

# CANDIDATE'S REPORT

(to be filed by a candidate or his principal campaign committee)

1. Qualifying Name and Address of Candidate

RELLA ZAPLETAL  
4310 Prytania Street  
New Orleans, LA 70115

2. Office Sought (Include title of office as well as parish, city, town and/or election district.)

City Council  
New Orleans  
B

**OFFICE USE ONLY**

**Report Number:** 100064

**Date Filed:** 12/1/2021

**Report Includes Schedules:**

Schedule A-1  
Schedule B  
Schedule E-1

3. Date of Primary 11/13/2021

This report covers from 10/25/2021 through 11/21/2021

4. Type of Report:

180th day prior to primary       40th day after general  
 90th day prior to primary       Annual (future election)  
 30th day prior to primary       Supplemental (past election)  
 10th day prior to primary  
 10th day prior to general       Amendment to prior

5. FINAL REPORT if:

Withdrawn       Filed after the election AND all loans and debts paid  
AND no surplus funds remaining  
 Unopposed

6. Name and Address of Financial Institution  
(You are required by law to use one or more banks, savings and loan associations, or money market mutual fund as the depository of all campaign funds.)

IBERIABANK  
3412 St. Charles Avenue  
New Orleans, LA 70115

7. Full Name and Address of Treasurer

9. Name of Person Preparing Report EVAN J BERGERON

Daytime Telephone 504-577-2500

10. WE HEREBY CERTIFY that the information contained in this report and the attached schedules is true and correct to the best of our knowledge, information and belief, and that no expenditures have been made nor contributions received that have not been reported herein, and that no information required to be reported by the Louisiana Campaign Finance Disclosure Act has been deliberately omitted.

This 1st day of December, 2021.

Rella Zapletal  
Signature of Candidate/Chairperson  
(To be signed by Chairperson *only* if report by principal campaign committee)

504.407.1446  
Daytime Telephone

\_\_\_\_\_  
Signature of Treasurer

\_\_\_\_\_  
Daytime Telephone

8. FOR PRINCIPAL CAMPAIGN COMMITTEES ONLY  
a. Name and address of principal campaign committee, committee's chairperson, and subsidiary committees, if any (use additional sheets if necessary).

## SUMMARY PAGE

RECEIPTS	This Period
1. Contributions (Schedule A-1)	\$ 950.00
2. In-kind Contributions (Schedule A-2)	\$ 0.00
3a. Campaign paraphernalia sales of \$25 or less	\$ 0.00
3b. Raffle Ticket Sales of \$25 or less	\$ 0.00
<b>4. TOTAL CONTRIBUTIONS</b> (Lines 1 + 2 +33a + 3b)	\$ 950.00
5. Other Receipts (Schedule A-3)	\$ 0.00
6. Loans Received (Schedule B)	\$ 0.00
7. Loan Repayments Received (Schedule D)	\$ 0.00
<b>8. TOTAL RECEIPTS</b> (Lines 4 + 5 + 6 + 7)	\$ 950.00

DISBURSEMENTS	This Period
9. Expenditures (Schedule E-1)	\$ 61,901.08
10. Other Disbursements (Schedule E-2)	\$ 0.00
11. Loan Repayments Made (Schedule B)	\$ 0.00
12. Funds Loaned (Schedule D)	\$ 0.00
<b>13. TOTAL DISBURSEMENTS</b> (Lines 9 + 10 + 11 + 12)	\$ 61,901.08

FINANCIAL SUMMARY	Amount
14. Funds on hand at beginning of reporting period <small>(Must equal funds on hand at close from last report or -0- if first report for this election)</small>	\$ 128,401.77
15. <i>Plus</i> total receipts this period <small>(Line 8 above)</small>	\$ 950.00
16. <i>Less</i> total disbursements this period <small>(Line 13 above)</small>	\$ 61,901.08
17. <i>Less</i> in-kind contributions <small>(Line 2 above)</small>	\$ 0.00
18. Funds on hand at close of reporting period	\$ 67,450.69

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## SUMMARY PAGE (continued)

INVESTMENTS	Amount
19. Of funds on hand at beginning of reporting period (Line 14, above), amount held in investments ( <i>i.e.</i> , savings accounts, CD's, money market funds, etc.)	\$ 0.00
20. Of funds on hand at close of reporting period (Line 18, above), amount held in investments	\$ 0.00

SPECIAL TRANSACTIONS - for the reporting period	Amount
21. Candidate's personal funds (Use of personal funds as either a contribution or loan to the campaign should be reported on Schedules A-1 or B.)	\$ 0.00
22. Contributions received from political committees (From Schedules A-1 and A-2)	\$ 0.00
23. All proceeds from the sale of tickets to fundraising events (Receipts from the sale of tickets are contributions and must also be reported on Schedule A-1.)	\$ 0.00
24a. Proceeds from the sale of campaign paraphernalia (Total receipts from the sale of campaign paraphernalia reported on Schedule A-1 and line 3a, above.)	\$ 0.00
24b. Proceeds from the sale of raffle tickets (Total receipts from the sale of raffle tickets reported on Schedule A-1 and line 3b above.)	\$ 0.00
25. Expenditures from petty cash fund (Must also be reported on Schedule E-1.)	\$ 0.00

SPECIAL TRANSACTIONS - total for the election	This Election
26. Total amount of contributions received from political committees for both the primary and general elections combined since the first report filed for this election.	\$ 1,000.00

### NOTICE

The personal use of campaign funds is prohibited.\* The use of campaign funds must be related to a political campaign or the holding of a public office or party position. However, campaign funds may be used to reimburse a candidate for expenses related to his campaign or office, to pay taxes on the interest earned on campaign funds or to replace articles lost, stolen, or damaged in connection with a campaign.

