

COMMITTEE: Election & Bylaws

TITLE: 2023 Election Funding and Budget Motion

PURPOSE: Every election year the MVCC provides outreach to Mar Vista Stakeholders to inform them of the upcoming election opportunities. This entails a hand-delivered newsletter, banners, lawn signs, a postcard mailed to every address in MVCC footprint, and a candidate forum. All will be especially important in 2023 because MVCC’s election will be held—for the first time—in March rather than in June.

BACKGROUND:

For the 2021 election we spent:

Newsletter w/distribution	\$ 6,000 (4-page) (8-page was about \$8,000)
Mailers (quote was \$12,252)*	\$ 9,100 (postcard via USPS to all MVCC addresses)
Banners	\$ 770 (2-requesting candidates, 2-reminder to vote)
Geo-mapping (quote of \$470)**	\$ 260 (used Marina Graphics, one-time cost)
<u>Lawn signs</u>	<u>\$ 600 (reminder of election day/polling place)</u>
SUBTOTAL	\$16,730

We had an increase in turn out from the 2019 (in-person only) to the 2021(vote by mail only) election. Many factors played a part including MVCC’s outreach efforts (e.g., first-time mailing to every Mar Vista address), increase number of candidates, local issues of high interest to the community. **This election will be both in-person and vote by mail.**

Above are 2021 prices so might need more depending on current cost. Below are quotes/ estimates for equal products/services.

Quotes for 2023:

Newsletter w/distribution	\$ 7,458 (4 page) (includes all costs, including tax)
Mailers (quote is \$14,105.78)*	\$10,440 (guesstimate based on previous quote/cost ratio)
Banners	\$ 800 (2-requesting candidates, 2-reminder to vote)
Geo-mapping**	\$ 00 (no cost if Marina Graphics used)
<u>Lawn signs</u>	<u>\$ 600 (reminder of election day/polling place)</u>
SUBTOTAL	\$19,298 (\$22,964 without postage discount)

Potential Extra Costs:

- Candidate forum in 2021 was via zoom. If in-person, we would need light refreshments and a room rental approximately \$500-750, making subtotal maximum of \$20,048 (\$23,714 without postage discount)
- For an 8-page newsletter, add at least, \$2,000, making subtotal maximum of \$22,048 (\$25,714 without postage discount).

*Quotes for Geo-mapping mailers use postage rates taken from the USPS Fixed Rate Sheet that generalizes mailing costs to include mailing to all states. This price and the address list are updated on the 15th of every month; therefore, the cost via the number of postcards and postage may vary. The MVCC receives a discount from USPS due to mailing only to Mar Vista post offices. Exact postage cost/discount can only be provided after the postcards are printed/stamped.

This cost is/was less than the USPS Every Door Direct Mail (EDDM) service which does not limit mailers to MVCC boundaries. Mailing includes streets/postal zones in Culver City, Palms, Santa Monica, Venice, and WLA which would provide misinformation to residents who would believe they could vote in the MVCC election as well as the cost to print the extra postcards to cover those outside areas.

Additionally, the MVCC would be required to bundle the EDDM postcards in stacks of 100 to deliver to a specific post office on specific days—no more than 5k delivery a day. All EDDM postcards are marked for delivery to “Current Resident” and the mail carrier just “dumps” a postcard stack(s) at apartment buildings without placing into each mailbox. Whereas, Geo-mapping mailing provides a first and last name (if applicable) with the address and each postcard is placed into a mailbox, even for apartments.

**The Geo-mapping completed was specific to Marina Graphics and may not be transferred to another printing house (THIS HAS BEEN VERIFIED). This was known when approved and paid for by the MVCC. Marina Graphics has always had the lowest quotes including when searching for a Mar Vista mailing list (i.e., Geo-mapping).

Due to increases in fuel prices, minimum wage, and the paper shortage, price quotes expire in 15 to 30 days. If DONE allows a pre-purchase of paper (due to this shortage), we could secure enough paper from Marina Graphics (with a 50% deposit) to hold the paper until the design is finished and ready for printing; guaranteeing a timely newsletter delivery.

