

## TNC Elections Ad Hoc Committee – For Discussion 1/13/2021

**Ad Hoc Committee:** Pam Blattner, Mark Epstein, David Garfinkle, Terry Saucier

**Candidate filing period Sat., Jan. 2 - Tues., Feb. 16.**

### **OUTREACH**

1. **Website** - Posted Candidate filing details and links. Information includes what is the NC, why join, about election, who can run as a candidate and vote-by-mail with links to Empower LA, LA City Clerk, etc. on Jan. 3
2. **“Electronic” postcards** – Drafted and will post Electronic postcards (alternating between multiple templates) some focusing on informing about deadlines to file as a candidate and other about upcoming information sessions. Postcards will be shared via TNC Social Media (Facebook, Nextdoor), and local Community pages, and post on Encino/Tarzana Patch, as well as forward to TNC Board members to post on their social media – starting week of Jan. 10 and ongoing leading up to Feb. 16 deadline. – Terry drafted using City’s Canva Templates (samples sent under separate cover), will coordinate with Devon, Susan and Len
3. **PSAs** - Mayor Garcetti has a PSA on the NC Elections and running as a candidate. It has been posted on the TNC Website on Jan.3; may consider including a PSA with the first distribution of the "electronic" postcards. There may also be a PSA by Councilmember Bob Blumenfield about running as a candidate; I have a call into his office, if we can use this in combination with one of these electronic postcards it might be additionally impactful.
4. **1-page Announcement** - to share on TNC Social Media including - Website, Nextdoor, Facebook, and via email blast/newsletter; as well as via local publications (i.e., Encino/Tarzana Patch). Confirmed with Len that TNC board members can publicize the elections on their own social media Facebook/Next Door accounts. NC board members can announce they are running as a candidate and say they are currently a board member, however, they cannot use their board title – week of Jan. 10 Terry will draft the item and coordinate distribution their own social media
5. **Councilmember Bob Blumenfield’s office** (other region 3 NC districts running with May 4 election date include: Canoga, Encino, Reseda, Sherman Oaks, Winnetka, W. Hills/Warner Center) to post election information on their website – Week of 1/10, Terry spoke to office, but still need to follow up with new TNC representative to discuss outreach efforts (if they can post on their website, if there is a PSA, etc.).
6. **Local non-profits, schools, churches, businesses** to share with their community, i.e., their website, email blasts, etc.
  - a. Schools -Tarzana Elem., Wilbur Charter Elem., Portola Middle School, SOCES, Nestle Elem., private schools too? (Woodcrest, Discovery School, Montessori) –week of 1/10 Terry will email contacts at the schools
  - b. Churches/Synagogues – find a list ask board members to reach out to their own places of worship. – Mark Epstein will reach out to board member Yossi Malka

- c. Business Organizations – i.e., Kathy Delle Donne, grocery stores (VONS, Gelson’s Market, Whole Foods), where TNC board members have connections? – Week of 1/10 Pam is following up with Kathy.
  - d. West Valley Warner Center Chamber of Commerce – Week of 1/10, Terry will contact Diana Williams to see about announcing the NC Election information to their members
7. **Signage** – Post message on **TCCC sign** corner of Vanalden/Ventura Blvd. (wording?) *TNC Elections coming soon – candidate filing period Jan. 2 – Feb. 16 learn more at [www.EMPOWERLA.org/elections](http://www.EMPOWERLA.org/elections), [www.tarzananc.org](http://www.tarzananc.org)* – Week of 1/10 Pam is contacting TCCC
8. **Banners** – Discussed local quotes for 2 each 4’ x 8’ TNC banners to promote elections.

