

May 2 2016 SLNC Election Committee Final Minutes

Meeting Minutes on May 2

The Election Committee held its meeting on Monday, May 2, 2016 at 7:00 pm. Benjamin Feldman, Lee Sherman, Pat Tashma, Grete Brinck, and Eric Kissack were present. Anne Marie Johnson, John Wingler, and Jerome Courshon were present from the SLNC Governing Board. Daniel Rodriguez and Nadine Trujillo are stakeholders who were present. Jay Handal on behalf of DONE was also present. Pat, Anne Marie, John, Nadine, and Jay were present for part of the meeting.

Public Comments

Anne-Marie asked where all of the banners were located. Pat said there were banners located at the Sunset Clinic, at the Dog Park, the Recreational Center, and two at Bellevue Park. Anne-Marie suggested placing one banner at Ivanhoe. Eric said that the Committee looked into that, but since the land is owned by DWP, the Committee would have to pay money to place a banner there. Anne-Marie said she would send an e-mail to help facilitate allowing the Committee to hang a banner for the election at Ivanhoe. Grete also mentioned that there are no banners in Regions 1 or 2. The Committee discussed that there were no great locations to place the banners in those regions since the grocery stores where they were hung during previous elections are now gone.

3/7/16 Meeting Minutes

Ben mentioned that the Committee previously had to table adopting the March monthly meetings because Heather Carson had proposed some revisions. Ben mentioned that Lee had sent some further revisions. Lee said that his revisions add, and do not subtract from, Heather's proposed revisions, but are meant to accurately convey his comments from the March meeting. Lee read his proposed revisions to the eighth paragraph of the meeting minutes which are as follows:

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.

Grete moved to accept the 3/7/16 meeting minutes with the revisions, and Eric seconded. The Committee voted 5 to 0 to accept the revised March meeting minutes.

4/19/16 Meeting Minutes

Lee said he had some revisions to the April meeting minutes, but suggested tabling it for the next meeting because of the more pressing items that were on the agenda. Lee moved to table, and Pat seconded. The Committee voted 5 to 0 to table the April meeting minutes.

Candidate Forum

Ben asked Lee to talk about the issue regarding the concerns about the guidelines about the candidate forum that were raised to the Committee. Lee said that since the relevant parties who had concerns, Anne-Marie and Jerome, were present, and that Jay from DONE, who spoke to the City Attorney's Office about the issue, were present, he would let them each present their perspective on the issue. Anne-Marie said she received an e-mail from the Committee about the guidelines for the candidate forum that individual flyers would be accepted, but flyers regarding slates may not be provided. Anne-Marie said that she sent an e-mail expressing concern that the guidelines for the forum went against Empower LA's guidelines permitting slates. She said that after she expressed the concerns, the chairs responded that they would her concern would be placed under advisement and that the item would be placed on the agenda at the next meeting for discussion by the whole Committee.

Lee said that he appreciated the concerns that were expressed by Anne-Marie. He said that in creating the guidelines, he believed the Committee was acting under the presumption that each candidate would each have their own individual flyer. So the guidelines were meant to ensure that everyone would be playing on an even playing field. However, after learning that most candidates on a slate do not have their own individual flyers, he also had concerns about the guidelines that the Committee decided on previously.

Ben also said that the guidelines were meant to follow the guidelines from the last election, and it was his understanding that the guidelines from the forum from the last election also restricted the posting of flyers for slates. Pat said that the issue was not discussed in too much depth at the last meeting, but she said that the Committee decided that each candidate would be allowed to bring one stack of items to the candidate forum.

Jerome said that it should not matter whether a candidate has an individual flyer or a flyer for his or her slate. Jerome said that there should be a table for campaign literature for any candidate, and then a table for generic non-community material. Jerome said that he spoke with DONE, and that was DONE's recommendation as well.

Jay said that you cannot stop people from putting up flyers, as that would be violating their rights. If the neighborhood council does not want material regarding slates on the neighborhood council's table, then there should be other tables that allow candidates to post materials for slates. The Committee should then provide candidates a time and place to put up their own materials that is fair and balanced.

Eric then asked for clarification regarding what would be placed on the neighborhood council table. Jay said full candidate brochures would go on the neighborhood council, and the other tables would be for other materials where there would be no restrictions.

Grete said that she thought each individual would be allowed to place one stack of material, and if there was additional material for slates, there may not be enough space. Jay said then the Committee should get more tables. Ben asked whether the Committee is responsible for providing as much table real estate is necessary to allow candidates to put up whatever they want. Jay said yes, but suggested that the Committee have time restrictions that it enforces as to when the candidates are permitted to post material.

