

**CATEGORY: Funding**

**COMMITTEE: Outreach**

**PURPOSE: Provide funding for 2021 Election Newsletter or Mailer**

**BACKGROUND:**

Due to public health and safety concerns as a result of the COVID-19 pandemic, the City Clerk is implementing a Vote-By-Mail voting model for all Neighborhood Council elections in 2021. Stakeholders will need to apply for a ballot and candidacy via a paper application or online portal.

In the twenty-year history of the MVCC, Vote-By-Mail has never been done.

In an effort to inform all stakeholders of election details, either an-up-to-a-16-page printed newsletter will be distributed or an-up-to-a-6.125" X 11.5" postcard will be mailed to "Current Resident" of single-and-multi-family dwelling units, trailers, and businesses within the Mar Vista boundaries.

If funding for the mailer is approved by the Board in March, a draft design will be presented for editing at the March 25, 2021 Outreach Committee meeting.

If funding for the newsletter is approved by the Board in March, only a "template" will be presented for editing at the March 25, 2021 Outreach Committee meeting. This is due to the City's requirement that the presentation and order be an exact duplicate of the City's final ballot version and that date has not been determined.

**Cost differences:**

*Mailer, \$12,707.49 | 8-page, \$6481.52 | 12-page \$8,635.71 | 16-page \$9928.23*

During the February 18, 2021 Outreach Committee meeting, the motion was made by David Lee, seconded by Faith Myhra and approved without objection.

**THE MOTION:**

To approve an expenditure not to exceed \$14,000 for costs (e.g., designing, printing, distributing) related to either distributing an-up-to-a-16-page printed newsletter or mailing an-up-to-a-6.125" X 11.5" postcard to "Current Resident" of single-and-multi-family dwelling units, trailers, and businesses within the Mar Vista boundaries