

BOARD OF ELECTIONS
IN THE CITY OF NEW YORK

COMMISSIONERS' MEETING

42 Broadway - 6th floor
Commissioners' Hearing Room
New York, NY 10004
September 15, 2020
1:40 p.m. - 2:20 p.m.

September 15, 2020

PRESENT:

President Patricia Anne Taylor

Secretary Frederic Umane

Commissioner Jose Araujo

Commissioner Miguelina Camilo

Commissioner Gino Marmorato

Commissioner Michael Michel

Commissioner Simon Shamoun

Commissioner Tiffany Townsend

Commissioner John Wm. Zaccone

Michael J. Ryan, Executive Director

Kenneth Moltner, Counsel to Commissioners

Steven Denkberg, Counsel to Commissioners

Dawn Sandow, Deputy Executive Director

Georgea Kontzamanis, Operations Manager

Rafael Savino, Deputy General Counsel

Eleanor Guerrierri, Legal

Tom Sattie, Ballot Coordinator

Valerie Vazquez, Director of Communications

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2 (The meeting commenced at 1:40 p.m.)

3 MR. MICHAEL J. RYAN: Okay. We are now
4 live. Today is September 15, 2020 and this is the
5 weekly meeting of the Commissions of Elections
6 for the City of New York. I would like to start
7 by calling the roll of commissioners, starting
8 with President Taylor?

9 PRESIDENT PATRICIA ANNE TAYLOR: I am
10 here.

11 MR. RYAN: Secretary Umane?

12 SECRETARY FREDERIC UMANE: Present.

13 MR. RYAN: Commissioner Araujo?

14 COMMISSIONER JOSE ARAUJO: Present.

15 MR. RYAN: Commissioner Camilo?

16 COMMISSIONER MIGUELINA CAMILO: Present.

17 MR. RYAN: Commissioner Marmorato?

18 COMMISSIONER GINO MARMORATO: Present,
19 good afternoon everyone.

20 MR. RYAN: Good afternoon. Commissioner
21 Michel?

22 COMMISSIONER MICHAEL MICHEL: Present.

23 MR. RYAN: Also known as call in user
24 two. Commissioner Shamoun? Commissioner Shamoun,

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2 we see you.

3 COMMISSIONER SIMON SHAMOUN: Present,
4 thank you.

5 MR. RYAN: Thank you. Commissioner
6 Townsend?

7 COMMISSIONER TIFFANY TOWNSEND: Present.

8 MR. RYAN: Commissioner Zaccone?

9 COMMISSIONER JOHN WM. ZACCONE: Present.

10 MR. RYAN: And so that I don't forget,
11 we're going to go out of order today. Mr. Moltner
12 and Mr. Denkberg, commissioners' counsel are
13 here. And now, I am Michael Ryan, I'm the
14 executive director. Seated to my left is deputy
15 executive director, Dawn Sandow. Elsewhere in the
16 building are both the administrative manager, Ms.
17 Perkins and the operations manager, Ms.
18 Kontazmanis, as well as seated in front of me are
19 general counsel, deputy general counsel Rafael
20 Savino, and Eleanor Guerrierri from the counsel's
21 office. That concludes the roll call and there
22 will be a couple of staff members who will be
23 presenters at this hearing.

24 Number one, we need to finalize the

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2 ballots for the November presidential election.
3 Mr. Sattie is present. I don't the video for the
4 -- oh, there it is. Mr. Sattie, can you -- oh,
5 there you, in your nice, bright pink shirt. Can
6 you give us a wave? All right, thank you. Can yo
7 move forward with your presentation, Mr. Sattie?

8 MR. TOM SATTIE: Good afternoon,
9 commissioners. Last evening, samples for each
10 borough were sent out to you and I would just
11 request, you know, that if there, to the approval
12 or questions or anything like that, I am here to
13 answer them.

14 MR. RYAN: Are there any commissioners
15 that have any questions or would require some
16 input regarding the sample ballots that were
17 previously disseminated?

18 COMMISSIONER ZACCONE: Yes, Good
19 afternoon, this is John Zaccone. Mr. Sattie, I
20 looked over the ballots you provided to us last
21 night, thank you very much.