THE MOTION:

The MVCC approves an election budget, not to exceed, \$23,000 to include design, printing, and hand-delivery of a 4 to 8 page newsletter, 4 banners, design, printing, mailing, and Geo-mapping of a mailed postcard, 50 lawn signs, possible in-person candidate forum with room rental, refreshments, and meeting materials, if needed.

ACTION/VOTE COUNT:

During the August 9, 2022, Elections & Bylaws Committee meeting, the motion was moved by Wheeler, seconded by McHenry, approved 7 to 0 with 1 abstention (Laferriere), abstentions do not count in vote tally.

FUNDING MOTION

During the August 11, 2022, Executive & Finance Committee meeting, the motion was amended by Ruesch, seconded by Marton, to amend the total amount budget to \$23,550. The amendment was approved 4-0-0.

The motion was then approved in full 4-0-0.

Election Expenditures (NCFP Policies & Guidelines)

NC Funding Program Policy 2.3 - Election Expenditures

Election expenditures are expenses made for the purpose of the NC's periodic general governing board Election process, including Selections. NCs can pay for expenses related to voter engagement and participation, such as election advertising, voter outreach events and activities, social media and print media expenses, etc.

1. Election Expenditures

Election expenditures for an NC must be approved by the NC at Brown Act compliant meetings. The expenditures must be approved as individual agenda items, not as part of the general Election category in the annual budget.

- a. The board may create and approve a budget document for its election related expenses where it itemizes each planned expenditure, including the particular purpose and description for each expenditure and, if possible, the vendor to be used.
 - i. The approved election budget may be accepted as authorization for payments.

2. Methods of Payment

- a. Check Payment
 - i. The NC must provide a Board Action Certification (BAC) Form and an itemized invoice after the expenditure approval vote is taken. Check requests must be submitted through the NC Funding System portal.
- b. Bank card Payment
 - i. Purchases made with a bank card must be approved by the Board before the expenditures are made. The NC Cardholder must submit (upload) an itemized receipt or itemized paid invoice by the 10th day after the transaction posting date, through the NC Funding System portal

3. Additional Provisions

All election expenditures may be subject to other administrative procedures. The NC Funding Program may request additional supporting documentation or information to further evaluate and account for payment requests or transactions as deemed necessary by City standards.

NEWSLETTER QUOTES

The following pages consist of online quotes from vendors that could print 24k of a 4-page newsletter.

Many local vendors (e.g., GoGraphics, Copyland, SuperFast, Office Depot¹) as well as larger vendors (e.g., VistaPrint) have websites that are limited to less than a 24k printing and/or only an 8-page or larger newsletter for online quotes.

Quotes do NOT include sales tax (i.e., 9.5%), shipping costs, or other fees, unless stated.

All quotes are for a 11" x 17" paper folded in half to provide a 4-page newsletter. The paper is as close to #80 lb. matte as possible with full color throughout. The listing is from High to Low cost.

- A. Best Value Copy \$ 25,766.40
- B. Printing Products \$ 20,160.00
- C. The Castle Products \$ 12,546.00
- D. DOCOCopies \$ 11,520.00
- E. Printing for Less \$ 6,650.10 (includes shipping, but not sales tax)
- F. Conquest Graphics \$. 4,672.49 (includes shipping, but not sales tax)
- G. 48 Hour (print 25k) \$ 4,378.05 (includes shipping, but not sales tax)
- H. PsPrint (print 20k) \$ 4,316.93 (includes shipping and sales tax)
- I. Marina Graphic Center \$ 3,587.00 (no shipping cost, distributor picks up)

J. Marina Graphics Center (MGC) Mailer Quote. No other quotes for Geo-mapping postcards/ mailing list obtained. During initial research in 2020, all Geo-mapping stays with print house and MGC has always had the lowest price.

¹Office Depot does not provide an online option of 11" x 17" paper required to make the 8.5" x 11" newsletter. However, the price for a "Multi Page Newsletter" is \$0.83 each. For 24k, the cost would be \$19,920.

A



Orders over \$125 ship free!

Search ex. color printing, business cards, custom banners ...

SHOPPING CART
(0) - \$0.00

- BROWSE PRODUCTS
- Home
- About us
- Refer-A-Friend
- Testimonials
- Contact us
- FAQ

Home > Newsletter Printing



NEWSLETTER PRINTING

Stunning quality will engage your readers and leave them thirsty for more.

