

# COMMITTEE'S REPORT

(filed by committees that support or oppose one or more candidates and/or propositions and that are not candidate committees)

1. Full Name and Address of Political Committee

NOTFORSALENOLA.COM PAC  
742 N. 5th St.  
Baton Rouge, LA 70802

OFFICE USE ONLY

Report Number: 66680

Date Filed: 11/6/2017

Report Includes Schedules:

Schedule A-1

Schedule E-1



2. Date of Primary

10/14/2017

This report covers from 9/25/2017 through 10/29/2017

3. Type of Report:

<input type="checkbox"/> 180th day prior to primary	<input type="checkbox"/> 40th day after general
<input type="checkbox"/> 90th day prior to primary	<input type="checkbox"/> Annual (future election)
<input type="checkbox"/> 30th day prior to primary	<input type="checkbox"/> Monthly
<input type="checkbox"/> 10th day prior to primary	
<input checked="" type="checkbox"/> 10th day prior to general	<input type="checkbox"/> Amendment to prior

4. All Committee Officers (including Chairperson, Treasurer, if any, and any other committee officers)

a. Name

b. Position

c. Address

JESSE GILMORE

Chairperson

742 North 5th Street

Baton Rouge, LA 70802

AMANDAA MALOY

Treasurer

742 North 5th Street

Baton Rouge, LA 70802

5. Candidates or Propositions the Committee is Supporting or Opposing (use additional sheets if necessary)

a. Name & Address of Candidate/Description of Proposition

b. Office Sought

c. Political Party

d. Support/Oppose

6. Is the Committee supporting the entire ticket of a political party?

☐ Yes

☒ No

If "yes", which party?

7. a. Name of Person Preparing Report

AMANDAA MALOY

b. Daytime Telephone

225-767-7163

8. 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 6th day of November, 2017.

JESSE GILMORE

Signature of Committee/Chairperson

508-737-7876

Daytime Telephone

AMANDAA MALOY

Signature of Committee Treasurer, if any

225-767-7163

Daytime Telephone

## SUMMARY PAGE

RECEIPTS	This Period
1. Contributions (Schedule A-1)	\$ 132,500.00
2. In-kind Contributions (Schedule A-2)	\$ 0.00
3. Campaign paraphernalia sales of \$25 or less	\$ 0.00
4. <b>TOTAL CONTRIBUTIONS</b> (Lines 1 + 2 +3)	\$ 132,500.00
5. Other Receipts (Schedule A-3)	\$ 0.00
6. Loans Received (Schedule B)	\$ 0.00
7. Loan Repayments Received (Schedule D)	\$ 0.00
8. <b>TOTAL RECEIPTS</b> (Lines 4 + 5 + 6 + 7)	\$ 132,500.00

DISBURSEMENTS	This Period
9. General Expenditures (Schedule E-1)	\$ 168,349.16
10. In-Kind Expenditures (Schedule E-2)	\$ 0.00
11. Contributions made to Candidates (Schedule E-3)	\$ 0.00
12. <b>TOTAL EXPENDITURES</b> (Lines 9 + 10 + 11)	\$ 168,349.16
13. Other Disbursements (Schedule E-4)	\$ 0.00
14. Loan Repayments Made (Schedule B)	\$ 0.00
15. Funds Loaned (Schedule D)	\$ 0.00
16. <b>TOTAL DISBURSEMENTS</b> (Lines 12 + 13 + 14 + 15)	\$ 168,349.16

FINANCIAL SUMMARY	Amount
17. Funds on hand at beginning of reporting period (Must equal funds on hand at close from last report or -0- if first report for this committee)	\$ 88,184.11
18. <i>Plus</i> total receipts this period ( <i>less</i> in-kind contributions received) (Line 8 above minus line 2 above)	\$ 132,500.00
19. <i>Less</i> total disbursements this period ( <i>less</i> in-kind expenditures) (Line 16 above minus line 10 above)	\$ 168,349.16
20. Funds on hand at close of reporting period	\$ 52,334.95

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## SUMMARY PAGE (continued)

INVESTMENTS	Amount
21. Of funds on hand at beginning of reporting period (Line 17, above), amount held in investments ( <i>i.e.</i> , savings accounts, CD's, money market funds, etc.)	\$ 0.00
22. Of funds on hand at close of reporting period (Line 20, above), amount held in investments	\$ 0.00