22 MR. SATTIE: Yes, sir.

23 COMMISSIONER ZACCONE: They looked
24 appropriate and legible and I think the best we

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2 can do under the circumstances with the variety
3 of the races you have on [unintelligible]
4 [00:12:39]. My, my concern is, and I think I
5 raised it in the past with you, on Richmond
6 County, we are specifically going away from the
7 geographic determination of priority in the
8 ballots. And I know in previous years, we've gone
9 back and forth, but even last year, I think in
10 2019, we used the geographic basis for the way
11 the ballot was established and the priorities top
12 to bottom. I noticed you didn't do that this
13 time.

14 MR. SATTIE: What this does follow is
15 the order that we used in both 2016 and 2018,
16 which puts essentially, the legislative offices
17 above the judicial offices. The reason for that
18 is, similar to 2016 and 2018, in three of the
19 five borough, we're using both sides of the
20 ballot for that purpose. So, we felt that it was
21 best to lay out the ballot in the way we have in
22 the past when we've used that similar structure,
23 and from that, followed the other two boroughs,
24 which are Bronx and Richmond, that appear on only

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2 one side of the ballot, use that same lineup, all
3 legislative offices first and judicial offices
4 below.

5 COMMISSIONER ZACCONE: Alright. I, you
6 know, am reluctant to agree with that, because I
7 think it takes away from the historic geographic
8 priority that we've used and in this case, when
9 it's on a one-page ballot, it's really not
10 necessary to segregate them that way. But I'd
11 like to hear if any of the other affected
12 commissioners have any say or concerns regarding.

13 PRESIDENT TAYLOR: There was some
14 discussion about this in committee and it was
15 considered that boroughs that had only one-sided
16 ballot could arrange it as they liked, but I do
17 feel that having a consistent ballot in all five
18 boroughs is probably the best way to go, and so I
19 now cast my support on having a consistent ballot
20 throughout the five boroughs and having all the
21 judicial candidates at the bottom of the ballot.

22 COMMISSIONER ARAUJO: This is
23 Commissioner Araujo. How is the present ballot
24 for Queens and Manhattan going to be affected if

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2 the order is changed pursuant to the request of,
3 or the argument of the commissioner from Richmond
4 County.

5 MR. SATTIE: Queens in particular, will
6 probably have to result in being a multiple page
7 scenario because the amount of Supreme Court
8 candidates and then civil court county candidates
9 below basically take up the entirety of a side.
10 So if we were to, to lay it out in a fashion
11 where you would have just for argument's sake,
12 the presidential candidates followed by the
13 borough president, let's just say, and then the
14 justice of the Supreme Court, which would be
15 another borough wide office, it would not fit on
16 one side of the page. We would have to go still
17 to the reverse side of the paper. And then have a
18 second page, which would then have the
19 congressional, senate and assembly candidates.

20 COMMISSIONER ARAUJO: Right.

21 MR. SATTIE: Based on that structure,
22 allows Queens -- pardon me, commissioner.

23 COMMISSIONER ARAUJO: Right. Right.

24 MR. SATTIE: This structure allows

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2 Queens to remain on a single page.

3 COMMISSIONER ARAUJO: Fine. I believe
4 it's in the best interest, at least for Queens
5 County and the Queens commissioner, that we have
6 one ballot. Multiple ballots have -- multiple
7 page ballots have in the past caused difficulty
8 with the equipment, with confusion in handing out
9 pages to the prospective voters. We already know
10 that this election is going to be a well attended
11 election. I don't want to add to the confusion or
12 possible confusion of having a multipage ballot
13 and for that reason, I'm for keeping the order
14 consistent with what we've done in 2018 and in
15 the last presidential of 2106.

16 COMMISSIONER ZACCONE: Commissioner
17 Araujo, I appreciate that and I understand it.
18 But I think we're making a distinction that maybe
19 should not be made in that you're going to have
20 the same amount of pages on the ballot, you're
21 just making a, at least in my opinion, maybe I'm
22 wrong, a qualitative different between the
23 offices and that you're saying elected offices
24 should be on one page and judicial offices should

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2 be delegated to a second page behind. And that
3 seems to be, at least in my mind, that seems to
4 be the fundamental difference that we're making
5 the distinction between the two and we shouldn't.
6 And that's why I was suggesting merely going by
7 the geographic way it was historically done, for
8 years and in off years. But, you know, I'm happy
9 to be a lone voice in the wilderness on this and
10 wish not to make that distinction, but I just
11 want to raise it so it's there, because it seems
12 obvious that when you say we want all the
13 electeds up front and we want the judicial no
14 matter how wide [unintelligible] [00:19:01] they
15 have secondary to them and on a back page, you're
16 qualifying the offices. And, and I don't know if
17 we should be doing that as a board.