- A wide variety of paper
- Several different folding styles
- An assortment of sizes
- Matte or gloss finish

More about this product



SKU
Newsletters

Job Cost **\$25,766.40**
Only 1.07 Each

ADD AND GO TO CART

- Tax and shipping costs can be calculated once your job is added to the cart.
- For smaller quantities, price is regular copy price plus a multi-page document charge.

1. QUANTITY

Quantity Pages Job Name

2. PRINT OPTIONS

Coloration Color Black & White

Sides Single sided Double sided

Page Size

Paper Stock

Paper Info and Suggestions
FREE Paper Sample Book

Bleed None Bleed (print to edge of page)

3. FINISHING OPTIONS

Collation Collated Not collated (see folding options)

Folding None Letter type in + \$0.02 Letter type out + \$0.02
 Z fold + \$0.02 Half fold + \$0.02 Right angle fold + \$0.08

Wafer Seal None Yes + \$0.27

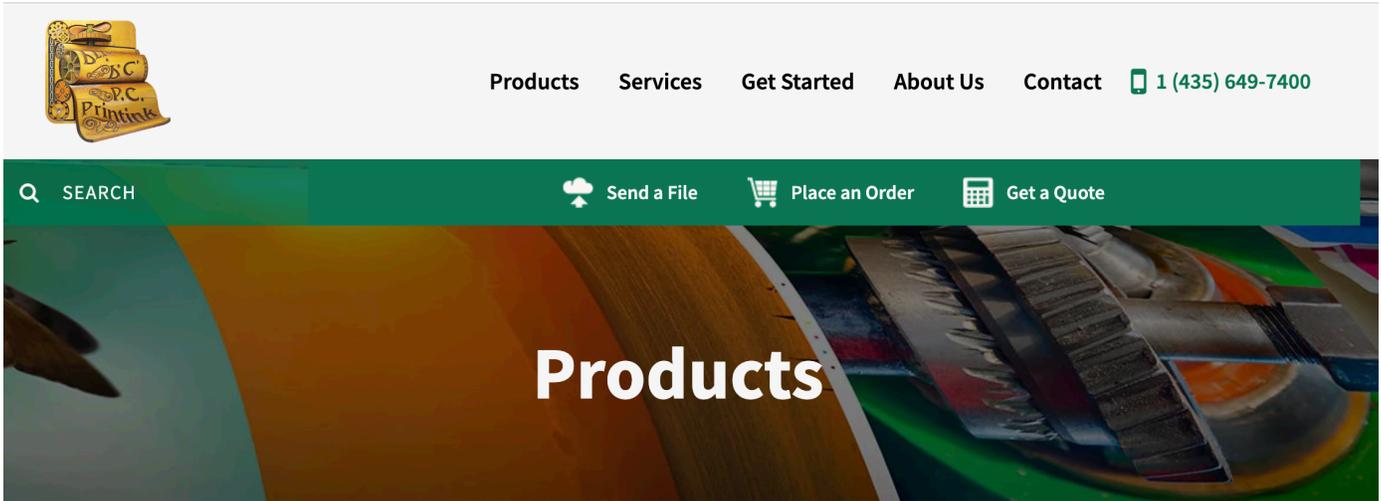
Padding None Yes + \$0.61

Banding None Yes + \$0.27

Drilling None 3-Hole Drilled

Shrink Wrapping None Yes + \$0.64

B



Newsletters

Newsletters don't just tell a story, they represent your business to current and potential customers. Let our printing experts help you spread the word by crafting a newsletter that makes headlines. We'll use a professional layout, eye-catching designs and vivid imagery to spruce up your current newsletter, or we'll create a newsletter from scratch.



Newsletters - Full Color, 4 pages folded

We specialize in a variety of high-quality newsletters, including:

- Business newsletters
- Church newsletters
- Custom newsletters
- Corporate newsletters
- School newsletters
- And more!

Quantity

@ \$0.84 ea.

