**Tarzana NC Budget Committee Meeting February 17, 2021**

**Supporting Information**

Item 8. Request for $6,000 for Postcards.

Re: NC Elections Committee postcard budget request

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|

|  |
| --- |
| **Harvey Goldberg** |

 | Feb 11, 2021, 12:28 PM (1 day ago) |  |  |
|

|  |
| --- |
| to Terry, Pam, Len, Bob, Eran, Kenneth, Mark, Max |

 |

Terry,

You requested information from TNC election prior mailings. The only item I can find is a bill that was paid on August 12th, 2012 for $3,836.00 to Academy Addressing. I don't have a copy of the bill, thus I don't know what it was for. It's probably in our file at our office mixed with approximately 15 years of other files. I don't think we can use a quote from 8+ years ago to compare to something we are buying today.

Notwithstanding that, is the best reference we can use in evaluating the proposal from Minuteman Press is the January 4, 2021 invoice from Universal Print & Copy from Studio City NC to which I previously referred you. They were mailing 25,000 cards 6.5 x 12 inches for $.38.67 each. Our quote is for 13,408 cards 5 x 7 inches at a cost of $.43.35 each. The Studio City cards are 78 square inches while ours are 35 square inches. The Studio City cost is more than 10% less than our current quote. I don't know the weight or quality of either postcard, but think some research/other quotes should be completed prior to our meeting.

Thanks.

Harvey

On Wed, Feb 10, 2021 at 8:30 PM Terry Saucier :

Hi Harvey,

Thank you for the list. As I recall from our prior conversation the quote from Minuteman Press (who we've done business with, most recently the banners) is in line with two prior postcard mailings that the TNC implemented. If you could please provide the costs and details for those two mailings for comparison, that would be most appreciated. In the meantime, I also understand Len has reached out to EmpowerLA but has not heard back. Pam has called a number of local printers and they no longer do mailings. As time is of the essence (we need to approve the quote/mailing at this month's Board Meeting), if members of the Budget Committee have time to call some of the companies on the list that would be appreciated.  As you can note on the quote Pam provided, the mailing is for 5 X 7 postcards, 2-sided printing, addressed to all businesses and residents in Tarzana, and includes postage.  If the bid is competitive the idea was to prioritize a local company.  If you are able to find a business that is less expensive and meets those requirements, we will be happy to follow up with them.

Thank you again for your help.

Kind regards,

Terry Saucier

On Wed, Feb 10, 2021 at 4:02 PM Pam Blattner wrote:

Hi,

Thank you. I try to go with referrals but I can call some of these printers.  But even if I do, I will not be able to get you another estimate today. Isn’t today the deadline for requests for inclusion on the Budget Committee Agenda?

Best,

Pam

**From:** Harvey Goldberg >
**Sent:** Wednesday, February 10, 2021 3:56 PM
**To:** Pam Blattner >
**Cc:** Terry Saucier >; Len Shaffer >; Bob Shmaeff >; Eran Heissler >; Harvey Goldberg >; Kenneth Schwartz >; Mark Epstein < >; Max Flehinger >
**Subject:** Re: NC Elections Committee postcard budget request

Pam,

I just went online and got the attached list of direct mail printers in the LA area. Also attached is the invoice I got from the Studio City NC website for printing their postcards.

I suggest that you might contact some of these companies for a bid.

If I can be of further help, please let me know.

Thanks.

Harvey

On Wed, Feb 10, 2021 at 2:17 PM Pam Blattner > wrote:

Hi Harvey,

I have made additional attempts to get competitive bids for the postcard printing and mailing and have come up with no results. At this point, if the Budget Committee feels it needs competitive bids, perhaps you can refer to the costs paid for similar printing/mailing in prior years by the NC. If not, if the Budget Committee does not approve the request due to lack of competitive alternatives, the NC will have to forego the idea of printing and mailing post cards for this election.

On another note, I did look into the issue of taxes due for the printing. Interestingly, taxes were included in the estimate and since the printer would be dealing directly with the mail house, taxes are not applicable, so the actual cost will be less than the quote.

Best,

Pam

xx