18 COMMISSIONER SHAMOUN: This is
19 Commissioner Shamoun. Tom, what would the effect
20 be in Brooklyn if we went according to
21 geographical order? Would that --

22 MR. SATTIE: Commissioner, it would be
23 the same effect as in Queens. The amount of
24 Supreme Court candidates, there are six, with a,

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2 with a civil court judge in a couple districts,
3 not in the entire borough. That Supreme Court,
4 speaking solely for that Supreme Court race, what
5 that would create, that only fits, it only fits
6 on a single page alone. So what we did was that's
7 why, it's another reason why we stayed with the
8 legislative first and then judicial is it allows
9 in Kings and Queens, us to keep the ballot on a
10 single page. If we were to, we would have to put
11 all of the, I'm looking at the ballot while I'm
12 saying it. I think that just the president and
13 vice president would be able to fit on the front,
14 on one side of the ballot, while we would have to
15 start with Supreme Court still on the other side,
16 and then continue on with Congress, Senate and in
17 some cases Council and then Assembly and then the
18 civil court district. The impact would very
19 likely be, especially where there are civil court
20 district races, that this would put the ballot on
21 multiple pages as well.

22 COMMISSIONER SHAMOUN: I think that
23 that's not, it's not an option.

24 COMMISSIONER ZACCONE: I will state my

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2 abject horror in having to go multipage ballots
3 unless absolutely necessary. So there is no other
4 way to practically do this, so that the two
5 counties that have single side, single page
6 ballots cannot be accommodated in this way, then
7 I guess we proceed with what we have now. But I
8 do not want to go to a multipage ballot just on
9 this issue.

10 COMMISSIONER SHAMOUN: I think I'm
11 coming from the same place.

12 COMMISSIONER ARAUJO: [unintelligible]
13 [00:21:55] a motion to adopt the format, the
14 customary procedure then I would second that.

15 PRESIDENT TAYLOR: Second.

16 COMMISSIONER SHAMOUN: Second.

17 SECRETARY UMANE: I'd just like to say
18 one --

19 COMMISSIONER TOWNSEND: Commissioner
20 Araujo, I can barely hear you.

21 COMMISSIONER MARMORATO: He muted
22 himself.

23 COMMISSIONER TOWNSEND: We can't hear,
24 he muted himself.

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2 COMMISSIONER MARMORATO: Commissioner, I
3 believe you're muted.

4 COMMISSIONER TOWNSEND: Yeah, can you
5 repeat that?

6 COMMISSIONER ZACCONE: Commissioner
7 Araujo, I'm going to ask you to repeat it. We
8 can't hear you.

9 COMMISSIONER ARAUJO: Well, I made a
10 motion, well I basically said if your application
11 is to be considered a motion to adopt the ballot
12 proposals presented in the customary order, then
13 I would second it.

14 SECRETARY UMANE: Except, it's not the
15 customary order. That's what I was trying to say
16 before. We're doing something different to avoid
17 the necessary of a multipage ballot. But the norm
18 is to do it geographically. So my comment is I
19 don't think we should go away from the
20 geographical. We're only doing it because of the
21 necessity of trying to keep everything on a
22 single front and back page. That's all. But the
23 general rule is to do it on a basis. And to the
24 extent we don't have the issue of the two pages,

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2 I think we should stick with what has been done
3 in the past and what really is the custom. We're
4 really changing from the custom to avoid the
5 necessity and complexity of a multipage ballot.
6 And I support it, but I just wanted to throw that
7 in.

8 COMMISSIONER ZACCONE: So I don't think,
9 Commissioner Araujo, that that is exactly what my
10 suggestion was. My suggestion was that on two
11 boroughs that don't have multiple page ballots,
12 multiple side ballots, that it retain its initial
13 or historical designation, geographic hierarchy
14 from top to bottom. I don't know if that's a
15 secondary motion or one that could be done, but
16 that's my intent, was to say that when the
17 multipage ballot isn't necessary, we retain
18 historical geographic priorities.

19 COMMISSIONER MICHEL: This is
20 Commissioner Michel. So, Commissioner Zacccone,
21 you're making a motion that if a borough has a
22 single page, they go geographic?

