

PAC Spending to date 2020 City Elections (submitted by Mike Morris/LRF PAC)

As I have during previous election cycles, I'm providing a summary of PAC spending (to date) for the LB City Elections coming in Nov2020. I had intended to include the Firefighters & Police Employees Associations in this analysis, but alas, they have yet to file their 1Jul2020-19Sept2020 paperwork. I will update as these items are posted. All of the data I've consolidated here is available on the City's website, under City Clerk > Election 2020 > Disclosures if you want even more details (with 1 important exception: the 496 for Poseidon Resources LLC has to be had from the FPPC).

As I've been highlighting, Liberate Laguna is again the big spender in our local elections, taking-in and spending more than 10 times the next biggest spender (Village Laguna). And, the PAC of which I am an officer (LRF), which isn't involved in the 2020 City elections, was out raised 61 times and outspent 140 times. Yeah, not really apples to apples, is it?

I've included data on the top 5 reportable donors for Liberate Laguna...folks who followed the 2018 elections won't see any names that surprise them, but perhaps a surprise in a name which ISN't included: 4G Wireless/Mo Honarkar made no reportable donations to LL this period.

To date, LL's endorsed CC candidate Larry Nokes is far and away the biggest beneficiary of the "independent expenditures" that Liberate Laguna has made on his behalf. If LL's spend-rate on his behalf performs like that on behalf of Beter Plake in 2018, they will spend again as much getting him elected.

The amount of LL spend on candidates Whalen and Tracy are much more modest; in the case of Whalen I'd chalk it up to his incumbency requiring less "independent" push than a new-comer.

As you'll see, none of the PACs have spent money as yet, on negative campaigning (no independent expenditures "against" any particular candidate). That may yet change if LL perceives their endorsed candidates needing an extra push to the finish line.

One very interesting "independent expenditure" I'd like to highlight is that of Poseidon Resources LLC on behalf of District 7 of the Municipal Water District of OC (MWD OC) candidate, Deborah Neev. Poseidon is the owner/operator of the water desalination plant in Huntington Beach and is of course looking to stack the water district's BoD with "pro-desalination" believers. They have some really expensive water they want to sell to the area's water districts and

the \$35k+ expenditure for mailers on Ms. Neev's behalf is most likely intended to help get a desal supporter elected.

1July2020-19Sept2020	Liberate Laguna	Village Laguna	LRF	LB Firefighters Assoc	LB Police Emp Assoc
Total Contributions	\$68,879.00	\$6,420.00	\$1,124.00		
Total Expenditures	\$58,337.09	\$1,947.00	\$415.99*		
Top 5 donor contr %	98.87%	51.40%	44.48%		
Ave Contribution of top 5	\$13,519.80	\$660.00	\$100.00		
Reportable donors this period	10	19	8		
* LRF reported no pro or con candidate spending during the period					

PAC spending For/Against a Candidate cumulative to date (2020) period								
	Liberate Laguna		Village Laguna		Laguna Residents 1 st		Poseidon Resources LLC*	
Candidate	For	Against	For	Against	For	Against	For	Against
Whalen	\$2,556.33	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Dicterow	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Nokes	\$10,353.33	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Flores	\$0.00	\$0.00	\$836.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Weiss	\$0.00	\$0.00	\$836.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Tracy	\$2,556.34	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
McKay			\$235.28	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
D. Neev (Distr 7 – MWDOC)			\$0.00	\$0.00	\$0.00	\$0.00	\$35,250.89	
* Poseidon is the water desalination plant owner/operator in Huntington Beach, CA								

Liberate Laguna Top Donors – thru 19Sept2020			Liberate Laguna Top Donors – 2018		
Entity	Monetary Contribution (7/1/2-9/19/20)	Monetary Contribution (YTD)	Entity	Monetary Contribution	Non-Monetary Contribution (\$ value)
Uri Greenwald	\$500.00	\$500.00	4G Wireless (Mo Honarkar)	\$20,000.00	
Cody Engle	\$500.00	\$500.00	Dornin Investment Group	\$10,000.00	
Tyler McCusker	\$599.00	\$599.00	Samuel Goldstein (Radford Ventures LLC)	\$20,000.00	
Samuel Goldstein (Radford Ventures LLC)	\$27,000.00	\$28,000.00	Michael Ray (S.J. Ray Development)	\$22,000.00	
Michael Ray (S.J. Ray Development)	\$32,000.00	\$33,000.00	Cindy Shopoff (Shopoff Realty Investments)	\$38,500.00	
Cindy Shopoff (Shopoff Realty Investments)	\$7,500.00	\$9,500.00	Shopoff Enterprises		\$30,000.00
Shopoff Enterprises			Totals	\$110,500.00	\$30,000.00
Totals	\$68,099.00	\$71,599.00	Grand Total:	\$148,500.00	