

**3. Harbor Gateway North Neighborhood Council
Ad Hoc Election Committee – November 18, 2020
Held via Zoom webinar**

Present: Joan Jacobs (Chair), Rosalie Preston (Secretary), Fred Nichols, Eva Pace, and Micah Silver

1) Welcome/call to order: The meeting was called to order at 6:34 p.m. by Joan Jacobs.

2) General Public comment on non-agenda items: There was no public comment.

3) Reconfirmation vote on Ad Hoc Election Committee Chair: Since at the October 28 Committee meeting, Fred Nichols had had to leave before the vote for Chair and was not able until the next day to confirm that he did not want to be considered, Joan Jacobs asked again if he was interested. He said that he was not, as he preferred having a Chair, such as Joan, who had experience with Neighborhood Council elections and also because of a work obligation out of town. It was therefore moved by Fred Nichols, seconded by Micah Silver, and passed 5-0-0 to reconfirm the vote for Joan Jacobs as the Committee Chair.

4) Updates from City Clerk – Elections: Lanee Basulto, the Election Administrator for the HGNNC, was unable to be present but had sent a brief update. The candidate filing portal link is now active, though HGNNC candidates will not be able to use it until filing begins on February 13. The stakeholder vote by mail registration button is also now active. Both can be viewed at <https://clerk.lacity.org/elections/neighborhood-council-election> Rosalie has emailed the Election Outreach coordinator for the Dept. of Neighborhood Empowerment about their election outreach plans but not received a response.

5) Discussion of outreach activities/events for candidate recruitment and stakeholder registration to vote by mail and consideration of quotes and estimates, with a possible recommendation to the Board of an election budget: A listing of the main areas for election expenditures was presented with some estimated costs, covering candidate recruitment, voter registration, candidate forum, get-out-the-vote, Election Day (June 15), and general election awareness advertising. For the 2021 Board election, there will be no Election Day expenses because of the pandemic. The City Clerk will provide the one drop off box and staff to attend it.

In regards to the budget, Fred Nichols suggested starting with what was spent in 2019 (\$15,000) and subtracting a percentage. Joan clarified that the City of Los Angeles is on a fiscal year budget schedule and so the amount allocated to the HGNNC currently will cover the Board election costs. The next budget will start on July 1, after the election period. In the current HGNNC budget, \$6,500 has been allocated for the election but probably more is actually needed.

Rosalie suggested creating an 8 ½ x 11 two-sided flyer to direct mail during the candidate recruitment period, with possibly a two-sided doorhanger distributed to the 10,000 households during the voter registration period. The doorhanger would also advertise the drive up voter registration event to be held in late April/early May where stakeholders could fill out voter registration forms, receive an HGNNC reusable bag with information, a pen, and cell phone holder, and then proceed to the shred van. To save on funds, the Candidate Forum could be held as the main topic during the April 27 General Membership meeting. Emails via Constant Contact and robo-calls could also be used for candidate recruitment, voter registration, the candidate forum, and then get-out-the-vote. The eight District Representatives can also be encouraged to hand out voter registration forms to stakeholders in their Districts. Joan wondered about having the District

Representatives calling stakeholders. Micah said that he had done some calling of voters during the past election and thinks that the platforms used are quite expensive.

Micah said that he had attended one of the election workshops and that it was emphasized that having a lot of candidates helps to advertise the election process and increase the number of stakeholders voting. Therefore, a lot of emphasis should be placed on candidate recruitment. He also commented that the whole election outreach process is a big opportunity to explain and promote what the Neighborhood Council does. He suggested utilizing both “analog” methods (flyers, doorhangars) and also digital methods of advertising (website, targeted Facebook ads, Instagram, Twitter, etc.). Fred agreed that the Board election can serve as a “wake up” call to stakeholders. He suggested also posting information on Nextdoor, which a number of HGNNC stakeholders use. Fred also suggested working with the Board of Nuestras Raices, which has their dance studio at 732 W. Gardena Blvd., to get the word out to their 200 families whose children participate in the folklorico dance classes.

There was also discussion of how to do one direct mailer to the 10,000 households. Three companies have provided quotes in the \$4,000 range. Eva will find out more about the cost of using the U.S. Postal Service’s Every Door Direct Mail. Street banners on light poles are very expensive and too hard for people to read. Banners strung across streets such as Gardena Blvd., 120th Street, and Main Street might be more feasible. Window signs could be used in storefronts or cut vinyl stickers.

The next meeting will be held so that a budget can be prepared to present to the December 8 Board meeting.

6) Announcements: There were no announcements.

7) Adjournment/setting of next Committee meeting: The next Committee meeting will be Monday, November 30 at 6:30 p.m.

Minutes taken by Rosalie Preston, Secretary