SPECIAL TRANSACTIONS	This Period
23. Contributions received from political committees (From Schedules A-1 and A-2)	\$ 0.00
24. 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
25. Proceeds from the sale of campaign paraphernalia (Receipts from the sale of campaign paraphernalia are contributions and must also be reported on Schedule A-1 or Line 3 above)	\$ 0.00
26. Expenditures from petty cash fund (Must also be reported on Schedule E-1)	\$ 0.00

## NOTICE

A political committee must register in each calendar year in which it will have over \$500 of financial activity. The registration is accomplished by filing a Statement of Organization form and paying the \$100 filing fee. Statements of Organization are filed annually by January 31. Any committee which realizes that it will have over \$500 of financial activity after January 31 must register within ten days of its realization of that fact. However, if this occurs during the ten day period prior to an election the Statement of Organization must be filed within three days.

Political committees must file reports of receipts and disbursements on an annual basis. Annual reports are due by February 15 and should cover the preceding calendar year. Also, committees must file reports of receipts and disbursements on the same schedule as the candidates it supports or opposes. Reports are also due in connection with propositions (ballot issues) the committee supports or opposes. Schedules of reporting and filing dates for all elections are available from the Campaign Finance Office.

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

The following information must be provided for all contributions **received** by the committee during this reporting period, except for in-kind contributions, whether received from a political committee or some other person or entity. Contributions **made** by the committee are reported on SCHEDULE E-3: CONTRIBUTIONS MADE TO CANDIDATES. Information on in-kind contributions is reported on SCHEDULE A-2: IN-KIND CONTRIBUTIONS. In Column 1, check “yes” if the contributor is a political committee and “no” if not. For anonymous contributions, see SCHEDULE F. Totals and subtotals at bottom of the 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 Contributor	2. Contributions this Reporting Period		3. Total this Year
	a. Date(s)	b. Amount(s)	
BEAU CHENE, LLC 809 Jefferson Hwy. Jefferson, LA 70121  POLITICAL COMMITTEE? _____ PARTY COMMITTEE? _____	10/25/2017	\$5,000.00	\$5,000.00
CRESCENT CROWN DISTRIBUTING, LLC 5900 Almonaster Avenue New Orleans, LA 70126  POLITICAL COMMITTEE? _____ PARTY COMMITTEE? _____	10/25/2017	\$5,000.00	\$5,000.00
L. LANE GRIGSBY Post Office Box 104 Baton Rouge, LA 70821  POLITICAL COMMITTEE? _____ PARTY COMMITTEE? _____	10/05/2017	\$5,000.00	\$45,000.00
L. LANE GRIGSBY Post Office Box 104 Baton Rouge, LA 70821  POLITICAL COMMITTEE? _____ PARTY COMMITTEE? _____	10/19/2017	\$25,000.00	\$70,000.00
KEITH HARDIE, JR. 618 Audubon St. New Orleans, LA 70118  POLITICAL COMMITTEE? _____ PARTY COMMITTEE? _____	10/25/2017	\$2,500.00	\$2,500.00
LESLIE JACOBS 625 St. Charles Av, #7A New Orleans, LA 70130  POLITICAL COMMITTEE? _____ PARTY COMMITTEE? _____	10/18/2017	\$50,000.00	\$95,000.00
4. SUBTOTAL (this page)		\$ 92,500.00	N/A
5. TOTAL (complete only on last page of this schedule)			N/A
6. CONTRIBUTIONS FROM POLITICAL COMMITTEES ONLY:			
SUBTOTAL (this page)		\$ 0.00	TOTAL (complete only on last page of this schedule)