Ben then said that it was not the Committee's intention to limit speech. He said, if anything, the Committee was aiming to promote speech in promoting the Election. The intention behind the

guidelines was to establish a level playing field so all candidates could have the same amount of real estate. But Ben agreed that the Committee should discuss how it could adjust the guidelines to follow Jay's recommendation.

John suggested paraphrasing Jay's guidance and say there are no limits. Jerome agreed and said the Committee should set a time in which candidates can begin posting materials. Anne-Marie added that each candidate should be told to pick up flyers at the end or else they would be thrown out.

Ben asked what time the Committee is able to set-up for the forum. Lee said the Committee will be able to set-up starting at 3 pm. Eric suggested setting the time at 3:45 for candidates to post flyers.

While Jay was present, Lee asked Jay his thoughts about how to handle the large number of candidates who had not RSVPed yet for the candidate forum. Lee said that as of that date only 20 of the 47 candidates had RSVPed "yes" although the Committee had set a deadline to respond by May 2. Lee said the Committee of course does not want to prevent any candidate from participating, but the Committee also needed to be able to plan for the candidate forum.

Jay suggested aligning the chairs in a horse shoe, and hold a drawing to determine how to organize the candidates, with the first candidates drawn to be placed in the middle. If any candidates did not RSVP, but show up, those candidates would be placed toward the ends. Anne-Marie said that the room will not accommodate a horse shoe, and the Committee may need to set up a couple of rows to fit all of the candidates to be in the front of the room at one time.

Lee said that the Committee was actually planning on splitting the forum into segments with the regional candidates and at large candidates in separate segments to be respectful to the time of the stakeholders. Jay suggested having all of the candidates at one time. Even though stakeholders may not be voting for some candidates in other regions, Jay said they still will want to hear from all the other candidates who they will not be voting for.

Eric asked Jay whether he found it more successful to have all of the candidates lumped together, even when there are more than 40 candidates. Jay said yes and referenced Venice that had 70 candidates. He said that the candidates were asked simple questions where each candidate was given 30 seconds. Eric also asked how voters will be able to keep track of so many candidates. Jay suggested creating a flyer with each candidate's picture that is passed out to stakeholders to allow them to take notes during the forum.

Eric asked Jay whether he had other suggestions about best practices. Jay said to never allow stakeholders to ask questions directly. If there is time, have stakeholders write questions on index cards and pass them to the moderator after they are filtered out by the Committee. He also said that the same questions should be asked to everybody. He said that the microphone should be passed around to all of the candidates. He also suggested fair treatment in how questions are asked - do not have it so the same person answers questions first all the time.

After Jay provided all of his recommendations, Jay left, and Lee brought up for discussion how the Committee will reformulate the guidelines based on Jay's guidance. Lee said that the issue still remains that the Committee does not know how many candidates will show up at the forum, so the Committee needs to arrange the guidelines in a manner that is flexible to accommodate more candidates showing up than who RSVPed. Jerome said that he expects a few more

candidates will RSVP, but he did not think there would be more than 30 candidates total at the forum.

Eric suggested rearranging the forum per Jay's suggestion and have all of the candidates up at one time. Lee still expressed concern with the idea of having so many candidates up at one time because it will take a long time to get through each question. Jerome said he thought the intention behind the original idea of splitting the forum into segments made more sense.

Eric then asked how voters will be able to identify candidates at the forum. Anne-Marie said that at one of the forums for the last SLNC election, all of the candidates had placards with their names and regions, with a string that the candidates could place around their necks. Anne-Marie said all you have to do is get some construction paper and a ball of yarn to put them together.

Grete brought up whether there would be a map for stakeholders to view during the forum. Lee said there will be a projector and the map will be visible on the projector. Ben said that he is getting the projector on Thursday. Eric asked if there were blown up maps available. Nadine said the neighborhood council may have blown up maps at Micheltorena, and that the Committee should e-mail the principal to see if a blown up map is in the storage room. Lee said he could e-mail Susannah, the principal. If not, Eric asked whether Ben could project the map from his computer. Ben said that the Committee has to check if the church has a screen. Eric said he will check when he goes to the church the next day to check the microphones with the church's sound system.