Paper stock

 28 lb laser Cardstock

QUANTITY	PRICE	SUBTOTAL
1	\$2.00	\$2.00
10	\$1.90	\$19.00
25	\$1.56	\$39.00
250	\$0.96	\$240.00
500	\$0.84	\$420.00

SUBTOTAL

\$20,160.00



The Castle Press

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Folded Newsletters



Download free InDesign templates:

- 8.5 x 11 4-page Newsletter template
- 8.5 x 11 8-page Newsletter template
- 8.5 x 11 12-page Newsletter template

A folded newsletter is a perfect way to keep people informed about activities at your church, club, school or other organization. It is also a great way to keep in touch with your customers to remind them about your services and products. Full-color printing on quality 70, 80, or 100 pound book stock will make your folded newsletter stand out!

8.5x11 is the standard folded newsletter size and your project can be up to 8-12 pages. Choose from 5 different folding options. Let us know if you would like a custom-sized newsletter and we will provide you with a quote.

See also [Stitched Newsletters](#) and [Newsletter with Insert](#)

Folded Newsletter Printing Options

- Standard pricing includes full four-color printing on both sides.
- Offset projects offer free aqueous coating.
- Proof options include a PDF Soft Proof or a Printed Proof.
- Choose from 70, 80, or 100 pound book stock.
- All paper used is made in the USA!
- Use the standard 8-1/2" x 11" trim size or order a custom trim size.
- Prices include full bleed.
- If you require print options not shown here, contact us for a [quote request](#).

We are open and providing essential business.

Total: \$12,546.00

How Many to Print? (minimum qty. 50)

Folded Dimensions

Ink Colors

Paper Stock

Proof Options

Packaging

Days Until Ship (after proof approval)

Press

Perf

Price \$12,546.00

File Upload

At least one upload is Required

D

Supply Chain Impact:

Due to global supply chain delays, your paper may have a slight variation in appearance between jobs. These disruptions may also affect estimated delivery dates and prices. If your job is time sensitive, let us know in the notes or choose the appropriate Rush Delivery service as needed.



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Half Fold Newsletters

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Description Reviews Templates

A 4 page half fold newsletter consists of 4 - 8.5x11 or 8.5x5.5 pages. We assemble the pages on double sided sheet of 11x17 (for 8.5x11) or 8.5x11(for 8.5x5.5) and then fold the sheet in half to create your 4 page newsletter.

If you are looking for your 8.5x11 newsletter to be folded once more to 8.5x5.5 for mailing or other purposes just change the folding option from half fold to right angle half fold.

QUOTE / ORDER

\$11,520

Printing Specs

Job Name: (optional) ?

Number of copies: 24000

Paper Size: Tabloid (11 x 17) ?

Need a custom size?

Paper Type: 80# Cover Smooth ?

Color: Full Color ?

Sides: Double Sided ?

Bleeds: No - 1/4" White Margin ?

Finishing Options

Folding: Half Fold

Price includes scoring

Laminating: No ?

Shrink Wrapping: No ?

Bulk Mailing: No ?

Variable Data: No ?

Perforating: No ?

Slip Sheet: No ?

Blank Envelopes: No Envelopes

Hard Copy Proof: No ?

Add Job Notes

Link to Specs

Custom Quote Request

SAVE QUOTE

FINISHING: \$1,440.00

TOTAL: \$11,520.00

PRICE PER SIDE: \$0.2400

Enter Coupons at Checkout

FREE UPS GROUND SHIPPING ?

E



Call Us Now for Printing Advice, Price Quotes or Free Samples

800-924-3135

PRODUCTS

CUSTOM

BUSINESS SERVICES

ABOUT US

MyPFL

Newsletter Printing

Quantity > Options > Files > Checkout

New Customers Save 20% on Newsletters!

Enter Promo Code NC20PN

1 - Quantity & Price

Enter Quantity: 24000

CALCULATE PRICE

Base Printing Price: \$5,086.88
+ Coating: \$0.00
+ Paper Upgrade: \$417.45
+ Folding: \$410.40

Printing Subtotal: \$5,914.73 (\$0.25 each)

+ Rush Charge: \$0.00
+ Shipping/Handling: \$735.37
+ Mailing Services: \$0.00
+ Design Services: \$0.00

Order Total: Call Us*
*Your order qualifies for special high-volume pricing

Sales tax will be added, if applicable

Don't see the exact options you want?