23 COMMISSIONER ZACCONE: That is correct,
24 commissioner.

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2 SECRETARY UMANE: Oh, but that --

3 COMMISSIONER MICHEL: Well, that --

4 SECRETARY UMANE: -- that's not going to
5 be good, because you can't have it in separate
6 places in the same election. We're going to get
7 sued.

8 COMMISSIONER ARAUJO: Yeah, especially
9 with the congressional race.

10 COMMISSIONER ZACCONE: Okay.

11 SECRETARY UMANE: Yeah, especially with
12 there's citywide.

13 COMMISSIONER ZACCONE: I mean, on second
14 thought, I withdraw. I'll withdraw my motion and
15 instead, make the motion that in this particular
16 case, we adopt the ballots as presented,
17 retaining our historical prerogative that would
18 let otherwise [unintelligible] [00:25:18] we keep
19 a geographic [unintelligible] [00:25:21]. I just
20 don't want it to be precedent setting to do this.

21 PRESIDENT TAYLOR: I'll second that
22 motion.

23 MR. RYAN: Are there any objections?

24 Hearing none, the motion carries. And before we

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2 get --

3 COMMISSIONER ZACCONE: [unintelligible]
4 [00:25:47].

5 MR. RYAN: Pardon? So before we get to
6 the, before we get to the Item 1B, we do still
7 need to have a conversation about the percentage
8 of ballots that we should order and the
9 recommendation from executive management is, for
10 election day ballots, we order 100 percent of the
11 ballots and Mr. Sattie, can you remind me what
12 percentage of the EDs are? We usually do no less
13 than 25, correct?

14 MR. SATTIE: Yes. In the last
15 presidential year, just for example, we ordered
16 ballots for, election day ballots for 115 percent
17 of the registered voters in the city and
18 affidavits 25 percent.

19 MR. RYAN: Okay. So, I changed that, I
20 thought it was 100 percent last time, so our
21 recommendation would be then to do the same for
22 the election day ballots that we did in 2016, and
23 also an increase, I think that there should be
24 some percentage increase of affidavit ballots as

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2 well. Myself and Ms. Sandow discussed a number of
3 potentially 40 percent. Maybe that's -- no, that
4 would be 40 -- no less than 40 per ED instead of
5 no less than 25 per ED. Because it was 25
6 percent, right, Mr. Sattie, with a minimum of 25?

7 MR. SATTIE: Yes, what I would suggest
8 to that, sir, if you don't mind.

9 MR. RYAN: Sure.

10 MR. SATTIE: Is we, for the primary and
11 for this, this past and what we were hoping to do
12 for this general election, would to pack in
13 groups of 50. That's been 25 in the past. So my
14 one addition would be instead of 40, to make that
15 no less than 50 per ED, to make it an even
16 package, make it an even number.

17 MR. RYAN: Yeah, both myself and Ms.
18 Sandow concur with that recommendation. And
19 certainly if there's any questions amongst the
20 commissioners, we could have further discussion
21 on that issue.

22 SECRETARY UMANE: Yeah, with the number
23 of people expected to vote by mail, I don't know
24 as if we need 115 percent, or even 100 percent

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2 because it's just wasteful. Probably 80 percent
3 would be more than what we would need, and it
4 would give us a buffer of expected voters that
5 would be coming in.

6 COMMISSIONER SHAMOUN: I have a question
7 that might be relevant.

8 COMMISSIONER TOWNSEND: Sir, if you
9 could just --

10 COMMISSIONER SHAMOUN: To Commissioner
11 Umame's, point, if somebody votes by mail, and
12 then votes at this, attempts to vote at the
13 polling site on election day, would they get a
14 paper ballot, a regular ballot or an affidavit
15 ballot?

16 MR. RYAN: So, so to be clear, there is
17 no prohibition in New York State to vote absentee
18 and to also vote at the poll site. So you make an
19 application for an absentee ballot in
20 anticipation of not being around for election
21 day. If you turn out to be around for election
22 day, you go to the poll site and you vote. If you
23 vote at the poll site, we will capture your voter
24 history and your absentee ballot will be voided

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2 because you voted at the poll site.

3 That is not improper in New York State.
4 It may be improper in other jurisdictions. But it
5 is 100 percent proper to vote in that manner in
6 New York State. So, to some extent then, when
7 folks vote by absentee, it has no impact,
8 potentially, on the election day, because
9 everybody that votes by absentee would still be
10 able to come vote on election day.