Lee then went back to the issue of the format for the forum. Grete suggested having all of the regional candidates first, then the at large candidates, and then have all of the candidates, regional and at large candidates, come up together at the end of the forum. Jerome concurred. Ben suggested having an hour with the regional candidates, the middle hour with all of the candidates, and the last hour with the at large candidates. Lee said that might get messy logistically to herd that many people and restructure chairs to facilitate that.

Eric also said that there was an interest in allowing time for candidates to mingle with stakeholders. He suggested one segment for regional candidates, a second for at large candidates, and a third segment for candidates to mingle with stakeholders. Ben asked whether that meant the Committee would not be taking Jay's suggestion of a lightning round at the end for all of the candidates to answer simple questions. Eric said the Committee could still do that but for two sessions.

Ben said that there appeared to be a consensus to have the regional candidates go first, then the at-large candidates, and finally allot time at the end for the candidates to meet with stakeholders. Lee suggested having the regional candidates go from 4 to 5 pm and the at large candidates from 5:15 to 6:15, subject to modification depending on the actual number of candidates who show up. Eric suggested only a ten minute break. For the regional candidates, Lee suggested having the regional candidates be ordered from left to right by region, and then first come first serve for the at-large candidates.

The Committee then discussed how to handle questions from the audience. John said that for the last forum, people in the audience attacked the ideas of specific candidates through their questions. Eric said he liked Jay's idea of having the questions written on index cards. Ben asked how the Committee can logistically do that. Eric said that two people could be on either

side of the room and collect questions from the audience. Then the Committee could sift through the questions and give appropriate questions to Allison. Ben said that the Committee should weed out questions that are attacks on specific candidates and questions that are not legible. Lee asked whether the Committee would be able to fit all of the chairs in one row that would be needed for both the regional and at large candidates. Jerome said that for Urban Design Committee meetings they are able to fit 10 in a row. Lee brought up where the moderator would sit or stand. Jerome asked whether there was a podium available for her. Eric said he would check. Lee then asked how many tables should the Committee ask the church for. The Committee decided that it should ask for four tables and four table cloths.

Lee then compiled the discussion regarding the forum and moved to revise the guidelines as follows:

- There would be three tables for candidates to post materials with no restrictions on materials that they can post. Candidates can begin posting materials at 3:45 pm
- 4 to 5 pm would be for regional candidates, 5:10 to 6:10 pm would be for at large candidates, and the remainder of the time would be for a meet and greet between the candidates and stakeholders, subject to change depending on final attendance.
- The candidates would be lined up in one row during their respective session.
- Candidates would be provided 60 seconds for an opening statement, and 60 seconds to respond to at least one question. The remainder of the time for each session would be at the moderator's discretion to ask additional questions or relay stakeholder questions.
- The moderator would be up front either at a podium or at a table.

Eric seconded the motion. The Committee passed the motion 5 to 0.

There was also a discussion about arranging the timing of the food truck so that it would be available for stakeholders to grab food. John said that the food truck was coming at 3 pm to begin setting up. Ben suggested that anyone from 3:45 to 7 pm would be able to get food. Grete later suggested have the food truck come at 5 pm so that the food truck would be present when there were openings in the candidate forum. Lee expressed concerns that if the food truck were to come later, it may have difficulty finding parking. Grete said that members of the Committee could park their cars in spots and then move the cars once the food truck arrives. Lee expressed concerns with this saying members of the Committee will have to be doing other work during the candidate forum, and will not have time to move cars during the event.

Daniel asked whether would be vegetarian options, and Eric said yes. Eric also confirmed for Daniel that the food would be free. Ben clarified that because the Committee cannot serve food at Micheltorena on Election Day, the Committee is serving at the forum as community good will.

Lee also relayed that the church said that no food was allowed on the grass. He suggested posting signs informing attendees not to eat on the grass. Eric said he could make signs. Pat also suggested making an announcement at the forum.

There was then a discussion of volunteers for the forum. It was determined that Ben, Eric, Lee, Earl, Grete, John, and Pat would all be volunteering.

Election Day Questions for Jay Handal and Voter Registration

While Jay Handal was present, members of the public and the Committee posed questions to him about the Election. First, the Committee asked how many staff members DONE would be providing for Election Day. Jay said that DONE will be bringing 4-6 staff members and equipment for online voting. DONE will also be providing wifi. He encouraged the Committee to have food for the DONE employees and the Committee's volunteers.

Jerome expressed concerns to Jay about verification for people to vote online. Jay said that his team gets the initial voter registration, and determines whether the applicants qualify as stakeholders. Everyone Counts then processes the voters and sends an e-mail confirmation to those who register. A new round of voters are being processed for registration on a daily basis. He also said that the pop-up polls have been hugely successful in registering voters.