Get Custom Pricing

Referral Code
Promo Code



2 - Product Options

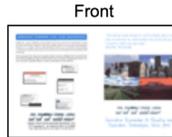
It's Right, It's On Time, or It's Free!

Size

- 8 1/2 x 11
11 x 17
11 x 25 1/2

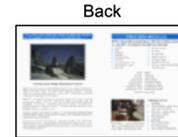
Ink

- 4-Color



Front

- 4-Color
Black
None



Back

Paper Descriptions

- 70# Uncoated Text
80# Gloss Text
80# Dull/Matte Text
100# Gloss Text
100# Dull/Matte Text

Folding

- No Fold
Gate Fold - Closed
Half Fold
Half/Tri Fold
Gate Fold - Open
Quarter Fold
Tri Fold



Production Speed

- Normal 4 Day Production.
Fast 3 Day Production.
Rush 2 Day Production.

Need it even faster? Call 800-924-3135.

Shipping Method

- To: USA
Ground
3 Day
2 Day Air
Overnight



Mailing Services

- Quantity to be mailed
Bulk Mail
1st Class - Presorted
1st Class

3 - Your Artwork Files

For best results use 300dpi or better images converted to CMYK

- Select the File(s) to Upload from Your Computer
I will upload my files later or have someone else upload them.
Reprint of Previous Order #

We will review your files and send you a proof within one business day

F



Excellent 416 reviews on Trustpilot

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Navigation bar with links: Products, Solutions, Services, Resources, About Us, Contact Us. Includes account login and shopping cart icon.

Don't Wait, We Have Paper Now!

Shortages are causing printers to have fluctuations in paper volume and currently we have the paper needed for your project!

Newsletter Printing

- Direct mail eligible
Glossy and velvet stocks available

- Multiple size options
Quick-Ship eligible



Quote Your Newsletters

Form for quoting newsletters with fields for Quantity (24000), Delivery ZIP (90066), Front Color, Back Color, Size (11 x 17), Proof (Electronic - PDF), Paper (80# Velvet Text), Coating (No Coating), Folding (Half Fold), Mailing (None), Turnaround (5-8 Business Days), Promo Code, and Job Name.

More Options (Wrap & Band, Hole Drilling) +

Product \$3,916.54
Shipping UPS Ground: \$755.95
Total Cost \$4,672.49

Add To Cart / Upload Files

Additional Newsletter Resources

Best Materials for Direct Marketing and Door-to-Door Marketing
Marketing newsletters provide a detailed resource for you audience to engage and learn more about your company... Read More
How to Create a Great Printed Newsletter
Creating a well-designed printed newsletter is one of the best ways you can deliver your audience... Read More



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- Resources

Home > Newsletter Printing > Single Sheets

Newsletters

25,000 for **\$4,015.28**



Flat Size/Folded Size 11" x 17"

Paper Stock 100 lb. Paper

Coating Matte Both Sides

Printed Side Full Color Outside and Inside

Shrink Wrapping None

Quantity 25,000 **Printing Turnaround** 5 Business Days

Printing Cost: 25,000 for **\$4,015.28** (\$0.16 / piece)

Price (\$0.16 / piece) \$4,015.28

[Upload Your Artwork](#)

[Design Online](#)

File not ready? [Buy now & upload later >](#)

Estimate Delivery Date & Shipping Cost

9006 **ESTIMATE**

- FedEx Freight Economy - 2 Day Transit** \$362.77
Delivered by Friday, August 19
- FedEx Freight Priority - 1 Day Transit** \$377.01
Delivered by Thursday, August 18 at 5:00PM

[Share This Configuration](#)

[Get a Custom Quote](#)

- ✓ Price includes full color both sides
- ✓ Printed on 100 lb. Paper

When Will I Get My Single Sheet Newsletters?

- ✓ 500 to 5,000 No Fold Newsletter: Ships or ready for pick up in 2 business days from proof approval.
- ✓ Under 500 No Fold Newsletter (printed digitally): Ships or ready for pick up in 1 business day from proof approval; UV coating requires 1 additional day.
- ✓ Over 5,000 No Fold Newsletter: Ships or ready for pick up in 5 business days from proof approval.

