

Election Committee Meeting Minutes 2.27.19

1. Welcoming Remarks

Eric called meeting to order.

Eric made opening remarks.

Committee roll call:

- a. Eric Kissack
- b. Manuel Celedon
- c. Jerome Courshon
- d. Heather Carson
- e. Anne-Marie Johnson
- f. Betsy Isroelit

Discussion about whether or not more than 2 board members could make public comments on non-agenda items. There was general agreement that they could not.

2. General Public Comment On Non-Agenda Items:

Anne-Marie made a public statement. She agreed to submit her statement to Eric in order to post it along with meeting minutes.

Anne-Marie's statement:

"Since his appointment, I have been more than willing and available to assist Eric with his responsibilities as co-chair of the Elections Committee. I have assisted the co-chair in the drafting of his agenda, I have spent time explaining the rules and procedures of committee work and the responsibilities of taking on the position of co-chairing. All of this while I was out of the country working. At no time did I not return an email or phone call from Eric when he needed my assistance. I believe Eric and I have had a respectful working relationship. It goes without saying how disappointed I was to hear particular comments and statements in the contrary from some committee members. I do appreciate the email I received from Eric last night and as I shared with him this morning, I have accepted his apology. I hope the best for Eric and his committee. It's not an easy task and I will continue to make myself available to assist when/if asked. I ask that my public comment be added to these minutes, in its entirety."

Betsy seconded what Anne-Marie said in her statement. She added that she and Anne-Marie have been supportive throughout the whole process.

Jerome made a public statement explaining his participation in the election committee. He reported that he is participating to try and maintain the level of integrity of the election committee. He is pointing this out because of previous comments regarding the possibility of conflict of interest. He stated again that he is here to maintain the level of integrity of this committee. He also mentioned that he believes there has been an attempt at election tampering. He reported that the Governing Board violated the Brown Act last night in regards to the mailer.

Heather provided a public statement as well. She stated that she was shocked after the meeting last night. She stated that this year had the lowest number of candidates submit applications to run for a board seat and that she felt it was due to issues with the outreach committee. She reported that the newsletter published by the outreach committee was unclear and may have played a role in the low candidate enrollment.

Heather's comments upset Betsy who briefly left the meeting.

3. Special Presentations And Reports

a. Update on Mailer Language:

Discussion about updating the mailer language began with Eric requesting to remove the word "additional" from the sentence regarding documentation.

Discussion about mailer language continued with Jerome suggesting a minor change to the formatting of the time stamp.

Eric made a motion to approve the changes to the mailer and send the final language for election mailer to governing board for approval.

Jerome seconded that motion.

Heather, Jerome, Eric, Manuel in favor.

b. Candidate Forum

Eric will take place of Nick and coordinate with host. Nick stepped down as co-chair as he is running for a board seat.

Plan is to buy refreshments from Costco up to \$450 from previously approved budget.

Plan to obtain cold cuts, vegetable options, gluten free crackers, cookies, pretzels, plates, water, etc.

Eric asked who would be able to help coordinate this part of the planning. Manuel reported he will be unable to because he is out of town that weekend. Jerome volunteered to get items from Costco if we help him coordinate payment with Terry.

Manuel mentioned that he could ask his mother to help with procurement of refreshments since she is house sitting while he is out of town.

c. Misc Items

Heather suggested potentially varying the order in which candidates are asked questions during the forum.

Heather also mentioned that curating questions from the audience was a good idea from last time.

Eric mentioned that he did not feel that questions from the audience was a good idea due to aggressive questioners and the logistics of obtaining questions in real-time. Eric suggested that we should have a listening only audience.

In an effort to increase visibility of the candidate forum, Heather suggested that we have balloons that lead people to the entrance (maybe blue and white balloons). Heather suggested we ask committee members if we could borrow SLNC t-shirts to be worn by forum organizers.

Heather suggested we have brochures available at the forum. Eric added that he planned to have handouts regarding history of silver lake as well as other SLNC brochures.

Discussion ensued regarding printing extra mailers to have them available to handout during the candidate forum.

Members discussed whether or not this would require approval from the governing board or if this was already approved in the current budget or if we needed to make it a new agenda item.

After review of the original budget proposal the members concluded that we have approval to print extra flyers. Eric suggested we submit a proposal to print extra mailers to use as flyers at the candidate forum.

d. Discussion of Banner Printing and Placement

Manuel will be in charge of printing patches for our current banners.

The members agreed to place banners in same locations from last election.

Placement of banners: Silver Lake dog park fence, Bellevue park and Ivanhoe Elementary

Manuel will place banner at Silver Lake dog park (may need to ask the rec center people).

Eric will take care of the Bellevue park banner.

Jerome will take care of the Ivanhoe Elementary banner.

e. Discussion of spending remaining budget

Discussion regarding printing additional posters and flyers (up to the full amount listed in original budget). Members agreed to spend up to \$400.

Heather suggested printing additional flyers on card stock and committee members agreed.

Plan is to obtain 600 flyers and 100 posters.

Eric made a motion to spend up to \$400 to print extra posters and flyers to promote the upcoming election (from our printing budget of \$1400).

Jerome seconds the motion.

Heather, Jerome, Eric, Manuel in favor

Eric makes a motion to spend up to \$200 on refreshments for polling workers on the day of the election (from our line item budget of \$200):

Heather seconds

Heather, Jerome, Eric, Manuel in favor

A discussion started about the plan for FB and social media outreach.

Eric clarified that the ads will start one week before the candidate forum, stop, and then start again one week before the election.

Jerome recommends it should be a continuous of promotion beginning 1 week before the candidate forum and continue until election day.

Eric agreed to make that suggestion to the Governing board.

Jerome encouraged that the social media target should be confined to two or three of the zip codes, 90039, 90026, and possibly 90029.

Eric made a general motion to start social media promotion of the candidate forum one week before the forum and continue advertising the election until election day (with a focused pushed on the day before the election).

Jerome second that motion

Heather, Jerome, Eric, Manuel in favor

4. Administrative Items

Review and adoption of 1/8/19 meeting minutes

Heather, Jerome, Eric, Manuel in favor

Review and adoption of 2/7/19 meeting minutes

Jerome requested to make a few corrections:

Section 2 second paragraph:

Please add co-chairs last name.

Section 2 third paragraph:

Should be (Scott, Betsy, Janis, etc.)

Section 2 fourth paragraph:

Discussion of attacks at Jerome, Heather, and Lee by Anne-Marie and Scott Plant at the executive committee meeting.

Paragraph before candidate forum section:

Change to "because it was not approved by the governing board."

Eric brought up possibility of changing the word "lying" in the minutes to "Betsy is incorrect".

Eric suggests changing the word since lying implies intent to mislead and he would like to remain objective.

Jerome rejects that the change should be made, reporting a historical lack of civility by the board. He endorsed that the issue "starts at the top." He brought up various examples of when the board had left the word "lying" or "lies" in the minutes.

Eric responded by stating he thinks this committee has responsibility to be fair and reaffirmed that he wants it to say Betsy is incorrect.

Heather, Jerome, Eric, Manuel in favor of corrections

Eric moved to adjourn the meeting.

Jerome seconded.