11 And so, given the amount of attention to
12 this election and the amount of participation,
13 the amount of misinformation that's out there,
14 and the fact that folks might vote by absentee
15 and come on election day, and all of those
16 variables that we have no control over, it is
17 still ultimately up to the commissioners, but it
18 remains executive's opinion that we do at least
19 100 percent. And then we have the absentee
20 ballots the way they are and a little bit of
21 padding on the affidavit ballots, because of the
22 potential confusion.

23 And just keep in mind, and Commissioner
24 Umane, I certainly share your fiscal prudence but

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2 we will never disenfranchise anyone and we will
3 never be criticized for having too many ballots.
4 But if we don't have enough, we'll not only be
5 criticized, but we'll be engaging in
6 disenfranchisement of voters as well.

7 COMMISSIONER ARAUJO: I move that we
8 adopted the recommendation of the executive
9 board, executive management with respect to the
10 100 percent request for election day ballots, the
11 absentee ballots and 50 percent of the affidavit
12 ballots.

13 MR. RYAN: So it would be 25, still 25
14 percent of the affidavit ballots, but no less
15 than 50, if we had an ED where 25 percent was
16 less than 50 individual ballots, it will still be
17 a minimum of 50.

18 MR. SATTIE: Correct.

19 COMMISSIONER ARAUJO: Alright.

20 COMMISSIONER CAMILO: I would second
21 that.

22 MR. RYAN: Are there any objections?

23 Hearing --

24 SECRETARY UMANE: How about 90?

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2 MR. RYAN: Well, as there is a motion on
3 the floor, are there any objections to the
4 motion?

5 SECRETARY UMANE: How about 91?

6 PRESIDENT TAYLOR: Hearing none --

7 MR. RYAN: Thank you, President Taylor.
8 Hearing none, the motion areas.

9 SECRETARY UMANE: Ninety-three?

10 MR. RYAN: Item 1B will handled by the
11 deputy general counsel and I will be excusing
12 myself momentarily. I may be back. We'll see.
13 Alright.

14 MR. SAVINO: Good afternoon,
15 commissioners.

16 SECRETARY UMANE: Good luck.

17 MR. RYAN: Thank you.

18 PRESIDENT TAYLOR: Good afternoon, Mr.
19 Savino.

20 MR. SAVINO: As you probably recall,
21 this is a pretty standard document that is mailed
22 out for every election to all of the candidates
23 and posted on the website. It gives the times for
24 various election related activities for the

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2 candidates and/or their watchers to perhaps take
3 part in. It's been exhaustively reviewed by CRU,
4 who drafted the document, as well as the ballot
5 folks, EVOU and, you know, to check the dates,
6 the Election Law sections, etc. And so I'm asking
7 that you approve the notice to candidates so that
8 we may post it on the website and mail it out.

9 COMMISSIONER ARAUJO: Rafael, I have a
10 question.

11 MR. SAVINO: Sure.

12 COMMISSIONER ARAUJO: In the June
13 primary, there was an issue of notice that may
14 have delayed us in the canvassing. Has that issue
15 been resolved in this to allow us to go
16 immediately into the canvassing and provide for
17 sufficient notice to everyone?

18 MR. SAVINO: Well, it's funny you should
19 ask because I did go through the different
20 Election Law sections, and would you believe the
21 notice varies in some of them for the different
22 activities. But my understanding of that issue
23 was that a change had to be made to the notice of
24 candidates and there is a requirement in terms of

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2 the canvas, that there be five days written
3 notice. So if my memory serves me correct,
4 they're going to have the five days written
5 notice when this is sent out, but I believe that
6 was because there was a change, or additional
7 ballots were being canvassed that they had to do
8 the new notice to candidates.

9 COMMISSIONER ARAUJO: Is there any way
10 to put language that would encompass that type of
11 situation, from the beginning?

12 MR. SAVINO: Not that I'm aware of. No.

13 COMMISSIONER ARAUJO: And another
14 question, the address, I didn't see the appendix
15 for the locations for Queens, but should Queens
16 decide to change their location, would that
17 require an additional notice, period?

18 MR. SAVINO: Yes. But there are some
19 other deadlines that was we, you know, wanted to
20 get out, apparently wanted to get this out for,
21 but that has not been resolved. So we did have to
22 put to be determined.

23 MS. SANDOW: And not just for Queens
24 though.

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2 MR. SAVINO: Right, Manhattan as well.

