

Harbor Gateway North Neighborhood Council
Ad Hoc Election Committee – January 13, 2021
Held via Zoom webinar

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

1) Welcome/call to order: The meeting was called to order at 6:31 p.m. by Chair Joan Jacobs.

2) General Public comment on non-agenda items: District 4 stakeholder Edwin Flores raised the issue of sidewalks on Ainsworth between Menlo Avenue and 140th Street needing repair.

3) Approval of the January 6, 2021, minutes: It was moved by Fred Nichols, seconded by Micah Silver, and passed 4-0-0 to approve the minutes as submitted.

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

5) Presentations by possible graphic designers for election flyers/social media posts, etc., with a possible selection: Rosalie Preston reported that the graphic designer Nicole Reid, who had responded to a Facebook post, was contacted but did not respond. The other possible graphic designer who had been identified, Li Hui Ting, was also contacted and did respond. Li Hui was present and shared a PowerPoint presentation, giving her background as having been born in Kuala Lumpur, Malaysia, and receiving her Bachelor of Fine Arts degree from Savannah College of Art and Design in 2016. She showed samples of her work for various companies and then three possible flyer designs for the HGNNC based on Committee suggestions for design and wording that had been emailed to her. After Li Hui left the meeting, the Committee also discussed the possibility of using the Canva account which the Department of Neighborhood Empowerment has provided each Neighborhood Council. The HGNNC webmaster Wendy Moore has been using Canva to create election graphics for other Neighborhood Councils she works with. Samples of those designs were shared with the Committee. The drawback of using Canva is that the design elements are restricted compared with what a graphic designer can create. Rosalie also pointed out that Minuteman Press prefers having the flyer design presented to them in either Adobe Photoshop, Adobe Illustrator, or Adobe InDesign. Li Hui had said that she uses Illustrator for her graphic work. It was moved by Rosalie Preston, seconded by Fred Nichols, and passed 4-0-0 to use Li Hui Ting as the graphic designer for election-related graphics at a total cost of \$500 as included in the 2021 Election budget. It was agreed that Rosalie, as the Secretary of the Committee, would contact Li Hui with the Committee's guidelines for the candidate recruitment flyer so that she can create more samples incorporating the various needed elements, including the boundaries of the HGNNC.

6) Determination of final wording and distribution of candidate recruitment flyer: The Committee revised the wording to go on the draft flyer which will be sent to the graphic designer. Rosalie then discussed the issue of the USPS delivery routes not exactly aligning with the HGNNC boundaries. She had started working with the delivery route map on the Every Door Direct Mail website and for all five of the HGNNC zip codes (90247, 90248, 90044, 90059, and 90061), she estimates that 15,000 flyers would have to be printed, instead of 10,000, to cover the HGNNC area with a lot of overlap into Gardena and L.A. County areas. With the cost of the extra flyers and additional postage, the total comes up to approximately \$4,965 instead of the \$3,355 budgeted. Rosalie suggested some possible alternatives, such as only using EDDM to one part of the zip code 90248 along Figueroa Street and possibly a few other routes, with doorhangers delivered by CIPS/ACI to the 10,000 households. That cost could be as low as \$2,752. The Committee decided to consider how to proceed and make a decision at the next meeting.

7) Discussion of other election campaign elements: This discussion was tabled until the next meeting.

8) Announcements: There were no announcements.

9) Adjournment/setting of next Committee meeting: The meeting adjourned at 8:55 p.m. The next Committee meeting will be Monday, January 18 at 6:30 p.m.

Minutes taken by Rosalie Preston, Secretary

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