

December 13, 2018 Election Committee Meeting Minutes

The Election Committee held its meeting on Thursday, December 13, 2018 at 7:30 pm at the Silver Lake Recreational Center. Lee Sherman, Eric Kissack, Daniel Berson, Katie Smith, Manuel Celedon, Janis Purins, and Gordon Dupree (left at 8:40 pm) attended.

Public Comment on Non-Agenda Items

Gordon announced the Winter Festival taking place at the Recreational Center on Saturday, December 15. The event is sponsored by SLNC and CD-13.

Update on Election Time and Location

Lee provided an update on the Election Time and Location. The Clerk's office went to St. Francis Church and think that they will be able to make that location work. They will need a ramp to make it ADA compliant and will need to drop off materials the night before the election, but the city said they will make it work. The City will cover the cost. The polls will be open from 12-6 pm. We are still waiting to get the absolute final confirmation from the city, but it appears to be all but confirmed.

Janis asked whether the city will need help setting up. Lee said that they will hire poll workers to do that. Eric said last year we just coordinated parking. Janis asked about the parking situation, and Eric and Lee said that we will have all of the church's lots available for parking, which is better than the parking situation from last year.

Update on Promotional Material for Call for Candidates and Distribution

Eric brought the brochures and flyers to the meeting and wanted everyone to distribute in their respective reading. Janis offered to do Region 7. Gordon took some to put up on the community board. Lee said to make sure that committee members should ask for permission before posting in any business, and to not post on public property unless it is a community bulletin board. Janis suggested using masking tape for posting.

Gordon suggested posting by the boat ramp in Echo Park and coffee shops in the area. Daniel asked whether we should post at schools, and Lee and Eric said yes. Manny said he would focus on churches. Daniel asked whether the Committee can post in areas beyond Silver Lake. Eric suggested focusing on areas within the SLNC boundaries. Janis mentioned that if the committee strays outside the boundaries that we may end up with rival posters.

Lee asked Eric if he talked to Echo Park about posting in each other's regions. Eric said the conversation was just about sharing of information. Eric said that Echo Park had their election website up, and that the Committee should put more on our webpage. Lee said that the Committee approved placing a digital version of the brochure up on the website, and it was just a matter of implementing that. Eric said he would do that.

Janis mentioned that the Empower LA website is not set-up for the call for candidates for the 2019 elections. It still contains 2016 information. Lee said that it may be because the candidate filing starts next week, but the Committee will keep an eye on that.

Lee also brought up other ways to get out the word about the call for candidates. One is to e-mail organizations that have received a NPG from the Board. He said he will volunteer for that and try to get that list from Terry. The other is to table at the Saturday Farmer's Markets. Lee suggested starting to do that after the holidays. Lee, Manny, Kate, Janis, and Daniel said they could volunteer. Eric and Katie said they had a table. Janis mentioned using the SLNC table cloth. Lee said that the Outreach Committee should have that.

Candidate Information Session

The candidate information session will take place on January 12 at 12:30 pm at the Silver Lake Library. Lee said that John Darnell from DONE and the City Clerk's office agreed to be on the panel for the Candidate Information Session. Lee also said he had reached out to Terry and Darius to be on the panel for the candidate information session, and they both agreed. Eric said Bob said no, and he had not heard back from Taryn. Eric said ideally, three board members will be on the panel. Lee asked if Janis would like to be on the panel, but Janis said that the panel should include someone with more experience on the board participate.

Janis brought up that the possibility that we will not know what a community interest stakeholder will be by the candidate information session. He said he understands that the city council is discussing a city-wide change to the stakeholder requirement that is not final. He said to be sure to check with Empower LA about the current requirements. Lee said he was not sure whether this would go into effect for this election or not. Lee said that the co-chairs received an e-mail from the city conveying that a decision on whether the neighborhood council's self-affirmation form would be approved was still pending depending on the resolution of the community stakeholder issue at the city council level. Eric said he understands that a decision will need to be reached in a couple of days so the Committee should know for sure who is a stakeholder by the candidate information session.

