

CeSPNC Outreach and Communications

Committee Report: March 3rd, 2021

Committee Members Present:

Matthew Quioco
Kristina Smith

Committee Members Absent:

Maria Couch
Carolyn Anderson

Panelists:

Lou Caravella (CeSPNC Board VP)
Bill Roberson (CeSPNC Election Chair)

Community Members:

None

1. Welcome and Introductions

- Call to order @ 18:10

2. Public Comment on Non-Agenda Items

- Discussion regarding last weeks meeting b/w Election Chair, O&C Chair, CeSPNC Board Members, Julian Antelin and Ms. Beltran re: NC election resources to be provided by DONE

3. Discuss Chamber of Commerce Outreach Effort

- POC: Linda Alexander. First stand-alone, digital advert published via the CoC email distro 3/5/21.

~1500 contacts

- 1st advert focused on promoting upcoming NC elections, particularly in terms of the candidate filing period that ends March 30th.

- Next CoC advert still in the works, slated to be published Friday March 12th.

4. Discuss NC Election Outreach Flyer

- Digital flyer is currently being distributed via standard CeSPNC communication channels

- Cost of half-page print version being explored

5. Discuss progress of Warner Grand Banner Outreach effort

- They look great. Go check them out. One is near Nikko's on 6th St.

6. Discuss additional outreach efforts

- General discussion

- Additional YouTube video?

- Election outreach via Daily Breeze and/or Random Lengths?

7. Discuss timing and content of next board newsletter

- Next board newsletter to be focus on promoting all registered candidates for CeSPNC.

- More than enough funds allocated to O&C for newsletter. Effort will largely depend on if there are 17 candidates registered allowing election to move forward.

- O&C Chair to reach out to Bob Ebberhart as possible vendor for newsletter creation

8. Discuss ways to work with Election Committee on election related outreach

- Discussion regarding ballot drop box location: San Pedro Library

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9. Discuss status of Stakeholder Online Survey

POC Maria Couch absent. NSTR

10. Propose name(s) for CeSPNC Golden Anchor Awards/Letters of Commendation

- Tabled

11. Discuss membership of Outreach Committee and how to increase turn out

- Motion by Matthew Quioco to add Linda Alexander as member of O&C. Kristina Smith 2nd. Passed by unanimous consent.

- Motion by Matthew Quioco to add Lou Caravella as member of O&C. Kristina Smith 2nd. Passed by unanimous consent

- Motion by Matthew Quioco to remove Maria Couch from O&C due to lack of attendance. Kristina Smith 2nd. Passed by unanimous consent. Matthew Quioco, Kristina Smith, Lou Carvella and Linda Alexander vote in favor. None opposed. None abstained.

12. Adjournment

- @1910