



July 13, 2023

Mr. Stephen Brown  
Vote Stephen Brown  
[stephen@eltana.com](mailto:stephen@eltana.com)

Sent via E-mail

Dear Mr. Brown:

Recently our office has heard from several individuals about an advertising campaign your company, Eltana, is running in Seattle contemporaneous with your Seattle City Council campaign. Given the timing, location, and content of these advertisements, we have some questions we need answers to.

With regard to the billboard advertising:

1. How many billboards promoting Eltana are there at this time, and how many of them feature your name?
2. What are the locations of those billboards?
3. When did the billboards go up, and when are they slated to come down?
4. How much is Eltana spending on the current billboard campaign?

Regarding the mailer:

1. When did Eltana send out the mailer that begins “Seattle Deserves Better...”
2. How many mailers were sent, and where were they sent?
3. How much did Eltana spend on the mailer?
4. When was the last time Eltana sent out a similar mailer? And was it sent to the same individuals?

And finally:

1. What vendors (printer, mailhouse, ad agency) did Eltana use for the mailer and billboard ads?
2. When advertising Eltana does your name always figure prominently in the advertising?
3. Can you provide us with examples of other materials from Eltana advertising campaigns in the last two years?

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As you know, all money spent to promote your candidacy must be timely reported, and is limited by your choice to participate in the Democracy Voucher Program. Therefore, we must resolve this issue before the Voucher Program can release any more funds to your campaign.

Very truly yours,

/s/

Wayne Barnett  
Executive Director  
Seattle Ethics and Elections Commission

cc: Jason Bennett ([jason@argo.us](mailto:jason@argo.us))  
Treasurer, Vote Stephen Brown