Lee said that John Darnell has to leave by 1 pm, so he suggested having John speak first. Lee suggested an order of John speaking first, then a panel of board members, and then close with the city clerk's office speaking about how to register as a candidate. The Committee was fine with that approach. Janis suggested focusing on issues such as time commitment and training. Katie emphasized trying to get a diverse panel that includes women and people of color. Lee said the co-chairs are trying to do that. Eric is going to check with Anne-Marie about participating on the panel.

Janis discussed the possibility of a topic about how to run for office. Lee said that the event should not be about campaigning or an avenue for prospective candidates to promote themselves. Lee said the clerk's office can provide resources for candidates. Eric mentioned the city has an action plan that can be provided.

Manny said that it would be helpful to focus on what board members do and clarifying what the neighborhood council does. He thinks members of the community are hazy on that. Eric suggested that John could be someone who speaks to that. Manny also suggested that it would be helpful to provide tangible examples of what board members have accomplished. Eric said it would be great to ask what each board member is proud of. Katie suggested having a short easy to understand description available for prospective candidates, such as that neighborhood council members are direct liaisons to the city. Katie asked for the neighborhood council to provide examples of what the neighbored council has done over the past 5-10 years. Daniel suggested compiling a list of the neighborhood council's greatest hits. Janis suggested providing the reports that the board gets from Empower LA about the neighborhood council's demographics to show who the board represents

After much discussion, the Committee suggested several of the topics to cover at the information session, time permitted:

- 1.) What is a tangible example of how the neighborhood council has helped the community, and how was it accomplished?
- 2.) How much time do you spend on the neighborhood council?

- 3.) What training or resources are provided to people on the neighborhood councils?
- 4.) How do the committees work?
- 5.) What are the biggest challenges of being on the neighborhood council?
- 6.) What possible positions are available?
- 7.) What are guidelines of what not to do when campaigning for an election?

Lee asked who will be moderating the event. Katie suggested Lee, and Lee said that he could do that. Lee suggested a format of 5 minutes for John Darnell to speak, 30 minutes for the panel of board members, 10 minutes for the clerk's office to speak, and 15 minutes for Q and A. There was a consensus on that format. Daniel said that we do not want to spend too much time on challenges. Lee agreed and suggested leaving that until close to the end.

Lee brought up refreshments, and if the Committee wanted to get anything other than water. Katie suggested tea. Eric said that may be logistically challenging. Janis suggested asking the library if the Committee can use their refreshment service. He said they think they have a tea station.

Lee brought up social media advertising. Eric said that since we do not know about the community interest stakeholder issue, the Outreach Committee suggested waiting to do social media until that issue is resolved, but to start no later than the 22nd. Eric said the Outreach Committee will be doing the designs for the social media posts, and that they assured Eric that they will run all designs by the Election Committee. Katie asked if the Committee can ask the Outreach Committee to do geo-targeting to do more targeted messaging. Eric said the Outreach Committee has not been open to specific suggestions. Lee suggested that Eric check with Nick about social media ideas as well, since he had many. Eric said he would and he would continue to be a liaison with the Outreach Committee on this issue. Manny asked whether the Election Committee can do its own social media posting. Lee said that only the Outreach Committee is allowed to under the SLNC Social Media policy.

Katie asked about how to get people's attention at the farmer's market. Eric said just to talk to people, and from his experience people are friendly. Lee will send an e-mail to the group to set-up times for tabling. Janis suggested asking the Outreach Committee about table cloth, banners, and t-shirts.

Mailer

Lee explained that after the last election, the Committee did a report, and Eric did a lot of research about methods that other neighborhood councils used to get out the vote. The Committee found that a mailer was an effective way to reaching a broad spectrum of the community. Eric did a design for the mailer which was attached to the meeting agenda. Lee provided some of the content.

Eric said he was hoping to get photos from events to include on the mailer. He checked with the Green Committee to see if they had any, but did not hear anything back. Janis said he was not sure what the houses on the front of the mailer were referring to. He asked whether we should use the reservoir as a photo on the front. Daniel said he liked the format of the brochure, and also wondered if we should adopt that design for the mailer. Janis asked whether we should be consistent with the brochure from a branding standpoint. Eric clarified this is to get people out to vote, while the brochure is for the call for candidates.

