

**Minutes of the Joint Ad-Hoc 2019 Elections Committee,
Outreach Committee & Budget & Finance Committee Meeting
Thursday December 13, 2018 9:30am-11:00am
Location: WLA Municipal Bldg., 1645 Corinth, Rm. #103-4 LA 90025**

- 1. Call to Order/Roll:** Robin called the meeting to order at 9:40 a.m., and called the roll as follows:

Ad-Hoc 2019 Elections Committee: There were 5 present initially: Robin, Larry, Nickie, Ellen, Maureen; Jacqueline arrived at 10:15 a.m., at which time Ellen left, for a total of 5 present throughout.

Outreach Committee: There were 3 present: Robin, Nickie, Maureen and 5 absent: Tony, Irene, Andre, Matt and Ron.

Budget & Finance Committee: There were 3 present initially: Robin, Rob, Cathy. Jacqueline arrived at 10:15 a.m., at which time there were 4 present and 1 absent: Jamie.

- 2. Motion:** Approval of December 13, 2018 Joint Ad-Hoc Elections Committee, Outreach Committee & Budget & Finance Committee Meeting Agenda
Moved by Cathy; **seconded** by Maureen; **7/0/0**; **approved**.
- 3. Motion:** Approval of September 28, 2018 Joint Outreach & B&F Committee Meeting Minutes
Moved by Cathy W. **seconded** by Maureen; **6/0/1**; **Larry**; **approved**.
- 4. Public Comments** on non-agendized items within the jurisdiction of these committees

Larry Leisten: Larry would like to reconstitute the 2019 Election Ad Hoc Committee to be a Joint Subcommittee of Bylaws, Outreach and Budget & Finance committees, and to agendize this for the full board meeting on 12/19/2018.

Motion: To create a joint meeting of the Bylaws, Rules & Elections Committee with Outreach Committee and with Budget & Finance Committee, to meet as a single committee for the purpose of the agenda, provided that it addresses items affecting each committee

Moved by Larry; **seconded** by Robin; **7/0/0 passed**

- 5. Budget & Finance Committee – Jacqueline Outreach Committee – Robin & Ad-Hoc 2019 Elections Committee – Larry Chair**

Robin introduced the contents of the outreach packages from EmpowerLA provided at City Hall's outreach event this past Monday, in which it is noted that our election in Sunday June 2nd and candidate filing is from February 19th to March 19th at which date candidate filing closes. Discussion was held about how to do outreach to get the word out.

Larry mentioned the ballots that were already prepared for us, which he sent to Robin and cc'd to Cathy P. Cathy Wayne brought up need to request additional funds for the elections outreach so we can advise people of the importance of the council, being involved and being a part of the community.

The committees discussed marketing via NextDoor, Facebook, Twitter, Instagram, and the idea of paying some of these platforms to get our name out. Ellen would like to start with an experiment. Nickie felt that posting at our regular posting sites, and through our associations will suffice as most people in these areas do not care. Ellen disagreed, noting that she just did a mailing in her area and people responded which showed that they do care. Ellen would spend a few hundred dollars publicizing the election. Nickie related that most of the people in the Benedict Canyon area only come to the table with regard to specific issues on a case by case basis. She acknowledged that the people in Ellen's area are more active.

Priority would be to get the word out soon as candidate filing begins in February: Larry believes that NextDoor would be effective; suggested lawn signs that say BABCNC Elections & Candidates 02/19 through 03/19/2018. Problem of lawn signs discussed.

Cathy P. noted that there is a marketing person at DONE who will make herself available to help us use tools for social media outreach. She was asked to reach out to that marketing person.

[Ellen left at 10:15 a.m. at which time Jacqueline arrived.]

Larry explained that each residential district will have its own ballot, e.g., Bel Air District, North of Sunset, Beverly Glen and Coldwater; another ballot for everybody who doesn't qualify for the first four districts including at large x 4 (two regular, one community interest, and one youth) a ballot for everybody in NC territory exclusive of prior 4 districts identified, including but not limited to commercial district, public schools, 4 at large. Larry will write up content for our announcements on candidate filing and elections.

Cathy P. will post DONE's candidate workshop and outreach newsletter and print it out.

a) **Discussion, Analysis & Possible Motion** on Funding/Budget for Outreach events and items needed for upcoming June 2019 Election. Brainstorm items needed.

Jacqueline will find out where and when the \$5,000 to be added to our budget for elections; she will make some minor adjustments in areas that have changed slightly and present that to us at the next meeting.

Good of the Order:

Robin announced a meeting Monday evening @ 6:00 which will be at Stephen Wise Temple with CD5's neighborhood councils so that the presidents and executives can meet and get to know each other.

Robin noted that **Assemblyman Richard Bloom** will be available to speak to us on a Friday or weekend and **Senator Ben Allen** will be available in mid-April. We will set up speaking engagements for them.

6. Adjournment: **Moved** by Robin; **seconded** by Cathy; the meeting adjourned at 11:04 a.m.

Next Committee Meeting Date TBD