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

The following information must be provided for all contributions **received** by the committee during this reporting period, except for in-kind contributions, whether received from a political committee or some other person or entity. Contributions **made** by the committee are reported on SCHEDULE E-3: CONTRIBUTIONS MADE TO CANDIDATES. Information on in-kind contributions is reported on SCHEDULE A-2: IN-KIND CONTRIBUTIONS. In Column 1, check "yes" if the contributor is a political committee and "no" if not. For anonymous contributions, see SCHEDULE F. Totals and subtotals at bottom of the 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 Contributor	2. Contributions this Reporting Period		3. Total this Year
	a. Date(s)	b. Amount(s)	
<b>LESLIE JACOBS</b> 625 St. Charles Av, #7A New Orleans, LA 70130  POLITICAL COMMITTEE? _____ PARTY COMMITTEE? _____	10/04/2017	\$5,000.00	\$45,000.00
<b>J.M. LAPEYRE, JR.</b> 383 Walnut St. New Orleans, LA 70118  POLITICAL COMMITTEE? _____ PARTY COMMITTEE? _____	10/24/2017	\$25,000.00	\$50,000.00
<b>WAYNE TRICHE, A P A C</b> 17431 Jefferson Hwy. Ste. B Baton Rouge, LA 70817  POLITICAL COMMITTEE? _____ PARTY COMMITTEE? _____	10/05/2017	\$5,000.00	\$5,000.00
<b>WTD PUBLISHING, LLC</b> 111 Veterans Memorial Blvd. Ste. 160 Metairie, LA 70005  POLITICAL COMMITTEE? _____ PARTY COMMITTEE? _____	10/04/2017	\$5,000.00	\$15,000.00
<b>4. SUBTOTAL (this page)</b>		<b>\$ 40,000.00</b>	N/A
<b>5. TOTAL (complete only on last page of this schedule)</b>		<b>\$ 132,500.00</b>	N/A
<b>6. CONTRIBUTIONS FROM POLITICAL COMMITTEES ONLY:</b>			
SUBTOTAL (this page)	<b>\$ 0.00</b>	TOTAL (complete only on last page of this schedule)	<b>\$ 0.00</b>

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## SCHEDULE E-1: GENERAL EXPENDITURES

Use this schedule to report information on most committee expenditures, during this reporting period. If the expenditure directly benefited a particular candidate(s), list the candidate(s)' name under Item 1. **However, (1) in-kind expenditures, and (2) expenditures to candidates or their committees should be reported on SCHEDULES E-2 and E-3, respectively, and should not be reported on this schedule.** An "expenditure" is any payment made for the purpose of supporting or opposing the election of a candidate for public office or supporting or opposing a proposition or question submitted to the voters. Expenditures include monies spent for the committee's general operating expenses. Any payments made that are not "expenditures" should be reported on SCHEDULE E-4: OTHER DISBURSEMENTS. Totals and subtotals at bottom of page are *optional* but will assist in completing the Summary Page.

1. Name and Address of Recipient	2. Expenditures this Reporting Period		
	a. Date(s)	b. Purpose(s)	c. Amount(s)
AUDIO WORKS 815 Rosedale Drive New Orleans, LA 70124	10/24/2017	Radio Production	\$ 1,098.00
PAUL CHRISTIANSEN 2216 Joseph St. New Orleans, LA 70115	10/20/2017	Radio Buy Commission	\$ 1,204.25
COX MEDIA - N.O. 2121 Airline Hwy 3rd Floor New Orleans, LA 70001	10/06/2017	TV Media Buy	\$ 1,405.05
FACEBOOK 1 Hacker Way Menlo Park, CA 94025	10/27/2017	Social Media Advertising	\$ 10,000.00
PELICAN BLUE STRATEGIES 824 Ratcliff St. Shreveport, LA 71104	10/24/2017	Consulting Services	\$ 3,000.00
RESOURCE BANK 9513 Jefferson Hwy Baton Rouge, LA 70809	10/29/2017	Wire Transfer Fees	\$ 160.00
SANDLER INNOCENZI 705 Prince Street Alexandria, VA 22314	10/27/2017	Radio Buy Commission	\$ 2,511.00
SANDLER INNOCENZI 705 Prince Street Alexandria, VA 22314	10/06/2017	TV Production Costs	\$ 5,739.93
3. SUBTOTAL (optional)			\$ 25,118.23
4. TOTAL (optional - complete only on last page of this schedule)			

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## SCHEDULE E-1: GENERAL EXPENDITURES

Use this schedule to report information on most committee expenditures, during this reporting period. If the expenditure directly benefited a particular candidate(s), list the candidate(s)' name under Item 1. **However, (1) in-kind expenditures, and (2) expenditures to candidates or their committees should be reported on SCHEDULES E-2 and E-3, respectively, and should not be reported on this schedule.** An "expenditure" is any payment made for the purpose of supporting or opposing the election of a candidate for public office or supporting or opposing a proposition or question submitted to the voters. Expenditures include monies spent for the committee's general operating expenses. Any payments made that are not "expenditures" should be reported on SCHEDULE E-4: OTHER DISBURSEMENTS. Totals and subtotals at bottom of page are *optional* but will assist in completing the Summary Page.

