

**Harbor Gateway North Neighborhood Council
Ad Hoc Election Committee – December 16, 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 6:31 p.m. by Chair Joan Jacobs. She presented some ground rules so that there would be an orderly meeting, such as one person speaking at a time and allowing for each Committee member to make a comment on an issue.

2) General Public comment on non-agenda items: There was no public comment.
(Eva Pace entered the meeting at 6:33 p.m.)

3) Approval of the November 30 minutes: It was moved by Fred Nichols, seconded by Eva Pace, and passed 4-0-0 to approve the minutes as submitted.

4) Updates from City Clerk – Elections: There was no update.

5) Further discussion of election budget for outreach activities/events for candidate recruitment and stakeholder registration to vote by mail, with a recommendation to the Finance Committee and HGNNC Board: Joan Jacobs reported that the Finance Committee did not approve the budget of \$11,109, which the Ad Hoc Election Committee had recommended at the November 30 meeting. Finance Committee members had expressed concerns about whether the Ad Hoc Election Committee had obtained three estimates for printing and mailing to keep costs as low as possible. There were also questions about why the budget was so much larger than the \$6,500 amount which the Treasurer had originally budgeted for the 2021 Board election. Treasurer La Juana Mitchell said that she arrived at that figure after reviewing election-related expenses and subtracting costs for the One Community Fair, which was an expensive in-person outreach event which will not be allowed during the pandemic. La Juana also noted that there were two line items that could be redirected to the election budget, Refreshments for General Membership meetings (because they are not being held in person) and Event Expenses – Miscellaneous (as in-person events cannot be held during the pandemic.)

The Committee then reviewed the proposed expenses for the 2021 election line by line. It was agreed that priority should be given to vendors who are based in the City of Los Angeles or the County of Los Angeles, rather than ordering from out of state or from Vista Print, for example, which is based in Canada. Fred Nichols also commented that a trusted, reliable printer who might be a little higher in cost is preferable to a vendor who is unknown.

(Micah Silver entered the meeting at 7:00 p.m.)

The Committee agreed that the focus of election outreach should be on advertising to achieve robust candidate recruitment and therefore the direct mailer was kept in the budget. Micah recommended that analytics be built into the various digital outreach methods, so it is known how many candidates sign up via the HGNNC website and how many through the link on Facebook and Instagram, etc. The recruitment flyer does not have to be wordy because it can have the link to sign up via the HGNNC website and once the City Clerk website is reached, all of the details will be presented on that page.

It was moved by Fred Nichols, seconded by Eva Pace, and passed 5-0-0 to approve recommending a revised election budget of \$8,198 to the Finance Committee, and recommending that the two line items which La Juana had pointed out be moved into the election budget.

6) Discussion of the design and wording of flyers, digital media, etc.: Micah Silver volunteered to start looking for a graphic designer, possibly through a post on Nextdoor and/or Linked In. Committee members will start drafting wording for the candidate recruitment flyer which will be delivered to the 10,000 households via the USPS Every Door Direct Mail in mid-February.

7) Announcements: There were no announcements.

8) Adjournment/setting of next Committee meeting: The meeting adjourned at 8:35 p.m. The next Committee meeting will be Wednesday, January 6 at 6:30 p.m.

Minutes taken by Rosalie Preston, Secretary

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