Excess campaign funds may be returned to contributors on a pro rata basis, given as a charitable contribution as provided in 26 USC 170(c), given to a charitable organization as defined in 26 USC 501(c) (3), expended in support of or opposition to a proposition, political party, or candidacy of any person, or maintained in a segregated fund for use in future political campaigns or activity related to preparing for future candidacy to elective office.

\*The prohibition on the personal use of campaign funds does not apply to campaign funds received prior to July 15, 1988.

## SCHEDULE A-1: CONTRIBUTIONS (Other than In-Kind Contributions)

The following information must be provided for all contributors to your campaign during this reporting period, except for in-kind contributions. Information on in-kind contributions is reported on SCHEDULE A-2: IN-KIND CONTRIBUTIONS. In Column 1, check if the contributor is a political committee or a party committee. Any personal funds a candidate contributes to his campaign must be reported on this schedule. Personal funds a candidate *loans* to his campaign should be reported on Schedule B. For anonymous contributions, see SCHEDULE F. Totals and subtotals are *optional*. Completion of totals and subtotals may assist in calculating totals that must be reported on the Summary Page.

1. Name and Address of Contributor	2. Contributions this Reporting Period		3. Total this Election
	a. Date(s)	b. Amount(s)	
DAVID HECHT 3026 Annunciation Street New Orleans, LA 70115  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	11/04/2021	\$100.00	\$100.00
JACK F JAMES 1723 W 21st Ave Covington, LA 70433  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/25/2021	\$100.00	\$200.00
GARRON JOHNSON 3 Rosedown Court New Orleans, LA 70131  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	11/13/2021	\$500.00	\$500.00
RUSTY MESSER 4626 Sherwood Common Blvd. Suite 303 Baton Rouge, LA 70816  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	11/12/2021	\$250.00	\$250.00
4. SUBTOTAL (this page)		\$950.00	N/A
5. TOTAL (complete only on last page of this schedule)		\$ 950.00	N/A
6. CONTRIBUTIONS FROM POLITICAL COMMITTEES:			
SUBTOTAL (this page)		\$0.00	TOTAL (complete only on last page of this schedule) \$ 0.00

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## SCHEDULE B: LOANS RECEIVED

The following information must be provided for each loan or line of credit received this reporting period, even if it has been repaid. Also, complete this schedule for loans received in prior periods that are still outstanding. Separate loans must be reported separately, even if from the same source. Any personal funds a candidate loans to his campaign must be reported on this schedule.

1. Name and address of lender RELLA ZAPLETAL 4310 Prytania Street New Orleans, LA 70115	2. a. Date* <u>6/24/2021</u> b. Interest rate <u>0.00</u> %(a.p.r.) c. Amount borrowed* ..... \$ <u>200,000.00</u> d. Balance due ..... \$ <u>200,000.00</u>  *For lines of credit, give the date the line of credit was first committed at Item 2a and list only the amount actually drawn at Item 2c. OPTIONAL: Total amount of credit available \$ _____						
3. Endorsers/Guarantors	4. Repayments this period <table style="width: 100%; border-collapse: collapse; margin-top: 5px;"> <thead> <tr> <th style="width: 30%; text-align: center;">Date</th> <th style="width: 40%; text-align: center;">Principal</th> <th style="width: 30%; text-align: center;">Interest</th> </tr> </thead> <tbody> <tr> <td style="height: 30px;"> </td> <td> </td> <td> </td> </tr> </tbody> </table>	Date	Principal	Interest			
Date	Principal	Interest					
(Enter the full name and address of each person or entity that has endorsed, guaranteed or otherwise secured the loan or line of credit. Also, state the amount of liability for each endorser or guarantor.)	(List payments of principal and interest separately. If separate amounts are not known, list all payments under principal.)						

## SCHEDULE E-1: EXPENDITURES

Use this schedule to report information on all campaign expenditures for this reporting period. An "expenditure" is any payment made for the purpose of supporting your election to public office and includes monies spent for the campaign's general operating expenses. Any payments made that are not "expenditures" should be reported on SCHEDULE E-2: OTHER DISBURSEMENTS. Totals and subtotals at bottom of page are *optional*. Completion of totals and subtotals may assist in calculating totals that must be reported on the Summary Page.

