

MINUTES

Joint Ad-Hoc 2019 Elections/Outreach & Budget & Finance Committees

Thursday January 17, 2019 12:00 noon to 1:30 pm

Location: WLA Municipal Bldg., 1645 Corinth, Rm. #103-4 LA 90025

- 1. Call to Order/Roll:** Robin called the meeting to order at 12:15 pm.

Ad-Hoc 2019 Elections Committee Members: *Larry Leisten Chair, Nickie Miner, Ellen Evans, Jacqueline Le Kennedy, Maureen Smith & Board President, Robin Greenberg;*

Outreach Committee Members: *Robin Greenberg, Chair; Nickie Miner, Tony Tucci, Maureen Smith, Irene Sandler, André Stojka, Matt Post & Ron Cornell.*

(Members of Elections & Outreach are joined as one Ad-Hoc Elections Committee.)

Elections: 4 Present: Robin, Nickie, Ellen & Larry and **2 Absent:** Jacqueline & Maureen

Outreach: 2 Present: Robin & Nickie and **4 Absent:** Maureen, Irene, Andre & Matt; **1 Resigned** Ron; **Question:** Tony and Matt

Budget & Finance Committee Members: *Jacqueline Le Kennedy, Robin Greenberg, Jamie Hall, Rob Farber, Cathy Wayne*

B&F: 2 Present: Robin & Rob and **3 Absent:** Jacqueline, Jamie, Cathy

- 2. Motion:** Approval of January 17, 2019 **AGENDA** for the Joint Ad-Hoc 2019 Elections Committee (includes Outreach Committee) and Budget & Finance Committee Meeting
Nickie **moved**, Rob **seconded**, and the agenda was **unanimously approved**.
- 3. Motion:** Approval of December 13, 2018 **MINUTES** of the Joint Ad-Hoc 2019 Elections/Outreach & Budget & Finance Committees (See Attachment)
Rob **moved**, Ellen **seconded**, and the minutes were **unanimously approved**
- 4. Public Comments** on non-agendized items within the jurisdiction of these committees – None
- 5. Important Dates for BABCNC Election: June 2 @ Harvard-Westlake School**
Candidate Filing Begins: February 17
Candidate Filing Closes: March 19
Robin noted that Harvard-Westlake has agreed to have us. She has posted the dates on Facebook. Larry noted that we need to communicate to our stakeholders. We need a window at least 30 days. Discussed the at-large seats: Two at large are original, one is community interest stakeholder; & the youth seat.
- 6. Budget & Finance Committee** – Jacqueline Le Kennedy, Chair – Absent
a. **Update, Discussion & Motion** on Funding/Budget Available for Outreach for June 2nd Election and reallocation of any portion of the current budget as needed. (See Attachment)
- Committee reviewed the current budget and the 2016 budget for elections for reference.
Motion: To request several hundred dollars not to exceed \$500 for social media advertising only. We want to advertise on Twitter and Facebook. **Moved** by Ellen, **seconded** by Larry, **5 yes:** Robin, Nickie, Ellen, Larry & Rob; **0 no; 0 abstentions; passed.**

7. Ad-Hoc 2019 Elections Committee & Budget & Finance Committee – Larry Leisten, Chair & Robin Greenberg, Chair Outreach – Jacqueline Le Kennedy, B&F Chair

a. **Discussion & Motion** regarding Selection Process & setting a date for Selection – Larry

Larry related that he is coordinating this with Jasmine as it is out of the hands of the City Clerk.

Selection Town Hall Date:

Motion: To have the Selection Town Hall meeting at the May 22nd meeting preceding the June 2nd election date. **Moved** by Larry; **seconded** by Rob; **5/0/0; approved.**

Selection Candidate Filing Window:

Motion: That the candidate filing window for seats up for selection be the same as filing window for seats up for clerk-administered election. **Moved** by Larry; **seconded** by Ellen; **5/0/0 approved.**

Selection Procedures Stipulation Worksheet: Larry reviewed all items on the questionnaire, prior to Board review and approval.