1. Name and Address of Recipient	2. Expenditures this Reporting Period		
	a. Date(s)	b. Purpose(s)	c. Amount(s)
SANDLER INNOCENZI 705 Prince Street Alexandria, VA 22314	10/06/2017	TV Media Buy Commission	\$ 248.25
SANDLER INNOCENZI 705 Prince Street Alexandria, VA 22314	09/27/2017	TV Media Buy Commission	\$ 3,113.25
SANDLER INNOCENZI 705 Prince Street Alexandria, VA 22314	09/27/2017	TV Media Buy Commission	\$ 501.75
SANDLER INNOCENZI 705 Prince Street Alexandria, VA 22314	10/04/2017	TV Media Buy Commission	\$ 1,781.25
SANDLER INNOCENZI 705 Prince Street Alexandria, VA 22314	10/04/2017	TV Media Buy Commission	\$ 2,602.50
SANDLER INNOCENZI 705 Prince Street Alexandria, VA 22314	10/27/2017	Radio Buy Production Costs	\$ 3,261.70
STRATEGIC IMPACT 333 West Vine Street Suite 300 Lexington, KY 40507	09/29/2017	Direct Mailer Opposing Desiree Charbonnet for New Orleans City Mayor	\$ 22,366.85
STRATEGIC IMPACT 333 West Vine Street Suite 300 Lexington, KY 40507	10/04/2017	Direct Mailer Opposing Desiree Charbonnet for New Orleans City Mayor	\$ 23,004.38
3. SUBTOTAL (optional)			\$ 56,879.93
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)
THE PROSPER GROUP CORPORATION 435 East Main Street Suite 250 Greenwood, IN 46143	10/27/2017	Digital Creative Retainer	\$ 6,000.00
WBOK 1639 Gentilly New Orleans, LA 70119	10/20/2017	Radio Buy	\$ 850.00
WDSU-TV 846 Howard Avenue New Orleans, LA 70113	10/04/2017	TV Media Buy	\$ 14,747.50
WGNO-TV 1 Galleria Blvd. Ste. 850 Metairie, LA 70001	10/04/2017	TV Media Buy	\$ 2,843.25
WKBU-FM 400 Poydras Street Suite 800 New Orleans, LA 70130	10/27/2017	Radio Buy	\$ 1,925.25
WNOE-FM 929 Howard Ave. New Orleans, LA 70113	10/27/2017	Radio Buy	\$ 2,494.75
WRNO 929 Howard Ave. New Orleans, LA 70113	10/27/2017	Radio Buy	\$ 4,335.00
WRNO 929 Howard Ave. New Orleans, LA 70113	10/20/2017	Radio Buy	\$ 510.00
3. SUBTOTAL (optional)			\$ 33,705.75
4. TOTAL (optional - complete only on last page of this schedule)			

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## SCHEDULE E-1: GENERAL EXPENDITURES

Use this schedule to report information on most committee expenditures, during this reporting period. If the expenditure directly benefited a particular candidate(s), list the candidate(s)' name under Item 1. **However, (1) in-kind expenditures, and (2) expenditures to candidates or their committees should be reported on SCHEDULES E-2 and E-3, respectively, and should not be reported on this schedule.** An "expenditure" is any payment made for the purpose of supporting or opposing the election of a candidate for public office or supporting or opposing a proposition or question submitted to the voters. Expenditures include monies spent for the committee's general operating expenses. Any payments made that are not "expenditures" should be reported on SCHEDULE E-4: OTHER DISBURSEMENTS. Totals and subtotals at bottom of page are *optional* but will assist in completing the Summary Page.

1. Name and Address of Recipient	2. Expenditures this Reporting Period		
	a. Date(s)	b. Purpose(s)	c. Amount(s)
WVUE-TV 1025 S. Jefferson Davis Pkwy New Orleans, LA 70125	10/04/2017	TV Media Buy	\$ 10,093.75
WWL - TV 1024 N. Rampart St. New Orleans, LA 70116	09/27/2017	TV Media Buy	\$ 17,641.75
WWL-FM 1024 N. Rampart St. New Orleans, LA 70116	10/27/2017	Radio Buy	\$ 5,474.00
WYLD-FM 929 Howard Ave. New Orleans, LA 70113	10/20/2017	Radio Buy	\$ 612.00
WYLD-FM 929 Howard Ave. New Orleans, LA 70113	10/20/2017	Radio Buy	\$ 4,823.75
YOUTUBE.COM 901 Cherry Ave. San Bruno, CA 94066	10/27/2017	Digital Video Online Advertising	\$ 14,000.00
3. SUBTOTAL (optional)			\$ 52,645.25
4. TOTAL (optional - complete only on last page of this schedule)			\$ 168,349.16

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