

**Harbor Gateway North Neighborhood Council
Ad Hoc Election Committee – February 10, 2021
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 Chair Joan Jacobs.

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

3) Approval of the February 3, 2021, minutes: Fred Nichols read out the minutes. It was moved by Eva Pace, seconded by Micah Silver, and passed 5-0-0 to approve the minutes as corrected.

4) Updates from City Clerk – Elections: Lanee Basulto has said that she has not yet finalized the June 15 ballot drop box location. Meanwhile, on February 8 Joan Jacobs and Rosalie Preston were present for an online Regional Election Outreach session of Region 10 (West Area) and Region 12 (Harbor Area) with the Department of Neighborhood Empowerment to discuss their outreach activities on behalf of Neighborhood Councils during the Board elections. There was some talk of utilizing additional drop boxes still in place from the November 3 presidential election. The Department of Water and Power will include information about Neighborhood Council elections in their mailings and other City Departments will include information on their websites. DONE is utilizing the Raben Group to place articles about Neighborhood Councils in the Los Angeles Times and on KPCC as well as creating digital ads. Twitter posts have started and also four posts per Neighborhood Council on the official City Nextdoor accounts (nextdoor@empowerla.org). The Department will be spending \$70,000 for Facebook, Instagram, and Twitter ads. The Department has also been hosting candidate information workshops, which have been very well attended, a 340% increase over attendance at the in-person workshops in 2019. The Department will work with other partners to reach out to immigrant populations and Spanish-speaking stakeholders. The City Council has directed that the Department also make special outreach efforts to youth and the unhoused via LAHSA and Rock the Vote. Additionally, the City Clerk is reaching out to 800,000 registered voters who have emails on file, to let them know about the elections. Ann-Marie Holman noted that Facebook still has a ban on election-related messaging, after the November 3 election. Therefore, Neighborhood Councils may need to post the information as an event and in other organic ways. Information will be given out at large COVID-19 vaccination sites. In regards to digital media AB992 which updated the Brown Act in regard to digital media, does not distinguish postings of a Board or Committee member on personal accounts from official Neighborhood Council accounts. Therefore it is advisable for individuals to promote and share the official Neighborhood Council posts, rather than creating their own. Fred Nichols asked if a stakeholder files to run as a candidate and then wishes to withdraw that filing, is that possible? The answer is yes, with an option for that on the candidate filing portal.

5) Progress reports on Every Door Direct Mail distribution of candidate recruitment flyer, election wording for HGNNC website, social media posts, and robo-call regarding candidate recruitment, including digital media policy guidelines for personal social media: Rosalie Preston said that she had reviewed the delivery route before sending the listing to Minuteman Press and realized that she had originally selected a number of routes to the west of Vermont Avenue, so once those were deleted and others added, the total number of flyers being printed \$11,441 is much less than the original estimate of \$15,000, so the total costs for the printing and postage should allow some additional money to cover a little more for social media ads. Micah Silver said that he had created a calendar timeline for the proposed 24 social media posts. However, he does not yet have access to the HGNNC social media accounts and a scheduling tool such as Hootsuite has not

yet been established. Hootsuite costs \$50 a month and five months' worth could easily come out of the approved election budget as \$100 will not be used for Spanish-language translation and the EDDM mailer will cost less than estimated. Micah and HGNNC Chair David Matthews have started a Google doc page with a listing of HGNNC organizations that can be partnered with for election social media advertising, such as non-profits and schools. Committee members added other names and Rosalie said she would send them the HGNNC list of schools and also churches within the HGNNC boundaries. For the first robo-call about candidate filing, Micah will record the message after the introduction. Other voices can be selected to record other election robo-call messages. Rosalie will send the draft Digital Media Policy again and also the language from AB992 which covers State of California policy on how digital media use needs to be carried out to meet Brown Act requirements.

6) Discussion of Voter Registration/Shred Day event on April 24: Joan said that she had emailed City Clerk Funding as to guidelines for how to hold the Shred Day event with voter registration but not received a response.

7) Announcements: There were no announcements.

8) Adjournment/setting of next Committee meeting: The meeting adjourned at 8:16 p.m. The next Committee meeting will be Wednesday, February 24 at 6:30 p.m.

Minutes taken by Rosalie Preston, Secretary