

April 19, 2016 SLNC Election Committee Final Minutes

The Election Committee held its meeting on Tuesday, April 19 at 7:10 pm. Benjamin Feldman, Lee Sherman, Grete Brinck, Pat Tashma, and Eric Kissack were present.

Approval of March 2016 Minutes

Ben: Brings up that Heather has submitted corrections to the March minutes. Lee motions to table voting on meeting minutes. Eric seconds the motion. The committee unanimously votes to table discussion on the meeting minutes to next meeting so to have time to review the suggested corrections.

Public Comment on Non-Agenda Items

None

Volunteering to Participate at Events

4/23 Farmer's Market - Eric, Ben

4/30 Farmer's Market - Lee, Ben,

May 7 - Farmer's Market and Candidate Forum - All Hands on Deck - Ben, Lee, Eric, Pat, Greta

May 14 - Election Day - All hands on deck -Lee, Ben, Eric, Greta, Pat, Teresa,

Pat asks if we will have training for the election. Lee says that he had been informed that DONE will offer some volunteers, but that we will need to supply the rest. Ben asks how many volunteers we will need. Lee said DONE suggests 6-12 volunteers. He further suggests that we will need closer to 12 since we will need curbside voting, and tabling at the farmers' market and flea market. Lee suggests that we discuss how we should recruit volunteers. But that is later in the agenda. Pat comments on the fact that the hours of the election are different from last election. Lee reminds her that we have the facility from 8-3.

Outreach - Hanging up Banners

Pat can speak to 3 banners up – 1 is up at Bellevue, one at Silver Lake rec center and another further up between the small and large dog park. Greta suggested we make sure that no one takes down the signs. She told a story of a different group's sign being taken down.

Eric said that he thought that the area between the two dog parks belonged to DWP. Pat corrected him saying that it is not DWP. She also informed the committee that she was asked to come speak about the election to an event at the Hollywood Sunset Free Clinic. She continues to say that there should be banners in each of the regions. She explains how the three signs mentioned earlier are in their respective region. She suggests that there be a banner placed between 5 & 4. She reminded the committee that last election they hung banners at markets in those regions that no longer exists. She suggests that on Lucile is a good alternative. There was a banner for a different event there that was taken down today. She suggests that we place our banner in its place. Ben

suggested that we give one of our banners to Pat to hang up and hang another banner on the Hollywood sunset free clinic. The committee went outside and hung a banner on the Clinic.

Outreach - Hanging up Fliers at Small Businesses

Pat says small businesses don't want to put up fliers. Lee said that we have recruited candidates from our fliers at small businesses and that it is a great way of targeting. He continues to say that we should replace the blue small business fliers with the red ones with the candidate forum information. Eric says that we would need to print those. Lee said that it is important that we have the most updated information. Pat says that we need to consider the cost of printing special fliers specifically for that. We can use the small ones that we already have and hang them up. She also asks for us to get the number of how much it would cost to hang them. Lee and Eric divide the cost of 100 that we did last time to estimate the cost of \$60. Ben clarifies the procedure of ordering them. Lee says that if we get the full committee to participate it will not be a huge task. He suggests 4/30 as the day to do so. Ben ask if there is a motion.

Motion

Lee moves to allocate up to \$60 to go toward printing the larger fliers of the red ones to place in small businesses. Eric Seconds. The vote was unanimous. Eric said he will put in the order and it should be done by Thursday or Friday of this week. Ben said that he will pick it up.

Emails to small businesses/grant recipient

Lee said that he would retrace his steps from last time. But first he asked regarding timing- before online voting, candidate forum, or the day of the election. Ben says that waiting may be bad since we may miss organizations internal deadlines. Lee says that we have to be wary of the amount of work that we have. Lee proposes that we send an email at the beginning of next week saying that online elections began and promoting the candidate forum and a second email reminding them of election day the week of the election.

