

# **STNC Election Committee**

Meeting Notes 12/19/18

1. Call to Order 6:40 pm
2. Roll Call: Sevada Hemelians, Rock Swart, Carol Hutchinson, Charlie Bradley (for quorum), Rick Ramirez. Stakeholders: Sandy Capps and Janelle Hussion
3. New Business:
  - Carol Hutchinson commented that she had reached out to Nayri at the YMCA
    - Carol to email/contact Nayri to see if she would be interested in attending the next election committee meeting.
    - Ask Nayri if we can leave information (visual)/artwork and outreach activities about the elections at the Y.
4. Chair Update: Sevada Hemalians
  - There was some difficulty last month trying to schedule two meetings with all the holiday happenings
  - There was an STNC table at the recent Hanukkah Festival to provide community outreach. People showed interest in learning more about the STNC and the elections.
5. Budget:
  - The budget has been approved at the last board meeting.
    - The budget for this election was based on information taken from the information from the last election.
    - If more money is needed, Sevada can go to Dana for credit card.
  - Sandy Capps will keep an eye on spending.
    - There is a funding portal she can access to track spending.
      - Sandy indicated there is a specific funding portal for election related items.
    - Election Committee members were instructed to give any receipts to Sandy.
  - Bench Ads/Banners:

- We do not have to vote on each item. Immediate spending for identified items.
    - Rock said costs for the bench ads vary according to the bench.
      - Rock stated bench ads are around \$150 per bench depending on size.
        - Sevada will take lead on collecting bus bench locations.
        - Charlie suggested a photo op with the bench ads that we can post on social media.
      - Rock stated Sunland Printing will do banners for \$64 each.
        - Sevada suggested getting other bids.
          - Sunland Printing is in the funding portal
          - Rock will get more bids.
          - Charlie said we do not need three bids if we already have an approved vendor-or at least just get two local vendors- or just use the local vendor.
        - The banners are 4 x 8
        - Banners to be ordered to be ready by the first of the year.
        - Per Sevada, banners will say: STNC elections, Apr 22, 2019. For more information, STNC.org.
          - Charlie suggested the date portion stand alone and this be Velcro in order that the banner can be reused in the future.
        - Cindy has artwork the committee can use for banners. We can choose artwork we want.
        - Banners will be designed so that they can be reused for subsequent elections.
- Mailers will be sent out via Every Door Direct at the end of March. Cost approx. \$4000
- We also need posters for when we canvass neighborhoods.

## 6. Outreach:

- Group will identify locations for bus bench ads.
  - Sevada will take lead on bench locations
- Group will identify locations for banners. Possible sites include:
  - Sunland Park (Two banners) at Sunland Blvd and Foothill Blvd-
  - 210 at Lowell on/off ramps.
  - The nature garden at the Sunland on ramp to the 210.
  - Lowell and Foothill.
  - Pali at Foothill. There are poles there we can use for the banners
  - Tujunga Canyon and La Tuna Canyon. At the bottom where the old golf course is.
  - DWP fence at Woodward and Foothill Blvd.
  - The fence at the old Denny's site on Foothill.
  - City Hall on Foothill Blvd
  - Offramp at 210 Eastbound at Sunland Blvd
  - Tujunga Cyn at Foothill.
  - City Hall.
- Outreach done to (High School) to involve students in canvassing.
  - We need a date for students to start canvassing
  - There is a question if there is room in the budget to provide for 20 T-shirts with the #VoteSTNC2019 logo.
  - Canvassing date set as Jan. 20 (Saturday)
- Pinewood school is vested in the STNC and perhaps Janelle can do outreach with the school through emails.
  - Janelle stated that emails have to be okayed by the Principal.
- Rock suggested meeting with local PTA's.
  - If there is a way to tag onto mailings from the school, this would save money for the committee.
  - Any mailings done through schools must be approved by Principal.
  - Rock indicated every "flyer" has to be approved by every single school and broken down by student of each class.
  - Sevada didn't feel that we will be sending out actual flyers.

- PTA Presidents may be able to hand out flyers.
- Charlie did out reach out to local Boy Scout leader regarding the possibility for the scouts in canvassing as well as the Cheer coach, and baseball coach for possible help with outreach.
  - Sevada asked that Charlie ask them to our next meeting.
- Sandy will be doing outreach to the group assisting with homeless count Jan 22, and at STEP class on Jan 24.
- Sevada asks that committee members start collecting names and numbers of possible contacts for outreach.
- Sevada will take the lead on creating an election related posting calendar. Every day or week activities can be posted.
- The committee can spend money on ads to see if there is any reaction or feedback.
- We need pictures from any outreach that can be posted to social media.
- Janelle will reach out to Aaron Peterson, school leader.
- There was discussion of a memory “hook”. To create a viral campaign.
- Charlie suggested creating a # generic campaign tag.
  - Sandy Capps created #VoteSTNC19
  - The group will create a banner using the memory hook
- The group will do outreach using a banner with the #VoteSTNC19
  - -Charlie suggested the committee set up a table outside a grocery store, hand out hot chocolate and ask people to take a selfie with the banner.
    - Suggested stores: Vons, Ralphps, Albertsons, and Smart and Final.
    - \*\*\*\*\* to coordinate with supermarkets about hot chocolate days.
    - It was suggested the Arno Abramyan donate hot chocolate.
    - Dates for hot chocolate outreach:
      - Jan 26- Vons 10 am to 1 pm
      - Feb 23- 10 am to 1 pm
      - March- TBD
      - April- TBD

- Sevada suggested that January 16 be our kick off date for the elections at the NVCH 7-9.
  - Make the announcement for the kick off at the next board meeting.
  - This will be shared out to the community on social media.
- The group will discuss dates for candidate forums at next meeting.
- Rick will reach out to Channel 1 (Spectrum News) for possible advertising.
- Every Door Direct mailing will go out at the end of March.
- Sevada (?) will contact Robin \*\*\*\* about reaching out to Crescenta Valley paper for advertising.
- Do we have any connections with our local papers?

#### 7. New business:

- Group will determine March and April hot chocolate days.
- Date for forums will be decided at next meeting.
  - Dates to be scheduled in March and April.

#### 8. Next meeting:

- January 7 (Monday) 6:30 pm. Location TBD

#### 9. Adjourn:

- Meeting adjourned at 7:54 pm

