



## Election Outreach Funds (up to \$3200)

**Agenda Item:** GB081612-7  
**Date:** 16 August 2012  
**Proposed By:** Kimber Smith

### Full Proposal

In April 2012, the SORO NC Board approved the encumbrance of \$3200 of funds from our FY2011-12 allocation for outreach costs associated with the 2012 Elections. DONE was very clear with all NCs about the encumbrance process: funds could only be encumbered for Election Outreach use, and could only be spent with a defined list of vendors.

According to DONE's guidelines, the Board now has to actively vote to put those encumbered funds towards the election costs. With the final filing date for candidates falling on September 28<sup>th</sup>, the board must authorize these funds immediately in order to be able to meet outreach deadlines.

Funds will be spent on the following categories:

Description	Amount	Approved vendors
Yard signs for information meetings, candidate forum and election day	\$1055	Mark Young/Mastersign Smart & Final Dominos
Refreshments & food for two information meetings and one candidate forum	\$700	Subway Costco Bagel Factory
Outreach materials to include signage, banners, stickers etc.	\$375	Fu's Palace El Pollo Loco Starbucks
Printer, paper and toner  *Note: accounting for the number of fliers and other literature we will need to print, buying a printer is a <i>much cheaper</i> solution than getting color prints made. It will also continue to save the NC money in the future since we can use it for all our (considerable) printing needs.	\$800	Coffee Bean & Tea Leaf AAA Flag & Banner Kinko's FedEx Office Minuteman Press Amazon.com Staples Office Depot
Tax	\$257 (approx.)	

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### Proposed Motion

- I. That SORO NC approves up to \$3200 of funds to be dedicated towards Election 2012 outreach as described above.



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## Considerations

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**Committee review:**  
*(highly recommended)*

Votes For: 9

Against: 0

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**Amount previously allocated in Board's working budget:**  
*(applies to funding motions only)*

\$3200

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### Arguments for:

Elections are the life-blood of the neighborhood council system.

Since these funds were encumbered for this specific use, they will simply be swept by DONE if they are not spent as the board intended in their April 2012 vote.

### Arguments against:

There may not be a huge return on investment in terms of candidate and voter turnout

The City is in budget crisis and swept funds would help ameliorate that.