1. Name and Address of Recipient	2. Expenditures this Reporting Period		
	a. Date(s)	b. Purpose(s)	c. Amount(s)
AXIAL MEDIA AND COMMUNICATIONS, LLC 6114 Majestic Ave Oakland, CA 94605	11/17/2021	Field direction and consulting	\$ 3,500.00
AXIAL MEDIA AND COMMUNICATIONS, LLC 6114 Majestic Ave Oakland, CA 94605	11/17/2021	Text messaging services	\$ 3,064.00
JMC ENTERPRISES OF LOUISIANA 1025 Chippenham Drive Baton Rouge, LA 70808	10/25/2021	Demographic analysis and strategy	\$ 6,000.00
ORLEANS PARISH REPUBLICAN EXECUTIVE COMMITTEE 5163 General De Gaulle Suite 205	11/12/2021	Ballot printing	\$ 1,000.00
ANEDOT 1340 Poydras Street Suite 1770 New Orleans, LA 70112	11/17/2021	Online contribution processing fees	\$ 39.20
CAPTURE CONNECT MEDIA 1615 Poydras Street Suite 900 New Orleans, LA 70112	11/01/2021	Media consulting	\$ 2,975.40
FAST FRIENDS, LLC 4305A South Carrollton Ave. New Orleans, LA 70119	11/19/2021	Video production	\$ 660.00
GLASS DOME COMMUNICATIONS 352 Napoleon Street Baton Rouge, LA 70802	11/05/2021	Direct mail	\$ 8,000.00
3. SUBTOTAL (optional)			\$25,238.60
4. TOTAL (optional - complete only on last page of this schedule)			

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1. Name and Address of Recipient	2. Expenditures this Reporting Period		
	a. Date(s)	b. Purpose(s)	c. Amount(s)
GLASS DOME COMMUNICATIONS 352 Napoleon Street Baton Rouge, LA 70802	11/08/2021	Direct mail	\$ 7,900.00
GOOGLE ADS 1600 Ampitheatre Parkway Mountain View, CA 94043	11/15/2021	Digital advertising	\$ 265.67
DAVID HUDSON 1007 Greenspoint New Orleans, LA 70114	11/11/2021	Yard sign distribution	\$ 2,000.00
MAKYIA JOHNSON 2848 Louisa Drive New Orleans, LA 70126	10/30/2021	Canvassing services	\$ 405.00
SHEMIKO JOHNSON 3710 S. Rocheblave Street New Orleans, LA 70125	10/30/2021	Canvassing services	\$ 405.00
SHEMIKO JOHNSON 3710 S. Rocheblave Street New Orleans, LA 70125	11/02/2021	Canvassing services	\$ 120.00
OWEN LEGENDRE 1030 Robert St New Orleans, LA 70115	11/09/2021	Video shoot, editing, and delivery	\$ 315.00
MAILCHIMP 675 Ponce de Leon Avenue NE Atlanta, GA 30308	11/09/2021	Email advertising and management	\$ 52.99
3. SUBTOTAL (optional)			\$11,463.66
4. TOTAL (optional - complete only on last page of this schedule)			

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1. Name and Address of Recipient	2. Expenditures this Reporting Period		
	a. Date(s)	b. Purpose(s)	c. Amount(s)
MARY KATHERINE CREATIVE, LLC 2021 1/2 Burgundy St. New Orleans, LA 70116	11/04/2021	Photographer	\$ 275.00
DERYL NICHOLAS 3710 S. Rocheblave Street New Orleans, LA 70125	11/02/2021	Canvassing services	\$ 120.00
DERYL NICHOLAS 3710 S. Rocheblave Street New Orleans, LA 70125	10/30/2021	Canvassing services	\$ 270.00
TOP DRAWER STRATEGIES 2360 Tulip Street Baton Rouge, LA 70806	11/01/2021	General message consulting	\$ 6,000.00
WENDY TURNER TBD New Orleans, LA 70113	11/02/2021	Canvassing services	\$ 120.00
UNITED STATES POSTAL SERVICE 701 Loyola Avenue New Orleans, LA 70113	11/05/2021	Postage for direct mail	\$ 4,841.88
UNITED STATES POSTAL SERVICE 701 Loyola Avenue New Orleans, LA 70113	11/08/2021	Postage for direct mail	\$ 4,571.94
TYRONNE WALKER 1137 Esplanade Avenue New Orleans, LA 70116	11/08/2021	Campaign consulting	\$ 5,000.00
3. SUBTOTAL (optional)			\$21,198.82
4. TOTAL (optional - complete only on last page of this schedule)			

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1. Name and Address of Recipient	2. Expenditures this Reporting Period		
	a. Date(s)	b. Purpose(s)	c. Amount(s)
MAGGIE WINDLER 1105 6th Street Springfield, OR 97477	11/16/2021	Social media consultant	\$ 2,500.00
MAGGIE WINDLER 1105 6th Street Springfield, OR 97477	11/17/2021	Social media consultant	\$ 500.00
WINSTON BERGERON, LLP 1700 Josephine Street New Orleans, LA 70113	11/01/2021	Campaign legal services	\$ 1,000.00
3. SUBTOTAL (optional)			\$4,000.00
4. TOTAL (optional - complete only on last page of this schedule)			\$ 61,901.08

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