agenda to decide who on the Board is going to sit on the Committee.

The Committee agreed to have its next meeting for February 9 at 7 pm. The meeting was then adjourned.