3 COMMISSIONER ARAUJO: Alright.

4 PRESIDENT TAYLOR: I noticed that the
5 inspection of the ballots is taking place on
6 Friday of this week. Is that enough --

7 MR. SAVINO: Well, that doesn't seem to
8 have a notice requirement in the specific
9 section. And would you believe it was a new
10 section of the election law, that the old section
11 required two days notice. This one says 46 days
12 before -- the new section says 46 days before the
13 election, and when you do the math, that's
14 Friday. Military, absentee, my understanding will
15 be totally ready to go.

16 MS. KONTAZMANIS: On Friday.

17 MR. SAVINO: On Friday?

18 MS. KONTAZMANIS: September 18th.

19 MR. SAVINO: And -- September 18th, and
20 if the election day ballots are not available for
21 inspection, the folks can come back when that has
22 been completed.

23 PRESIDENT TAYLOR: Ah, when we sent out
24 the notice regarding things we're doing on

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2 Friday, the 18th, was it only sent out by mail,
3 or did people also get e-mail?

4 MR. SAVINO: It goes on the website and
5 goes through mail, and I think it's posted to
6 front counters if I'm correct.

7 MS. KONTAZMANIS: Front counters, by
8 mail if we have e-mail addresses.

9 MR. SAVINO: That's a function that CRU
10 does.

11 PRESIDENT TAYLOR: So people ought to be
12 watching is what we're hearing?

13 MR. SAVINO: Yes. And check the website,
14 check the front counter.

15 COMMISSIONER ARAUJO: Ralph, is notice
16 at our website and the front counters sufficient
17 to satisfy the notice requirement or does there
18 require a correspondence as an e-mail?

19 MR. SAVINO: Well, as I said, the old
20 section had two days notice. This one basically
21 says 46 days before.

22 COMMISSIONER ARAUJO: No, but the reason
23 I'm asking is with respect to Queens, right. Once
24 we, there's a determination of where we're going

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2 to use, what site we're going to use for the
3 canvassing, I'm curious whether or not we need to
4 mail something out or as soon as we lock the site
5 down, if we could just post it on the website and
6 that would be sufficient notice?

7 MR. SAVINO: Unfortunately, the Election
8 Law, you know, talks about, for canvassing five
9 days written notice, and it also mentions that
10 everything has to be in writing and first class
11 mail.

12 COMMISSIONER ARAUJO: Okay. Okay.

13 MR. SAVINO: Unfortunately.

14 COMMISSIONER ARAUJO: Okay. Alright. I
15 move that we adopt the notice as recommended by
16 counsel.

17 SECRETARY UMANE: Second.

18 COMMISSIONER ARAUJO: All in favor? Any
19 object- no --

20 PRESIDENT TAYLOR: Are there any
21 objections? Hearing none, the motion carries.

22 MR. SAVINO: Thank you.

23 MS. SANDOW: Could we just get this to
24 CRU so they can start working on it?

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2 MR. SAVINO: That's what I was thinking
3 too. Thank you.

4 MS. SANDOW: So they can get it out.
5 Next up is Valerie Vasquez. She's going to be
6 doing a presentation for a public education
7 campaign. Valerie, you may begin.

8 MS. VALERIE VASQUEZ: Good afternoon,
9 commissioners. I just wanted to give an update or
10 an approval that we received from the finance
11 committee to launch our aggressive multipronged
12 public education campaign. We are focusing our
13 advertising on [unintelligible] [00:38:02]
14 subways and buses as well as a very comprehensive
15 digital buy and to include for those voters that
16 perhaps they're in effect a digital divide, we
17 also have a comprehensive media buy and print
18 publications. Our focus is in city wide papers as
19 well as community based, so local newspapers and
20 the languages.

21 We've distributed the list among chiefs
22 and deputies and we were able to get their input.
23 We've also included a buy, both digital and print
24 for poll worker recruitment. We have found it to

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2 be very successful. We launched this poll worker
3 recruitment campaign on the digital end on
4 September 1st, and we received thus far about
5 20,000 applications to our election day portal.
6 So again, we found it to be very successful.

7 I can also speak to our public education
8 so far in terms of the push to the portal, so
9 voters know that they can in fact request an
10 absentee ballot easily from their home, as a
11 result of our portal that we have live that went
12 live on the 21st. We have, we purchased digital
13 ads and have seen very strong results and have
14 had over 1.1 million impressions and over 35,000
15 clicks. Our click through rate at this point is
16 hovering around three percent, which is very high
17 for a government agency, for us to have that
18 return on our visuals so far.