Social Media

Ben asks, "how much do we have left for this?" Lee clarifies that we have spent \$100 of \$127. Ben suggests that we move money from the banner to social media. Eric suggests moving all the rest of the banner money to social media. Lee says we should move most of it, but we may want to consider other expenditures regarding signage for parking for the day of the election. One suggestion is to have signs for voting only parking spaces. Other suggestions are for general signs for where people who are voting can park. That would come out of the banners budget line. Eric asked about where we have parking. Lee clarifies that we have parking at Micheltorena and at St. Francis Church.

Ben asked if the locations would be willing to allow us to do voting only parking spots. The school already agreed but Lee suggested that the church indicated not. Pat suggested that Earl may be available to conduct parking. Eric asks how many spots should we be reserving. Lee says that we should reserve 5 spots for voter only at Micheltorena.

Pat says that we may be able to get signs to put on the sidewalk that are very effective. They would only need to have say “SLNC voting” and with an area specified for parking. She says that we might be able to borrow those from her neighbor. She said she can get 10 from her neighbor. Eric asked for the dimensions so that we can create signs to put on those triangle arrow signs. Ben asks if there is a motion regarding this conversation. Eric says he can’t imagine it being more than \$50 for the sign. Ben suggests that we can over budget to the signs and budget everything left over to go to social media. Lee asks if there are any other methods of getting out the word that we can use our budget towards. The committee went outside to decide on the best location for the banner. We decided on the edge of the fence closest to the stairs, facing Sunset. Of course, this is on Hollywood Sunset Free Clinic property. Eric suggests that we have two social media campaigns. One up until the candidate forum starting ASAP. The other going until the election. They would run concurrently. He suggested that we spend 2/3 of the budget to the day of the election and online voting and 1/3 just for the candidate forum. Lee asks if we should have a flier just for the candidate forum. Ben asks what is the value added of a dedicated flier as opposed to other possible expenditures. Lee says that a flier with more details – aka advertising food etc – may attract people who may not otherwise come. Pat shows fliers for the candidate forum and election day from last election. Ben asks if we should incorporate that “missed” message in social media. Lee said that we may be missing a lot of people not on social media. Eric says we may be over doing our fliers. Lee suggests that we can incorporate information regarding the moderator and free food into our large flier.

Motion

Lee moves to modify our previous motion to have our fliers promote features of the candidate forum. Ben seconds the motion. Vote is unanimous.

Lee moves to spend up to \$60 to promote parking for the election. Gretta seconds. Vote is unanimous

Ben motions to move any remaining funds from the promotion of parking and of the banners budget line to social media. Pat seconds the motion. Voting is unanimous.

Newsletter

Lee brings a printed email from Heather about the outreach budgets funding for the newsletter. Ben is confused. But suggests that if we have the resource let’s use it. Ben said he will contact Heather and Nina (clarify with the outreach committee) the details of this funding

Moderator - Allison Cohen, Los Feliz Ledger

Lee says that he will be sitting down with Allison soon to clarify details for the candidate forum. He wanted input with the committee before conversing with her.

Finalize Format

Grete asked if there is a large blown up version of the neighborhood council map. Or else, how do you know what region you are in? Pat said that Nina might know and calls her. Lee clarifies that we will need to bring our own equipment. Ben says that the SLNC might have a projector and microphone. He will ask the board. Eric

said to clarify what kind of interface is required. Pat said that she thinks Micheltorena might still have the map banners and that they cost \$40 each. Pat explains that last candidate forum everyone sat on stage and waited for their time. Eric suggested that we do the same format except that we do it in batches of 3 so it's roughly 20 people per group. Lee asks for Pat to get the time keeper. Pat said she will take charge on it. Pat brings up the requirements of what candidates can bring. She suggests each candidate can bring one designed flier of unlimited number of those fliers. It was suggested that the fliers be for the individual candidates and not for slates.

Next Meeting and Adjournment

The next meeting will be on Monday, May 2nd at 7pm. The meeting is adjourned at 9:18.