

October 25, 2018 Final Election Committee Meeting Minutes

The Election Committee held its meeting on Thursday, October 25, 2018 at 7:30 pm at the Silver Lake Recreational Center. Lee Sherman, Eric Kissack, Nicholas Fox Robbins (arrived at 7:35pm), Daniel Berson, Betsy Smith Isroelit, and Jerome Courshon attended.

There were no comments on non-agenda items

Update on Conversation with City Clerk on Implementation of Stakeholder Verification Requirements

Lee gave an update on a conversation that he and Anne-Marie Johnson (co-chair of Bylaws Committee) had with the City Clerk's office regarding the implementation of SLNC's bylaws about the stakeholder verification form. The Clerk's office has to check with the City Attorney's office, but believes that it could implement a form that is similar to what the SLNC suggested. The City Clerk's office is trying to see if the form that the SLNC created can be a template to be used for neighborhood councils throughout the city. It may not be the exact form, but the City Clerk's office believes it could implement what the SLNC is seeking for the form.

Jerome asked whether the City Clerk's office will be sending a sample verification form. Lee said yes. Jerome said he understand that there may not be enough time to comment on it, but he asked if it could be circulated. Lee said that he would circulate the form once he receives it from the City Clerk's offices. If there are substantial differences, he will bring it to the committee.

Outreach Materials

Eric gave a presentation on outreach materials that he created. He said he thought the best way to communicate was through a pamphlet. He created a trifold pamphlet as a starting point. He also created flyers which could serve as a complement to the pamphlet. Eric found great rates for the trifold in which we could get 500 for \$130, and for the flyers, was able to get 100 for \$108.

Nick thought the designs were awesome, and thanked Eric for printing them. He wanted to see a digital version of this. He thought the flyers are more effective. They can contain a hyperlink to a digital version of the pamphlet online, so it would be more of a streamlined experience. He also suggested creating postcards for mailers. Eric said that the budget only allows for one round of mailers. It is better to focus on the mailers for voting. Nick agreed, but said that perhaps we can spend money toward social media to direct to candidate filing. Eric said he thought there was a split in our budget from last time for social media for candidate filing and getting out the vote. Lee was not sure if that was decided before hand for the last election.

Lee said that he liked the idea of a digital experience, and said that the Election Committee has a webpage where it can post this. He likes a combination of all three options - digital, flyers, and pamphlets. Lee did agree that the pamphlets are the more effective way to communicate if we are tabling, but did not think we will need 500. Nick thought the eye-catching flyers are important. Betsy stopped Nick and asked him to not talk so loud and thought he was being aggressive. Nick said he was just really excited, but spoke softer. Nick continued that people are going to want to look at the material at home, which is why he liked the quick flyers and the digital approach. He also had concern about how expensive color is.

Jerome said whatever is done, it is important to be able to provide something tangible to people; something that they can be reminded of. That way, they can have the opportunity to look at the material at a later point in time. We also have to cater to a lot of ages. Jerome

suggested language such as “Run for Office” on the pamphlet. Eric liked that language, and thought the pamphlet is the best of all worlds.

Betsy believed a pamphlet is more elegant than a flyer. She said that the SLNC is an important organization and the outreach materials should reflect that. We should have something to be able to have at a meeting for tabling.

Nick said he is 100% for pamphlets. He just wants to have something easily digestible. If people want to run, the outreach material should be giving them a place to go. He is concerned about the big printing costs. He wanted to see if there is a way to streamline it. Then people can do the work to come to the information. He suggested a doublesided postcard, which would have some quality to it. A question was asked about how much it would cost to do 250 pamphlets rather than 500. Eric said he thought it would be \$35 cheaper. He also said the quote for the flyer was based on 11 x 14 measurements.

Daniel hears the point of not wanting to overwhelm people. But he had no idea what the SLNC was before he joined the committee. People might not get the whole idea from a flyer.