19 I have for you just a sampling of some
20 of the ads that we have on our social media page.
21 Again, we know how we all feel about branding,
22 we're using this opportunity to profile the
23 agency in a positive light. We're hoping that our
24 partner organizations and our partners in

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2 government share a reciprocate -- like our
3 images. This is a sample of one of our ads, again
4 with consistent Vote Safe NYC, using our mask and
5 our branding and tying into overall New York City
6 look and feel. This is an example of some of the
7 copy that we have on our social media.

8 Again, this is meant to be something
9 that captivates the audience, something that we
10 find is likely to be shared. Our retweets on
11 these images have been high thus far. And Google
12 particularly, we have very high click through
13 rates for these particular ads. So they've
14 resonated with the voters. We found our campaign
15 thus far to be very successful. And this is the
16 type of look and feel that we will continue
17 through the rest of our campaign. Keeping in mind
18 that the campaign is meant to be three phases,
19 the focus on the voter, the voter having the
20 choice how they'd like to vote, either by
21 absentee, by voting early, or of course, on
22 election day.

23 COMMISSIONER ARAUJO: Valerie, this
24 looks great. Just a quick question on something

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2 that we discussed maybe a month or so ago. Is
3 there any update on putting the countdown on our
4 website to early voting or to election day and/or
5 to the deadline to the mailing of the absentees?

6 MS. VASQUEZ: Yes. We are working that
7 now. We're working on the programming for the
8 calendar for that specific purpose for a
9 countdown mechanism.

10 COMMISSIONER ARAUJO: Any idea of when
11 it's going to happen?

12 MS. VASQUEZ: I'd say another week,
13 commissioner.

14 COMMISSIONER ARAUJO: Alright. Thank
15 you.

16 MS. VASQUEZ: And then this last one,
17 once we had the ballot tracker, once the tracker
18 went live, we wanted to build that into our
19 creatives. So the idea is that we want to stress
20 to the voter that it's simple and it is in fact,
21 a one, two, three process, request and track,
22 receive and then return. We are working on some
23 videos that we will be sharing on our social
24 media platforms, as well as posting it on our

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2 website. And once we have those finalized, we
3 will share that with the commissioners as well.

4 So we just wanted to give you a sense of
5 what we're doing in terms of educating the public
6 and thank the commissioners for their commitment
7 to educate all voters whether they have --
8 whether they're digitally connected or otherwise.

9 Oh, and I would be remiss if I didn't
10 say that LinkNYC, has -- we've worked with them
11 before, has committed to providing us free
12 digital space in all of their kiosks throughout
13 all five boroughs. So that's very helpful for us
14 because it is digital based. We can change the
15 creatives as we see fit. So I wanted to publicly
16 thank them for their commitment to the voters of
17 the City of New York and for looking to partner
18 with the Board of Elections.

19 SECRETARY UMANE: Just a question, it
20 doesn't say New York City anywhere on the --

21 MS. VAZQUEZ: So because these are
22 actual images that will be on our social media
23 platform, we, if it is in fact a print, this is
24 all social media. So if it's on a print, we would

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2 have our website, we push them, we have our name,
3 as well as pushing them to a website. Because
4 this is on our platforms, then you just click
5 through and just get right to the tracker or to
6 the application of the Board themselves. So we
7 didn't want to busy the image with any more text.

8 MS. SANDOW: Now, you didn't have any of
9 the poll worker recruitment creative do you, in
10 here?

11 MS. VAZQUEZ: So we've kept the poll
12 worker recruitment, because of the time we've
13 kept the poll worker recruitment, we found that
14 it resonated well, we kept it similar to last
15 year's with the color and the look and feel with
16 the board logo. The idea was get paid to serve
17 your community, earn up to \$2,800, and we found
18 that that call to action has really resonated
19 well, so we haven't adjusted the poll worker
20 campaign so far.

21 MS. SANDOW: Got it, but do you think
22 that it's possible we could consider also one
23 execution that speaks to the fact that young
24 people can also, meaning specifically high

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2 schoolers, there's an opportunity for them to
3 work as poll workers as well? That seems to be a
4 question that comes up often. So even if there's
5 not something specifically dedicated to it, or at
6 least one of the executions either speaks to that
7 and pushes people towards an application that's
8 on the site or something along that line?