Jerome still said that he has heard complains from stakeholders that the e-mail from Everyone Counts sometimes gets directed to spam. John said that he received e-mail confirmation right after he registered to vote. Jay said the biggest problem is human error. Jay said that anyone who registers correctly will be processed correctly. If an e-mail address that a voter gives does not qualify in Everyone Counts, then it may go into spam. Jerome asked who should voters contact if there are problems. Jay said to contact DONE's general number or e-mail address or to contact him specifically.

Budget

Ben brought up the discussion of the budget and whether the Committee had more money to set aside to spend toward social media advertising. Lee said that before determining how much to spend on social media advertising, the Committee should decide what other expenses it needs to make before Election Day, and particularly, how much money would be needed for food for DONE and volunteers on Election Day. Pat said that for the last election, Yummy provided food, and Genelle has a contact with Yummy that she could use to get sandwiches. Pat said that she believed the cost to be \$200. Lee also suggested that the Committee might be able to order pizza for under \$200. Ben believed that sandwiches would be a better value, and he offered to get a quote from Yummy for food. Ben suggested budgeting \$250 for food for Election Day.

The Committee discussed the costs for the name necklaces for the candidate forum. Eric said it was not too expensive. All that was needed was yarn, constructive paper, and a sharpie. Eric asked John what was done last time. John said that they were preprinted. Eric said he could print them, so all the Committee would need to get was yarn, which was a minimal expense. John suggested including the name and region on the placards.

Eric said there was potentially \$40 outstanding costs from Medicus for additional printing work. Eric also asked how the Committee was going to mount parking signs for Election Day. Pat suggested that the Committee borrows 10 cones, so there would be no expense there.

John said that if the Committee wanted to run an Election-specific newsletter prior to the Election, \$100 would be charged to the Election Committee.

Ben moved to allocate \$250 from the budget remaining for food for election day and to expend any remaining amounts in the budget toward social media advertising. Eric seconded. The Committee passed the motion 4 to 0 (Pat was not present at this point).

Lee then asked the Committee to compile a shopping list to provide to John to pick-up miscellaneous items that were needed. The Committee determined that it needed index cards, name tags, yarn, and water for the candidate forum. Lee also suggested trash bags for clean-up.

Social Media Advertising

Ben said that he was having trouble fitting the size of the graphic in the ad because the text has to be limited. Eric offered to redo the ad so that it will fit within Facebook's confines. Ben said once the ad is reformatted, he would do an all-out blitz on social media.

Jerome asked whether the Committee was posting from ads manager or the back end. Ben said he was using both. Jerome suggested using ads manager. He suggested to create a post with little text, and then link it to online registration and the Facebook group. Then the Committee can target by age and zip code. Ben said that the Committee was not discriminating in targeting and was going to target all stakeholders.

Other Outreach

Lee and Ben said they would table the following weekend. Ben said that Molly suggested having a pop-up poll at the next neighborhood council meeting. Jerome said that he did not think that would be a great location for a pop-up poll.

Eric said that he had time to hang up flyers at small businesses. Daniel suggested posting a flyer at Intelligentsia. Ben said that Intelligentsia would not allow flyers.

Lee said he would continue to send e-mails out to grant recipients. Ben said he would send out material for the newsletter.

Election Day

The Committee determined that it had 10 volunteers at that point for Election Day - Ben, Lee, +1 Pat, Earl, John, Theresa, Grete, Eric +1. Lee said ideally the Committee would have 12 volunteers for 2 volunteers at the Farmer's Market, 2 at the Flea Market, 2 handling parking, and 6 people at the polls.

Eric said he was meeting with Micheltorena that week to ask for parking spots. Eric said that he would ask for 10 spots.

Lee said that there should be one individual in each parking lot - at Micheltorena and at the church directing parking. Eric asked whether the Committee should have an individual on Sunset. Lee said ideally the Committee would have someone with a sign on Sunset directing traffic.

Grete brought up curbside voting. She said last time that the Committee had blocked off portion of Micheltorena for curbside voting. Eric suggested using the handicapped spot in the parking lot and have someone in the parking lot with a tablet available for curbside voting. Lee said that the Committee should ask both Micheltorena and DONE if that would be acceptable. But regardless the Committee should have someone at the front of the school on Micheltorena directing traffic and curbside voting to the parking lot.

Adjournment

The meeting adjourned at approximately 9:30 pm.