Manny liked the way the mailer looks. Katie agreed. She thought it was very elegant. However, she suggested to make the date more prominent. She suggested language like "Save the date." She also did not like the question marks, and Manny agreed. Katie said the committee should consider language like "If you care about your neighborhood, show up to vote." Janis also said that he thought the date should stand out more. Eric added Save the Date to the mailer and made it bolder. Janis also suggested making the SLNC logo black. Janis liked the continuity of the tag line with the brochure and flyer. Katie agreed. Daniel said that he liked the design more and more as he looked at it. A consents built on keeping the design on the front the same, except making the date stand out more, including Save the Date language, and taking out the question marks/exclamation point in the tag line.

On a technical note, Janis did not think that we can put the meeting information in the spot where it is. Eric said he got the template from the mailing company, and believed it was okay, but he would double check.

There was then a discussion of the second page of the mailer. Daniel suggested moving the two paragraphs that discuss stakeholders so they are right next to each. Janis liked the first paragraph as is. Lee suggested flipping the second and third paragraphs. Daniel said that worked.

Katie suggesting bulletpointing the who, what, where of the election so it looks like an invite. Daniel suggested making the URL separate from the e-mail. Manny suggested emphasizing free parking. Janis said to triple check the stakeholder information before printing. Katie asked if anything could be taken out to provide more space. Manny suggested taking out part of one sentence describing how the Silver Lake Neighborhood Council was formed. Eric made all of these edits to the mailer at the meeting and showed them to the Committee.

Lee posed how long before the candidate forum should the mailers be sent out. Katie suggested 3-4 weeks. Janis asked how long it takes to send out mailers. Gordon says it takes about 2 days to send out, from his experience. Lee suggested that this be mailed out the week of February 25.

Janis asked if a return address was necessary. Eric said he did not think so. Janis suggested adding an address for the JCC for the candidate forum, which Eric added.

Lee asked Eric about the quote, and asked whether it was \$4,500. Eric said it was for a little bit less. Lee suggested, just in case, making a motion for up to \$4,500. Lee suggested that Eric flag this for the Outreach Committee and to attempt to get their feedback before we submit the motion. Janis said he could not imagine this being an issue.

Lee moved to make a motion to the Board for up to \$4,500 to send a mailer to Silver Lake residents promoting the 2019 elections to be sent out the week of February 25. Janis seconded.

The committee voted 6 to 0 in favor of the motion. Lee, Eric, Daniel, Katie, Manny, and Janis all voted in favor. Gordon was not present for the vote.

Candidate Forum

Lee said that since the mailer mentions the candidate forum, he wanted to vote on the candidate forum tonight so that we can reserve the space. Lee said that he had just received in the last day some more information from the city about use of a DJ. Lee mentioned that the Committee may want to get food for the candidate forum. That can be decided on at the next meeting, particularly because Nick was not present at the meeting, and it was his idea to have

a DJ. The vote tonight would be just on moving up to \$150 to reserve the JCC for the candidate forum in March.

Janis asked whether that would be sufficient. Eric said that was the quote he received from the JCC. Daniel asked what the budget was for the candidate forum. Lee said that the committee was under budget for the candidate forum thus far.

Lee moved to make a motion to the Board for up to \$150 to reserve the JCC to hold a candidate forum on March 23 for the 2019 SLNC Elections. Daniel seconded.

The committee voted 6 to 0 in favor of the motion. Lee, Eric, Daniel, Katie, Manny, and Janis all voted in favor. Gordon was not present for the vote.

Approval of November 13, 2018 Minutes

Eric moved to approve the November 13, 2018 meeting minutes. Lee seconded. The minutes were approved without objection.

Items for Next Agenda

Lee said that the candidate forum and the possibility of banners for bus stops/shelters would be on the next agenda. Lee asked for volunteers to get quotes for banners. Katie volunteered. The group reached a consensus on holding the next meeting at January 8 at 7:30 pm.

Adjournment

Eric moved to adjourn. Janis seconded. The meeting ended at 9 pm.