

Harbor Gateway North Neighborhood Council
Ad Hoc Election Committee – November 20, 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 6:30 p.m. by Joan Jacobs.

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

3) Approval of the November 18 minutes: It was moved by Micah Silver, seconded by Fred Nichols, and passed 4-0-0 to approve the minutes as submitted.

4) Updates from City Clerk – Elections: No report from City Clerk – Elections was available. The Department of Neighborhood Empowerment has received \$511,000 for Neighborhood Council elections which it will use to advertise globally, including in Spanish-language and other non-English language media, and also to give focused support to targeted Neighborhood Councils which could greatly increase their voter turnout.

(Eva Pace entered the meeting at 6:36 p.m.)

5) Discussion of election budget for outreach activities/events for candidate recruitment and stakeholder registration to vote by mail, with a possible recommendation to the Finance Committee and HGNNC Board: There was discussion of two possible budgets, with Budget One including the cost for one direct mailing during the period of candidate filing, and the alternative Budget Two being less expensive with a door hangar being delivered door-to-door. Eva Pace explained how the U.S. Postal Service's Every Door Direct Mail works. It would be considerably cheaper than regular direct mailing as the printed materials are delivered to the Post Office and then the items are put into each carrier's mail bag and delivered like market ads. The Post Office charges about 19 cents per piece. There was further discussion of actual costs for social media ads and how much should be budgeted for a graphic artist, about \$500 for one design with a style guide. Micah Silver suggested budgeting \$2,500 for social media over the five month campaign period, though the whole amount might not be used, depending on how successful the ads are in attracting attention. There was also discussion as to whether to use bus bench ads, seven smaller banners to be posted at key locations, and possible window signs. Large banners to be mounted across streets, such as Gardena Blvd. and 120th Street would cost at least \$2,500 each just for the banners, and then require a permit for mounting. It was moved by Rosalie Preston, seconded by Fred Nichols, and passed 5-0-0 to approve recommending an election budget of \$11,159 to the Finance Committee, with the goal of reaching every household in the Harbor Gateway North area during the election period and utilizing multiple methods of communication.

6) Preliminary discussion of the wording and design of flyers, digital media, etc.: There was preliminary discussion of the design for the flyers, digital media, etc. with a dynamic design ready to use and wording for the candidate filing mailer needed by mid-January.

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, December 16 at 6:30 p.m.

Minutes taken by Rosalie Preston, Secretary