**Discussion/Motion: (Saucier/Epstein) moved**, “The TNC to allocate not more than \$250.00 to purchase 2 each - 4’x 8’ TNC banners to announce: the TNC Election, filing deadline for candidates and vote-by-mail, as well as links to get more information. Banners will also include the TNC logo and website address.” **Motion passed.**

9. **Presentations** – invited Lanee Basulto [lanee.basulto@lacity.org](mailto:lanee.basulto@lacity.org), our City Clerk elections liaison, to our TNC General Board meeting on 1/26 to give a brief presentation on NC elections and do a Q&A for prospective candidates and the public. (She addressed the board at our October meeting).
- a. Ask TNC board members to speak at local organizations’ virtual meetings to address: what are NCs, what they do, why run, and where to go to get more info. to apply as a candidate (i.e., Terry introduced NCs and provided election info. to the Climate Reality San Fernando Valley Chapter). Other opportunities? OK plan around it. TNC eblast , tnc website, agenda candidates on website contact.
10. Discuss Repeat efforts leading up to the Election
11. Ask the board to do outreach to friends, family, associates, etc.

**March 5 – Release of Certified List of Candidates & Vote by Mail Application Period - April 27**

12. **Flyers** – Draft flyer, request funding for printing and post in NC friendly businesses and organizations.
13. **Postcards** – postcard mailing once candidates are announced to promote requesting ballot and voting, need to get quote, draft motion to get budget approval. The city will release the list of certified candidates on March 5. – week of 1/10 Pam is requesting quotes from local vendors

**Discussion/Motion: (Blattner/Epstein) moved**, “The TNC to allocate not more than \$5,000.00 to print and mail postcards to all residences and businesses in Tarzana to announce the TNC Election, list of candidates and information as to how and when to vote, as well as links for more information. Postcards will also include the TNC logo and website address. **Motion passed.**

**Other:**

- Mark reported the option to sign up for TNC emails and agendas is not working on the TNC website. Len has reached out to the Web Corner to fix – Terry will follow up with Web Corner to confirm was corrected
- EMPOWER – Next Candidate Information Sessions are: Sat., Jan. 16 and Sat., Jan. 20
- Will share TNC Ad Hoc Elections outreach strategy with Outreach Committee on Thursday, Jan. 14 at 7:30PM
- Next Ad Hoc Elections Committee meeting will be February, 3 at 5PM
- Motion to adjourn: 5:57 PM

### Important Dates for Reference:

- Candidate Filing Opens: **January 2, 2021**
- Candidate Filing Closes: **February 16, 2021**
- Candidate Documentation Deadline Closes: **February 19, 2021**
- Vote-By-Mail Ballot Requests Opens: **March 5, 2021**
- Vote-By-Mail ballots are postage paid, but must be requested online or by mail
- Vote-by-Mail Ballot Requests Closes: **April 27, 2021**
- Election Date: Tuesday, **May 4, 2021**-- all ballots must be postmarked by this date or dropped off at the drop box by this date (location and times will be announced closer to the date)
- All Ballots Must Be Received By: **Friday, May 7, 2021**

### Resources

- **Candidate Info. Guide:**  
[https://clerk.lacity.org/sites/g/files/wph606/f/NC\\_Candidate\\_Information\\_Guide\\_ENG.pdf](https://clerk.lacity.org/sites/g/files/wph606/f/NC_Candidate_Information_Guide_ENG.pdf)
- **Candidate LIVE Info Sessions** dates and **RSVP Here:**  
<https://www.eventbrite.com/o/empowerla-dept-of-neighborhood-empowerment-11891498859>
- Region 3 **Candidate Election & Vote-by-Mail** Timeline:  
[https://clerk.lacity.org/sites/g/files/wph606/f/Region\\_3\\_Election\\_Timeline.pdf](https://clerk.lacity.org/sites/g/files/wph606/f/Region_3_Election_Timeline.pdf).
- Candidate filing is available now on the L.A. city Clerk's office website.  
<https://clerk.lacity.org/candidate-filing>
- **NC Candidate Filing** website <https://clerk.lacity.org/candidate-filing> also includes links to:
  - NC Candidates Filing Portal
  - Video: What It Means To Be A Candidate
  - 2021 NC list of Candidates
  - Candidates Guidelines
  - NC Election Candidate Information Guide
  - 2021 NC Documentation Guide
  - NC Candidate Filing Application (paper)
- <https://empowerla.org/elections/>
- <https://clerk.lacity.org/elections/neighborhood-council-election>