

CANDIDATE'S REPORT

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

1. Qualifying Name and Address of Candidate

HELENA MORENO
P.O. BOX 15155
NEW ORLEANS, LA 70175

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

CITY COUNCIL
NEW ORLEANS
CITYWIDE DIVISION 1

OFFICE USE ONLY

Report Number: 102451

Date Filed: 2/14/2022

Report Includes Schedules:

Schedule A-1
Schedule E-1

3. Date of Primary Future

This report covers from 11/22/2021 through 12/31/2021

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☐ Withdrawn	☐ Filed after the election AND all loans and debts paid AND no surplus funds remaining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.)

FIRST BANK AND TRUST
909 POYDRAS ST
SUITE 100
NEW ORLEANS, LA 70112

7. Full Name and Address of Treasurer
WILLIAM VANDERBROOK CPA
3337 NORTH HULLEN ST.
SUITE 301
METAIRIE, LA 70002

9. Name of Person Preparing Report VANDERBROOK & CO., LLC CPAS

Daytime Telephone 504-455-0762

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 14th day of February, 2022.

Helena Moreno

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

504-455-0762

Daytime Telephone

WILLIAM VANDERBROOK CPA

Signature of Treasurer

504-455-0762

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)	\$ 1,415.00
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
4. TOTAL CONTRIBUTIONS (Lines 1 + 2 +33a + 3b)	\$ 1,415.00
5. Other Receipts (Schedule A-3)	\$ 0.00
6. Loans Received (Schedule B)	\$ 0.00
7. Loan Repayments Received (Schedule D)	\$ 0.00
8. TOTAL RECEIPTS (Lines 4 + 5 + 6 + 7)	\$ 1,415.00

DISBURSEMENTS	This Period
9. Expenditures (Schedule E-1)	\$ 16,708.31
10. Other Disbursements (Schedule E-2)	\$ 0.00
11. Loan Repayments Made (Schedule B)	\$ 0.00
12. Funds Loaned (Schedule D)	\$ 0.00
13. TOTAL DISBURSEMENTS (Lines 9 + 10 + 11 + 12)	\$ 16,708.31

FINANCIAL SUMMARY	Amount
14. 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 election)	\$ 111,273.91
15. <i>Plus</i> total receipts this period (Line 8 above)	\$ 1,415.00
16. <i>Less</i> total disbursements this period (Line 13 above)	\$ 16,708.31
17. <i>Less</i> in-kind contributions (Line 2 above)	\$ 0.00
18. Funds on hand at close of reporting period	\$ 95,980.60

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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.	\$ 0.00

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)	
PELICAN OUTDOOR ADVERTISING INC. 201 KENT AVENUE METAIRIE, LA 70001 POLITICAL COMMITTEE? ☐ PARTY COMMITTEE? ☐	11/24/2021	\$1,250.00	\$1,250.00
MICHAEL REID 11 EMERALD LANE SOUTH AMITYVILLE, NY 11701 POLITICAL COMMITTEE? ☐ PARTY COMMITTEE? ☐	12/06/2021	\$110.00	\$110.00
MICHAEL REID 11 EMERALD LANE SOUTH AMITYVILLE, NY 11701 POLITICAL COMMITTEE? ☐ PARTY COMMITTEE? ☐	12/29/2021	\$55.00	\$165.00
4. SUBTOTAL (this page)		\$1,415.00	N/A
5. TOTAL (complete only on last page of this schedule)		\$ 1,415.00	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 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)
RAGUSA CONSULTING 2130 JEFFERSON AVENUE NEW ORLEANS, LA 70115	11/23/2021	CAMPAIGN SOCIAL MEDIA/ELECTRONIC MEDIA SERVICES	\$ 5,100.00
RAGUSA CONSULTING 2130 JEFFERSON AVENUE NEW ORLEANS, LA 70115	11/26/2021	CAMPAIGN SOCIAL MEDIA/ELECTRONIC MEDIA SERVICES	\$ 5,850.00
RAGUSA CONSULTING 2130 JEFFERSON AVENUE NEW ORLEANS, LA 70115	11/23/2021	CAMPAIGN SOCIAL MEDIA/ELECTRONIC MEDIA SERVICES	\$ 4,193.11
ANEDOT P.O. BOX 84314 BATON ROUGE, LA 70884	12/08/2021	CREDIT CARD PROCESSING FEES	\$ 6.50
ANEDOT P.O. BOX 84314 BATON ROUGE, LA 70884	12/29/2021	CREDIT CARD PROCESSING FEES	\$ 3.70
FIRST BANK AND TRUST 909 POYDRAS ST SUITE 100 NEW ORLEANS, LA 70112	12/31/2021	BANK SERVICE CHARGE	\$ 55.00
KMM CONSULTING 8424 BIRCH ST. NEW ORLEANS, LA 70118	11/23/2021	STRATEGY CONSULTING	\$ 1,500.00
3. SUBTOTAL (optional)			\$16,708.31
4. TOTAL (optional - complete only on last page of this schedule)			\$ 16,708.31

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