Nick asked who was the target for the flyers, and where we would be distributing pamphlets. Lee said each of the three marketing ideas - digital, pamphlets, and flyers - would reflect different approaches. The pamphlets would be handed out at Farmer’s Markets or events where the SLNC is tabling, or coffee shops. We would have it at our informational session. The flyers would be posted at businesses. Jerome thought that there are a small number of businesses who would allow flyers to be posted. Nick really loves the idea of flyers and wants a more consistent presence in the community so that people could see them walking around. Lee mentioned that last time the Committee had a tough time getting permission to post flyers. Jerome said that we would be lucky to get 15 posted.

Eric also mentioned that for the last election we had 6 x 3 banners that hung in the community. Nick wondered about vinyl banners; those are visible. Eric agreed. Lee mentioned that he believed that at one of the election workshops, the city presented an option for facilitating the posting of banners on light poles, bus stops, or yard signs. Lee said he believe the city mentioned that if the neighborhood council paid for the banners, the city would take care of the space. The committee was intrigued by that idea, though Jerome did not find light pole banners effective. Betsy said that whatever is done should be sophisticated. Nick agreed; he said it should look organized and professional. Guerrilla marketing is not for neighborhood councils.

Lee said that we can explore these other options - the banners on light poles or bus stops for instance, at another meeting. Lee said for the time being, we should come to a consensus as to whether we will put money aside for the pamphlets or flyers. Betsy said that in making its decisions the Committee needs to keep in mind that everything needs to go through the Outreach Committee. Lee said that is very problematic. That is not how it was done in the 2016 Election and that was not how it had been contemplated for this election. The Board set money aside specifically for the Election Committee. Lee said he spoke with Terry about going to the Board to be prudent to get approval for expenses, but it was not discussed that we should have to go to the Outreach Committee. Betsy said she just talked with Terry and he said the Election Committee had to.

Jerome also said this is not how it was done for the last Elections. The Election Committee had to go to the Board. The Elections Committee has the authority to conduct elections. Forcing this committee to go through two hoops to get approval is not legitimate or something any other committee has done. Betsy said she does not personally care what we do, but she wants them to be aware of the process. But the Board will reject it. The only reason that this

was not how it was done in the last election was there was not a functioning outreach committee. Again, Betsy said she did not care.

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. Lee said that this protocol that Betsy is discussing is not what the Election Committee is supposed to be about in the Bylaws. The Election Committee is designed to be independent, and forcing the Election Committee to get approval from the Outreach Committee is antithetical to that. Jerome asked Betsy who is saying this is how this has to be done. Betsy responded by saying this is how it has always been done.

Eric then went back to the idea of banners on telephone poles. He said that banners and advertising on telephone poles should be more focused on getting people out to vote. So, for now, we should focus on getting the pamphlets and posters approved for recruitment of candidates. Nick agreed, and really like the idea of the posters, but he is concerned about where we will be able to put the posters up. He said we should be getting the word out now. A consensus formed around moving now to ask the neighborhood council for up to \$225 for 250 trifold flyers and 100 color pamphlets.

Jerome suggested having a design that goes to the entire board. Eric proposed three designs for the flyer. Jerome suggested getting rid of the word government. Nick said local government is a good thing for the millennial mindset. Daniel really liked the main logo. Nick liked "Your path to a better community." Or he liked "Add your voice," which Jerome really liked. Daniel suggested "Your voice starts here."

Nick suggested "Eat Local, Shop Local, Govern Local." Betsy did not think the neighborhood council can endorse eating and shopping local. She also thought we should use more direct language for older populations. Nick asked what is our target audience. Senior citizens are more likely to vote. In that case, our efforts should go toward those who are not as active, such as younger people. In that case, clever does work. Lee asked whether this message will reach the target audience, as people may not instinctively get that this is about the neighborhood council. Eric and Nick both mentioned that the Silver Lake Neighborhood Council logo would be evident on the flyer.

