

## For the Record

From: Dawn Murdock <[dawn@dawn4pve.com](mailto:dawn@dawn4pve.com)>  
Sent: Sun, Oct 25, 2020 1:09 pm  
Subject: For the Record re: PVE City Council Election  
Dear Friends and Neighbors,

Most of you likely received a flyer in the mail recently claiming negative actions on my part. Throughout this year's City Council election, I have run a clean, positive campaign. I was not involved with negative flyers or lawn signs against any of the candidates, nor did I "lurk in the shadows" watching as others did.

My campaign has been about increasing transparency. I made a payment to Pivot Strategies on 9/22/20 for 1 month of digital advertising (see invoice below). It had nothing to do with a flyer or a mailing which they financed.

I have school aged children at home, and just as I do not want them to find a negative flyer about me in the mailbox (which sadly has now happened), I do not want anyone else's child or grandchild to experience that.

I stand by the good work done by the PVE Pension Ad Hoc Committee and my commitment to work tirelessly with Council, officers, and residents to create a sustainable, affordable PVE PD with manageable pension costs.

Thank you to all who have already or will be voting in this election, and taking part in our wonderful democracy.

Regards,  
Dawn



Photo: July 2016 Zion National Park

Paid for by Dawn Murdock for PVE Council 2020



# INVOICE

**Pivot Strategies, Inc.**  
108 Saddle Rock Ct  
Roseville, California 95747  
United States

Mobile: 408-649-9500  
PivotStrat.com

**BILL TO**  
**Dawn Murdock for PVE Council 2020**

**Invoice Number:** 178

**Invoice Date:** September 22, 2020

**Payment Due:** September 22, 2020

**Amount Due (USD): \$1,440.00**

Services	Hours	Rate	Amount
<b>Digital Ads - IP Target</b> Online Advertising: IP Targeting Sub Vendor: El Toro 124 N. 1st Street Louisville, KY 40202	1	\$1,440.00	\$1,440.00

**Total:** \$1,440.00

**Amount Due (USD): \$1,440.00**