H

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12901 CERISE AVENUE • HAWTHORNE, CALIFORNIA 90250-5520
PHONE (310)970-1777 • FAX (310)263-1777

www.marinagraphics.com

Quotation
321628

In

Proposal To: Mar Vista Community Council
PO Box 66871
Los Angeles, CA 90066

16976

Date: 8-5-22

Tel:

Fax:

email:

Attn: Kathryn

This is our proposal to provide the following, subject to the specifications listed below.

Project: MAR VISTA COMMUNITY NEWS - NEWSLETTER / 4 PAGE SELF MAILER

Final Size: 17 X 11 FOLDS TO 8.5 X 11

Paper: COATED / 80# DULL BOOK

Presswork: 4/4 CMYK + PENCIL AQ

Finishing: TRIM, FOLD, SADDLE STITCH 11" SIDE, CARTON CONVENIENT

Art: MGC to Typeset File Furnished e-mail Sent Exact Reorder Other...

Proofs: Color laser Digital press proof Iris position proof Epson color proof Other...

Quantity 4 PAGE SELF 24,000
Price: \$3587.00

- Resale
- Taxable

KATHRYN - WILL PROOF / ALTERATIONS ARE ADDITIONAL / SALES TAX NOT INCLUDED
DISTRIBUTOR WILL PICK UP FROM MGC

Terms:

- C.O.D. / Check / MC / Visa

- This is only an estimate and does not become a contract until after our examination of all art files and images.

To accept this quotation:

Please circle the quantity, sign and date this quotation form and fax to (310) 263-1777

Accepted by: _____ **Date:** _____

Cancellation (in whole or part) after the acceptance of this proposal is subject to additional charges. All prices quoted are plus **CA SALES TAX (9.5 %)** unless specified. Shipping/Freight charges are additional. Additions or client alterations are chargeable. In the event suit for collection is instituted, Buyer shall pay all reasonable costs of collection including interest at 1.5% per month.

LISA FLORES (EXT: 225) email: LisaF@MarinaGraphics.com
"We look forward to exceeding your expectations"

MARINA GRAPHIC CENTER, INC.
www.marinagraphics.com

Geo-mapping Mailers

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Quotation
 321643/M8485

Proposal To: Mar Vista Community Council
 PO Box 66871
 Los Angeles, CA 90066

Date: 8-5-22

Tel:

Fax:

email: OUTREACH@MarVista.org

16976

Attn: Kathryn

This is our proposal to provide the following, subject to the specifications listed below.

Project: MAR VISTA COMMUNITY COUNCIL - ELECTION ANNOUNCEMENT POSTCARDS

Final Size: 6.125 X 11.5

Paper: 130# SILK COVER

Presswork: 4/4 CMYK + PENCIL AQ

Finishing: TRIM, MOVE TO MAIL DEPARTMENT

Art: MGC to Typeset File Furnished e-mail Sent Exact Reorder Other...

Proofs: Color laser Digital press proof Iris position proof Epson color proof Other...

Quantity 23,509
Price: PRINTING \$4014.00
 Resale MAIL PREP \$1001.00 PREPRINTED INDICIA
 Taxable POSTAGE \$8204.64* (23,509 x .349=\$8204.64) + Credit Card Fee \$246.14

*POSTAL DISCOUNTS HAVE NOT BEEN APPLIED
 KATHRYN - WILL PROOF / ALTERATIONS ARE ADDITIONAL / SALES TAX NOT INCLUDED

Terms:

- QUOTE VALID FOR 15 DAYS C.O.D. - Mastercard or Visa
- This is only an estimate and does not become a contract until after our examination of all art files and images.

To accept this quotation:

Please circle the quantity, sign and date this quotation form and fax to (310) 263-1777

Accepted by: _____ **Date:** _____

Cancellation (in whole or part) after the acceptance of this proposal is subject to additional charges. All prices quoted are plus **CA SALES TAX (9.5 %)** unless specified. Shipping/Freight charges are additional. Additions or client alterations are chargeable. In the event suit for collection is instituted, Buyer shall pay all reasonable costs of collection including interest at 1.5% per month.

LISA FLORES (EXT: 225) email: LisaF@MarinaGraphics.com
 "We look forward to exceeding your expectations"

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