- Larry discussed items, including but not limited to: That we need to identify a “Neutral Third Party” NTP for Selection to run the town hall meeting. Selection candidates should be substantially connected to this NC for both voting and running for community interest stakeholder. Nathan is an election administrator who only handles election. We need a Selection Budget. Need to reach out to Loyola, Marymount and Stephen Wise, Leo Baeck, and Chabad of Bel Air. Call John Amato & Jon Wimbish.

b. **Discussion & Motion:** Make all changes necessary for flyers & postcards (See Attachment)

- Robin provide a list of changes to update the postcards which were used in 2016 .

Funding Motion Regarding Mailers & Brochures:

c. **Discussion & Motion:** To recommend to the Board approval of the prices on the estimates for flyers and postcards (give or take an additional amount that may be needed.) (See Attachments)

Postcards: \$1,092.88 & Mailers/Brochures \$1,361.29; moved Ellen; seconded Larry; 5/0/0; passed.

d. **Discussion & Motion** To set up a new page on our website & give Webmaster specific content to include, e.g., dates for election & selections, & candidate filings for both (*DONE also sets up page.*) Larry related that we need to create a page for Selection candidates with a picture of the candidates.

8. Discussion & Motion: To set Meet & Greet date.

Larry recommends that we schedule this meet and greet for a date after all candidates have been certified by the City for both selection and election. We don’t know who is going to vet the selection candidates at this time. Larry understands that the City Clerk is not involved. He expects to do this at least a month after closure of the candidate filing.

Motion: Meet and Greet be held on **April 24th 7-8 pm**, at the time of the regularly scheduled meeting, as **moved** by Robin; Rob **seconded; 5/0/0; passed;**

9. Update on Online Outreach Effort – Ellen

a. **NextDoor:** We requested credentials to set up NextDoor for our territory. Will send dates, filing application, postcard and flyer; b. **Facebook:** Post filing app, along with postcard and flyer when done.

10. Bus Bench: Discussion & Possible Motion: To use the bus bench on Sepulveda if available.

Received & filed application online. Need to approve the following for a single bus bench:

Martin Outdoor Media Cost Per Print for one bench: \$125.00 (See Attachment)

AAA Banner: Art design for bus bench: \$150.00 (See Attachment)

Motion: moved by Robin; **seconded** by Rob; approve budget for the bus bench, with the condition that the artwork shows BABCNC. **5/0/0; approved.**

11. Discussion & Possible Motion: That the BABCNC hold a town-hall type meeting to meet Ben Allen for at least 100 people, to be hosted solely by BABCNC. Skirball is available April 15 & 16: one room holds 300 on the 15th; one room holds 80 on the 16th. The time would be 5:30 to 7:30 perhaps. The room is offered at no charge. Discuss possible budget for refreshments.

Motion: Skirball is available for **April 15th** the week between Easter and Passover. Funding request for refreshments **not to exceed \$500**. **Moved** by Larry and **seconded** by Ellen **4/0/0**; (Nickie left) **approved**

12. Helpful Materials from the NC Congress Outreach 101 Class taught by Ann-Marie Holman, Social Media, Design, Education @ EmpowerLA Ann-Marie.Holman@lacity.org

a. **Handouts from Congress class:** <http://tiny.cc/NCCongressOutreach101>

b. **Canva NC Election Templates**

In our Congress class, we talked about the Canva graphic design accounts for Neighborhood Councils, that came pre-loaded with templates for doing Elections outreach. Each Council has their own account, which can be shared by anyone on that board who needs it. Login information for these accounts was sent to each Council President to share with their board; if you still need access, please send me an email with your name, NC name, and board role (such as Outreach Chair) to receive your NC's login. Below are links to tutorials on using the election outreach templates in Canva, and a slideshow of sample items created with these templates. If you still have questions after using these guides, just let Ann-Marie know. She is happy to help:

- **Printable one-page guide:** <http://empowerla.org/wp-content/uploads/2018/10/Canva-for-Neighborhood-Councils-one-sheet-guide.pdf>

- **How-to video:** <https://youtu.be/3c8Q2QIYZ7A>

- **Slideshow of samples:** <http://tiny.cc/CanvaSamples>

13. Adjournment – Meeting adjourned at **2:15 pm** **Next Meeting Date: TBD**