9 MS. VAZQUEZ: Yes, we, well usually that
10 outreach really comes through the schools
11 themselves, but we could work on another
12 creative, another implementation, yes. And I
13 could come up with some drafts and circulate that
14 for review.

15 MS. SANDOW: Great.

16 MS. VAZQUEZ: I think that's it for me.

17 PRESIDENT TAYLOR: Thank you.

18 MS. SANDOW: That's great, Val.

19 COMMISSIONER CAMILO: Thank you, Val,
20 for all your work.

21 COMMISSIONER ZACCONE: Valerie, this is
22 John Zaccone, thank you very much for everything
23 you did. And just for the record, I know you all
24 know this, but all the work you've done,

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2 everything that you're putting out there is in
3 addition to the mailing that'll be coming from
4 the Board of Elections to every voter. So that in
5 addition to all of your outreach this way,
6 [unintelligible] [00:45:36] from Board of
7 Elections for every voter telling them how to
8 vote, where to vote [unintelligible] [00:45:41].
9 That should just be on the record. While we know
10 it, just to remind the general public as well.

11 MS. VAZQUEZ: Yes, yes commissioner,
12 thank you very much.

13 MS. SANDOW: Thank you, Val. Do we have
14 anything, any personnel? None. Our next meeting
15 is September 22nd at 1:30. You have no legal?
16 Nothing.

17 SECRETARY UMANE: Just a question. Do we
18 need to formally approve the spending of the
19 money for the media, the print and the digital
20 components that we had discussed at the finance
21 committee? Don't we need to approve what's, what
22 the committee has at least unanimously approved
23 so that we can get that going? Do we need to do
24 that?

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2 MS. SANDOW: Are you talking about the
3 video, the public campaign that Val just showed
4 you? That was already --

5 SECRETARY UMANE: Yes.

6 MS. SANDOW: -- that was done. So that
7 was already --

8 SECRETARY UMANE: We had discussed
9 spending a certain amount of money for the media,
10 you know, the published media, the internet media
11 and subways and the buses. All that was approved
12 in the finance committee, and a certain amount of
13 money allocated for that. There's some piece of
14 that that still remains under discussion. But a
15 majority of it was unanimously approved by the
16 finance committee.

17 COMMISSIONER MARMORATO: Commissioner
18 Umane, we approved that last, at last week's
19 meeting.

20 PRESIDENT TAYLOR: Last week.

21 SECRETARY UMANE: Oh, we did?

22 COMMISSIONER MARMORATO: Yes.

23 PRESIDENT TAYLOR: [unintelligible]

24 [00:47:23] similar discussion.

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2 SECRETARY UMANE: That's what happens
3 when you get old. I apologize.

4 COMMISSIONER CAMILO: Correct. The
5 recommendation of the finance committee as to
6 those parts, so that was presented to the Board
7 last week.

8 SECRETARY UMANE: Okay. That's fine. I
9 just didn't want it to split through the cracks.

10 MS. SANDOW: Thank you, commissioners.

11 MR. SAVINO: Thank you, everyone.

12 PRESIDENT TAYLOR: So we will not
13 adjourn to executive session?

14 MS. SANDOW: It doesn't look like
15 there's any issues.

16 MS. KONTAZMANIS: There's nothing
17 [unintelligible] [00:47:49].

18 SECRETARY UMANE: I move that we adjourn
19 until next Tuesday at 1:30.

20 MS. SANDOW: Thank you.

21 COMMISSIONER MICHEL: Second.

22 MS. SANDOW: 22nd, September 22nd at
23 1:30 is the next meeting.

24 COMMISSIONER CAMILO: Thank you.

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MS. SANDOW: Thank you.

PRESIDENT TAYLOR: Thank you.

MR. SAVINO: Thank you, commissioners.

COMMISSIONER TOWNSEND: Thanks,
everyone.

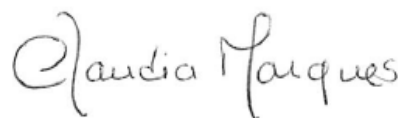
PRESIDENT TAYLOR: Have a good
afternoon.

(The meeting concluded at 2:20 p.m.)

CERTIFICATE OF ACCURACY

I, Claudia Marques, certify that the foregoing transcript of the Board of Elections in The City of New York on September 15, 2020 was prepared using the required transcription equipment and is a true and accurate record of the proceedings.

Certified By



Claudia Marques

Date: April 6, 2021

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