

NWWNC Elections Committee Meeting Minutes
 Thursday, August 27, 2020, 5 pm
 Conducted on Zoom

1. **Call to order and roll call**
 - a. Alisha Ranadive, Joseph Russell, Furkan Yalcin, and Andrew Lewis present
2. **Setting of standing committee meeting time and date**
 - a. Furkan is currently on the east coast (3 hrs ahead of Los Angeles); Joseph is currently in Texas (2 hrs ahead of Los Angeles)
 - b. Determined third Thursday of the month at 5 pm is workable for all members
3. **Update on DONE predictions for election adjustments during the pandemic**
 - a. City Council voted on Tuesday 8/25 for all spring neighborhood council elections to be vote-by-mail
 - b. No details as yet as to election timeline, date, or logistics. Given vote just held two days ago, suspect that details will be forthcoming in next few months
4. **Review of 2018-2019 budget**
 - a. No election committee budget last year (2019-20), as non-election year
 - a. In 2018-2019, spent ~\$2k, with breakdown as follows:

Category	Item	Description/Notes	Total Expenditure
Printing	Brochure	Trifold informational brochures	\$250.00
	Small flyers	5x7 post card size, 14 pt card stock	\$262.50
	Lawn Signs	18" x 24" inch with metal stand	\$400.00
Advertising	Daily Bruin	6.5 x 3 inch, pg 3, color, x 5 days; \$135/day	\$675.00
	Facebook		\$200.00
Other	parking	\$12/spaced + \$30 fee	\$150.00
			\$1,937.50

5. **Discussion of suggested 2020-2021 budget**
 - a. AR stated that least useful campaign element during prior election was Daily Bruin advertising. Also, unable to use NC funds to pay for parking spaces. Fortunately, given vote-by-mail this year, this will not be needed
 - b. AR stated most useful campaign elements last year were lawn signs and small flyers. However, may be less useful this year given reduced pedestrian traffic in Westwood Village. Uncertain how this will change in the spring.

- i. Decision by group to budget for some lawn signs, anticipating increase in village foot traffic by April/May.
- ii. Decision by group to budget for reduced number of printed materials for in person distribution in the Spring.
- c. FY and JR: discussed need to substantially increase online presence and social media campaigns.
 - i. Will likely need multiple outreach campaigns to encourage candidates to run, constituents to register to vote, and election day outreach.
 - ii. Should consider paid ads on UCLA-associated media accounts such as Daily Bruin twitter and facebook – potential to increase reach of paid ads
 - iii. Consider outreach to USAC or other UCLA groups to use listservs to further contact voters
 - iv. FY: consider hiring graphic designer to create eye-catching media posts.
 - v. Decision by group to request increased funding for social media, including Facebook, Instagram, and promoted posts on Daily Bruin, and graphic designer
- d. Proposed budget

Category	Item	Description/Notes/Justification	Quantity	Cost
Printing	Post-card sized flyers	5x7, dble sided, 14-pt cardstock. Budgeting for small quantity in case able to advertise in person during the spring	1000	\$225.00
	Lawn Signs	Most useful advertising format in last campaign.	40	\$400.00
Advertising	Instagram	Anticipate multiple advertising campaigns: candidate sign up, voter registration, election day outreach		\$800.00
	Facebook	Anticipate multiple advertising campaigns: candidate sign up, voter registration, election day outreach		\$800.00
Other	Daily Bruin	\$400 for 2 feed posts and 4 stories (insta); \$225 for combo facebook+twitter post. DB has ~ 5400 followers, with average 300 likes/post		\$625
	Graphics			\$200.00
Total				\$3,050.00

6. General public comment

- a. Taylor Daymude: stated he is interested in joining the election committee. Mr. Daymude is currently employed at UCLA as a policy analyst on academic senate.

He is a former board member of the Reseda Neighborhood Council. He plans to seek an appointment to NWWNC at the next board meeting in September.

- i. Elections Committee will speak with board president about adding agenda item to Sept meeting to appoint Mr. Daymude to the Elections Committee.

7. Adjournment

- a. Adjourned at 5:44 pm