Jerome said it is clever, but suggested something more direct such as "think local, decide local, act local." Nick said what is most important to him is the "local" part. He brought up "Think Local?, Care Local? Govern Local?" A consensus formed around that.

For the pamphlet, Nick suggested "We want you" sounds too military. He suggested "run for office." Jerome liked that.

Betsy asked whether we need in the motion when they will be distributed. Jerome did not think so.

Nick did some proofing of the pamphlet which was discussed as a group. Lee and Daniel both liked the color. Eric brought up needing a Spanish translation. Daniel said that he could look into doing Spanish translation through his work. Jerome said that David on the Board may be willing to do it. Eric said it may be a good idea to wait for a Spanish translation until approval of language from the Board.

Nick moved for approval from the neighborhood council for up to \$225 for printing materials for the specific design approved by the Election Committee for candidates to run for office. Jerome seconded.

The vote was 6 in favor, 0 opposed.

Candidate Information Session

Lee presented the idea of holding a candidate information session. Lee said that the Committee did not do an information session last time, but thinks it would be useful to have an event where potential candidates can get information about the neighborhood council and how to run. A representative from the city and board members can speak. However, there is not money set-aside in the budget for this, so we would have to find money elsewhere. But he did not think it would be an extravagant expense.

Eric thinks that a candidate information sessions would be useful and helpful. Nick suggested an online forum like a Ted Talk. Lee said that part of this event would be to bring the community together and allow prospective candidates the opportunity to talk with board members, and have the opportunity for follow-up. An online forum would not be conducive for that. Nick agreed.

Betsy suggested using the gym at the recreational center. Nick suggested holding the forum at 5 coffee shops in Silver Lake simultaneously. Jerome was concerned that could fracture attendance, so if 15-20 people attend, only 3 would attend at each coffee shop. Eric thought the gym is a good option.

Nick discussed filming the event and putting it on a website. Lee discussed costs. Jerome said that the History Collective Committee has a camera that the Committee could borrow. Lee discussed the possibility of refreshments. Jerome said we do not need refreshments. Possibly up to \$25 for water. There was a discussion about light snacks.

Betsy suggested picking a date. Lee said Saturday, January 12. Nick said Saturday is a tight day, perhaps Monday or Friday. Eric suggested Thursday at 7 pm. Jerome said the weekend is better and that the neighborhood council has better attendance at weekend events. Jerome suggested 11 am. Betsy suggested a backup date of January 10 at 7 pm. Betsy said she would check with the Recreational Center about availability on dates for the event.

Lee moved to make a motion to the board up to \$25 for a candidate information session to be held on a date in January subject to availability of space. Jerome seconded.

The vote was 6 in favor, 0 opposed.

Candidate Forum Locations

Nick gave a presentation on candidate forum locations. He looked at three options - the JCC, Sunset Triangle, and the Vista. Nick wanted to do it at a location where people can stumble upon. His vote is for the JCC. It is affordable, members of the Committee have connections to it, and it is in a heavily trafficked area next to local businesses. The cons are that it is not actually on Sunset Blvd. and the fact it is a religious center may alienate voters.

He also considered Sunset Triangle, which is likely to be free, located near businesses, and is a pre-existing presence in the community. However, it is vulnerable to the elements. He said the Vista is too expensive as an option.

Nick's idea is for the candidate forum to be a semi-communal event. We could have a DJ on the sidewalk. We can have a booth and a sign for the candidate forum. Lee asked about costs. Nick said maybe \$50 donation for a DJ, but his friend is willing to do it for free. Dan asked about legal considerations and Jerome asked about permitting for the music. Nick

thought it was okay because it was on private property, so no approval would be needed by the City. Lee said he liked the idea, and that Eric, Nick, and Lee would ask the City if we would need any permitting for the music before the next meeting.

October 11 Meeting Minutes

Lee moved to approve the October 11 meeting minutes. Eric seconded. There was no objection.

Next Meeting

It was agreed to hold the next meeting on Tuesday, November 13 at 7 pm.

Adjournment

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