

Minutes

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

Thursday June 6, 2019 1:00 noon – 2:30 pm

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

- 1. Call to Order/Roll:** Robin called the joint meeting to order at 1:22 pm and called the roll.
Ad-Hoc 2019 Elections/Outreach Committee Members: Leisten, Kennedy, Greenberg, Smith, Evans, Miner, Smith, Sandler, Stojka & Post [This committee is made up of members of the Bylaws, Rules & Elections Committee: *Leisten, Chair, Kennedy, Greenberg, Smith & Evans* **plus** members of the Outreach Committee: *Greenberg, Chair, Miner, Smith, Sandler, Stojka & M. Post*]
6 present: Larry Leisten and Jacqueline Le Kennedy were present via telephone; Maureen Smith, Nickie Miner, Cathy Wayne, and Robin Greenberg. **4 absent:** Ellen Evans, Irene Sandler, Andre Stojka and Matt Post. Quorum was met.
- 2. Budget & Finance Committee Members:** Kennedy, Greenberg, Hall, Farber, Wayne
3 present: Cathy Wayne, Robin Greenberg & Jacqueline Kennedy (via phones) and
2 absent: Jamie Hall and Rob Farber. Quorum was met.
- 3. Motion:** Approve June 6, 2019 Joint Ad-Hoc 2019 Elections/Outreach & B&F Committees **agenda.**
Moved by Cathy; **seconded** by Robin; **6/0/0; passed.**
- 4. Motion:** Approve February 21, 2019 Joint Ad-Hoc 2019 Elections/Outreach & B&F **minutes.**
Moved by Robin; **seconded** by Cathy; **6/0/0; passed.**
- 5. Public Comments** on non-agendized items within the jurisdiction of these committees:
Wendy is the President of the Bel Air Hills Association (BAHA).
Gregory introduced himself as a stakeholder, who has been moving from Bel Air, came here with an interest in the meeting today.
- 6. Budget & Finance Committee** – Update by Chair, Jacqueline Le Kennedy
- 7. Discussion & Motion:** Recommend Board approval of the proposed 2019-2020 Budget
Robin read through the document, going through the line items and headings. Cathy Wayne asked about the possibility of holding PLUC meetings at Stephen Wise Temple at no fee. Robin related that Bob is looking into that. Questions were asked of Jacqueline, who answered.
Moved by Cathy; **seconded** by Nickie. **3 yes:** Jacqueline, Cathy & Robin. **Passed.**
- 8. Discussion & Motion:** To recommend Board approval of a second cardholder: Starting next Fiscal Year, NCs will be able to appoint up to 2 Credit Cardholders, at the board’s consideration and approval. Once appointed, 2nd Cardholder will be registered to access Funding portal.
Moved by Cathy Wayne; **seconded** by Robin. **3 yes;** Jacqueline, Cathy & Robin. **Passed.**
- 9. Ad-Hoc 2019 Elections/Outreach Committee** Update by Chairs, Larry Leisten & Robin Greenberg:
 - Larry confirmed with Clerk that a candidate not receiving a single vote is not “elected” to office. Therefore, Catie Lee Casazza, not receiving a vote is not elected. Bel Air Glen has a vacancy created on the Board in addition to Franklin Coldwater district seat.
 - Board empowered under Bylaws to fill newly created vacancy as result of Board Member resignation or results following Election.
 - Larry noted that the Clerk informs that certified results will be released by 5pm, Wednesday, July 12th.

10. Discuss & Review The BABCNC's June 2nd 2019 Board Elections

Robin read from Ellen's written comments. (See Attachment below)

Larry related that the BABCNC does not have responsibility to provide Clerk's office with database or spreadsheet with list of all street addresses w/I BABCNC territory. Clerk has total responsibility to determine qualifications of any voter to vote at Election.

BABCNC's responsibility is only to describe its territorial boundaries as found in our Bylaws.

BABCNC has provided street address database to City, only in effort to describe boundaries of residential districts. City Clerk may use such info at their option for purposes of determining qualifications of Stakeholders to vote in residential district Election. No obligation of BABCNC to list street address alphabetically.

Discussion ensued regarding vacancy created by Bel Air Glen HOA candidate not receiving a single vote.

11. Good of the Order / Other items to agendaize within the jurisdiction of these committees – None

12. Adjournment: Robin adjourned the meeting at 2:13 pm. Next Meeting Date: TBD

Attachment

BABCNC Election Take-aways by Ellen Evans (distributed via email, printed for the meeting)

Budget: The promotion budget should include website revisions. We should look at what website revisions cost this time around and assume at least that much for next time.

There are several cycles/information sets to be considered:

- 1) Candidate Recruitment
- 2) Publicity surrounding candidates, meet & greets, etc.
- 3) Election Day publicity
- 4) Election Day critical information (what to bring, etc.)
- 5) Election results
- 6) Removal of election page

We should probably ask Webcorner or whoever is dealing with our site for a budget estimate for all this work prior to the next election.

Whatever else the Council wants to do re: promotion needs to be allocated as well. My belief is that any and all targeted messaging related to the Neighborhood Council is good outreach. Due to unforeseen website costs, these efforts were largely curtailed after the candidate recruitment cycle this time. I think we would have benefitted from some spending on Twitter/Instagram/Facebook promotions. Any good messaging takes a tremendous amount of time to create and not backing it up with a promotion budget seems like it would be (and was) a missed opportunity.

Assignment of tasks

We would have benefitted from a more comprehensive task-assignment process. It was not clear to me at the outset that I was volunteering to update the website or create blast material and this led to some delays and confusion.

Board Participation

We need to stress the importance to the board of voting and promoting the election. Neither of these should be tasks too burdensome for board members to perform.

Problems at the polling place

Problems (aside from the ridiculousness of not being allowed to have a table inside) arose from two issues:

- 1) We provided no address list for areas that are inside our boundaries but not in special districts. This led to confusion on the part of the poll-workers w/r/t people who should have gotten at-large ballots.
- 2) The lists for all districts except Bel Air were not alphabetized, so streets were challenging to find. It would have been easy enough to alphabetize the spreadsheet. We could have done it, the clerk could have done it and EmpowerLA could have done it. I notice that this same list is in our bylaws.
- 3) Pollworkers at some point started telling people that they couldn't vote unless they lived in Bel Air, which was their way of shortening "Bel Air-Beverly Crest." This cannot happen again.
- 4) Pollworkers seemed inclined to turn people away rather than to have them fill out provisional ballots. I had to go in to the polling place multiple times with people who live in North of Sunset after they were turned away for no reason.

I don't think we can expect any better training for pollworkers next time so we should make sure we are prepared for problems.