

STNC Election Committee

Meeting Notes 1/8/19

1. Call to Order 6:34 pm
2. Roll Call: Sevada Hemelians, Rock Swart, Sonia Tatulian, Carol Hutchinson, Rick Rameriz, Sandy Capps, Nina Royal, Cindy Cleghorn.
3. New Business
 - Sevada said he originally had gotten information from Kathleen at DONE that the STNC was on a list to get extra money for Outreach. But this turned out to be untrue. Extra resources were being allotted to areas with low voter turnout and STNC had increased voter turn out in 2016. He said that the three other NC's, whose elections are on Apr 27, are getting more funds
 - Sevada related that Kathleen also said that there were no other resources available at this time and to try to use resources within this neighborhood.
 - Sevada said that anyone can participate in the Election Committee meetings and made a request to keep election related opinions off Facebook.
 - Everything said in our meetings is a matter of public record.
 - Rock said that everyone is a volunteer and interested in our community.
 - Sevada showed the group the posters which had been printed for the elections. He said that he will have more posters printed if need be.
4. Approve minutes
5. Budget
 - The Budget is in expenditure mode
 - There are upcoming expenses for the canvassing effort by the High School kids (more things to pass out).
 - More posters will be printed if needed
 - There will also be costs for advertising on FaceBook
 - There will be the expense for the banners and bus bench ads.

- Right now, Sevada is looking at layouts for banners- most are 4 x 8 standard size. There is usually a 24 hour turnaround.
- The big expenditure will come in March for mailings.
- Cindy said that individual items need to be approved by the board as they happen.
 - Sevada said that we have parameters and that he had used the last election budget and gave percentages for anticipated spending.
 - Sevada said that per EmpowerLA and NC discussion, we can charge onto credit card and it will be entered into the system for tracking.
 - There was a discussion on whether or not all expenditures needed to go through the Board for approval.
 - Sandy said she would be forwarding an email from the City Clerk indicating that spending needs to be put in the Funding Portal and that the Board does not need to approve every expense.
 - Sevada said that the committee has the money to pay for all items needed and we would not be using donations.
 - Cindy asked for clarification on funding and approval of spending.
 - Sandy said she had received an email from Kathleen and funding rep that said expenditures go into funding as “Elections” rather than Outreach, etc.
 - Sandy also said it was her understanding that we do not need to vote on every expenditure.
 - Sevada also said we are going to start spending for advertising on Facebook for outreach to the general community.
 - Sevada said any expenditures outside the expected expenses will be presented at the general board meeting.
 - Sandy said that every time the credit card is used, she gets notification of the expense, she has to upload the receipt.
 - Sevada expects our largest expenditures to be for advertising and candidate quorums and we will adjust as needed.

6. Outreach

- Sevada indicated the digital phase of Outreach was underway and we would soon have street level marketing.
- There had been a couple events in this community during December at which the Election Committee did Outreach.
- There still needs to be outreach to Vons, Ralphps, and Albertsons about the Hot Chocolate Outreach days.
 - Janelle had said she would do outreach to the markets about this.
 - Sevada made note of dates for these outreach campaigns-
 - Jan 26- Vons, 10 am – 1 pm
 - Feb 23- Ralphps, 10 am – 1 pm
 - March and April to be determined.
 - Sevada said regarding donations, he would rather that we expense everything instead rather than mix in with campaign contributions.
- The committee will need to schedule Candidate forums after the filing period closes, around February.
- Sevada talked about the roll up banner. It will be designed to held up on stilts.
- Sonia will look into newspaper advertising.
 - It was decided it would be cheaper to run an ad rather than run a picture of the election poster
 - Sevada asked that Sonia send an email to the committee regarding types of advertising (paper coverage)
 - Sonia will ask what the CV Weekly will charge.
 - Sonia will let us know what is available for advertising in February.
- Sevada asked Rock about reaching out to PTA groups-
 - Perhaps, we can get flyers out to the PTA
 - Sevada thought we could perhaps reach out to Boy Scouts and school coaches for assistance.

- Sevada said a schedule of events will be on Google Calendar
 - If committee members know of any events where we can do outreach, please let rest of committee know so we can get information out to these events.
- Sevada reminded group that any outreach on social media should connect to election hashtag.
 - Carol asked for a correction regarding the hashtag – the correct tag is: #VoteSTNC2019
- Carol said there is an event at the Verdugo Hills Y on Jan. 28 at which she can do some outreach to Y members at that time.
- January 16 Kick Off event
 - Per Sevada, this is a goodwill event to kick off the campaign to let people know the filing period is open and general information.
 - Rock said that they put the word out about catering the event and the quote from Penas was based on food for 50 people.
 - There was some concern as to whether that would be enough food.
 - Carol suggested using FB “Interested” in coming button.
 - Sevada thought that perhaps the committee should allow for 60 people.
 - Sevada would like Committee members to be at the NVCH to have set up ready by 6 pm.
 - The event will start at 7 pm
 - There will be an EmPowerLA video to be shown
 - Current board members will be asked to attend to provide information to attendees.
 - Nina asked about having a table available for information regarding the election.
 - Sevada also mentioned Kathleen Quinn will be attending and that he hasn’t heard yet from City Clerk

- There was further discussion about possibly getting more foodstuff from Starbucks (coffee) and Smart and Final (soda, water). Dana has the credit card. Sevada will coordinate this.
- Canvassing:
 - Charlie is going to speak to Boy Scout groups as well as the high school.
 - Per Sevada: The Pinewood principal will help the Election Committee get the word out.
 - If any group member knows of any other possible outreach opportunities, please let Sevada know so that it can be tracked in Google Docs.
 - Rock mentioned there is a four minute video available that explains what the Neighborhood Council is and is a great learning tool.
 - Sevada would like to use a little of the budget to put things like the video on FB. Views could be tracked.

7. Next meeting

- Rock said that the Library has asked if the committee could give a month's notice to reserve a room there.
- Sevada said the preference would be to hold meetings at the NVCH.
- The next meeting date will be either January 23rd or 30th at NVCH. Once confirmed, Sevada will let the group know.
- Other possible dates for meetings: Either February 5th (or 12th) and the 26th, March 5th and 19th, and April 2nd, 9th, 16th and 23rd.
- Sevada said that the Committee will most likely meet weekly in April up to the election
- At next month's meeting, we will discuss setting up forums.
 - Cindy said that the previous election held forums on alternate Wednesdays.
 - Committee should plan to have first forum the end of February or early March.

- Sevada said he would follow up with Charlie and Janelle about meeting with Boy Scouts and outreach days at supermarkets.

The meeting was adjourned at 7:23 pm