

# 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

KEEP NEW ORLEANS MOVING FORWARD  
339 Carondelet St. #2C  
New Orleans, LA 70130

OFFICE USE ONLY

Report Number: 37663

Date Filed: 11/18/2013

Report Includes Schedules:

Schedule A-1  
Schedule B  
Schedule E-1  
Schedule E-4



2. Date of Primary 10/19/2013

This report covers from 1/1/2013 through 11/18/2013

3. 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       Monthly  
 10th day prior to primary  
 10th day prior to general       Amendment to prior

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

a. Name	b. Position	c. Address
BRUCE GALLASSERO	Chairperson	339 Carondelet St. #2C New Orleans, LA 70130
	Treasurer	

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
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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      BRUCE W GALLASSERO

b. Daytime Telephone      504-523-7460

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 18th day of November, 2013.

Bruce Gallassero  
Signature of Committee/Chairperson

(504) 523-7460  
Daytime Telephone

\_\_\_\_\_  
Signature of Committee Treasurer, if any

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

## SUMMARY PAGE

<b>RECEIPTS</b>	This Period
1. Contributions (Schedule A-1)	\$ 88,000.00
2. In-kind Contributions (Schedule A-2)	\$ 0.00
3. Campaign paraphernalia sales of \$25 or less	\$ 0.00
<b>4. TOTAL CONTRIBUTIONS</b> (Lines 1 + 2 +3)	\$ 88,000.00
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)	\$ 88,000.00

<b>DISBURSEMENTS</b>	This Period
9. General Expenditures (Schedule E-1)	\$ 88,000.00
10. In-Kind Expenditures (Schedule E-2)	\$ 0.00
11. Contributions made to Candidates (Schedule E-3)	\$ 0.00
<b>12. TOTAL EXPENDITURES</b> (Lines 9 + 10 + 11)	\$ 88,000.00
13. Other Disbursements (Schedule E-4)	\$ 175.00
14. Loan Repayments Made (Schedule B)	\$ 0.00
15. Funds Loaned (Schedule D)	\$ 0.00
<b>16. TOTAL DISBURSEMENTS</b> (Lines 12 + 13 + 14 + 15)	\$ 88,175.00

<b>FINANCIAL SUMMARY</b>	Amount
17. 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 committee)</small>	\$ 8,294.51
18. <i>Plus</i> total receipts this period ( <i>less</i> in-kind contributions received) <small>(Line 8 above minus line 2 above)</small>	\$ 88,000.00
19. <i>Less</i> total disbursements this period ( <i>less</i> in-kind expenditures) <small>(Line 16 above minus line 10 above)</small>	\$ 88,175.00
20. Funds on hand at close of reporting period	\$ 8,119.51

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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)	
BUSINESS COUNCIL 1615 Poydras St. 2nd Floor New Orleans, LA 70112  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/07/2013	\$29,000.00	\$29,000.00
BUSINESS COUNCIL 1615 Poydras St. 2nd Floor New Orleans, LA 70112  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/09/2013	\$55,000.00	\$84,000.00
J.M. LAPEYRE JR. 220 Laitram Lane Harahan, LA 70123  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/12/2013	\$2,000.00	\$2,000.00
SUZANNE MESTAYER 417 Vincent Ave. Metairie, LA 70005  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/11/2013	\$2,000.00	\$2,000.00
4. SUBTOTAL (this page)		\$ 88,000.00	N/A
5. TOTAL (complete only on last page of this schedule)		\$ 88,000.00	N/A
6. CONTRIBUTIONS FROM POLITICAL COMMITTEES ONLY:			
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.

<p>1. Name and address of lender                  LESLIE JACOBS                  6038 St. Charles Ave.                  New Orleans, LA 70118</p>	<p>2. a. Date* <u>7/14/2008</u>      b. Interest rate <u>0.00</u> %(a.p.r.)</p> <p>c. Amount borrowed* ..... \$ <u>20,000.00</u></p> <p>d. Balance due ..... \$ <u>4,500.00</u></p> <p>*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.</p> <p>OPTIONAL: Total amount of credit available \$ _____</p>						
<p>3. Endorsers/Guarantors</p>	<p>4. Repayments this period</p> <table style="width: 100%; border-collapse: collapse;"> <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					
<p>(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.)</p>	<p>(List payments of principal and interest separately. If separate amounts are not known, list all payments under principal.)</p>						

## 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)
COX CABLE 1250 Poydras St. Suite 1000 New Orleans, LA 70112	10/10/2013	Television Advertising	\$ 1,703.00
GARRITY PRINTING 109 Research Drive Harahan, LA 70123	10/08/2013	Printing and Direct Mail	\$ 29,000.00
GARRITY PRINTING 109 Research Drive Harahan, LA 70123	10/10/2013	Printing and Direct Mail	\$ 10,000.00
THE FARWELL GROUP 6126 St. Charles Ave. New Orleans, LA 70118	10/10/2013	Advertising Commission	\$ 1,830.00
THE FARWELL GROUP 6126 St. Charles Ave. New Orleans, LA 70118	10/10/2013	Television Production	\$ 4,500.00
THE FARWELL GROUP 6126 St. Charles Ave. New Orleans, LA 70118	10/10/2013	Radio Production	\$ 1,500.00
THE FARWELL GROUP 6126 St. Charles Ave. New Orleans, LA 70118	10/14/2013	Advertising Commission	\$ 197.00
WBOK 1639 Gentilly Blvd. New Orleans, LA 70119	10/10/2013	Radio Advertising	\$ 476.00
3. SUBTOTAL (optional)			\$ 49,206.00
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)
WDSU TV 846 Howard Avenue New Orleans, LA 70113	10/10/2013	Television Advertising	\$ 7,990.00
WGNO TV 1 Galleria Blvd. Metairie, LA 70001	10/10/2013	Television Advertising	\$ 1,326.00
WGSO 330 Carondelet St. New Orleans, LA 70130	10/10/2013	Radio Advertising	\$ 612.00
WGSO 330 Carondelet St. New Orleans, LA 70130	10/14/2013	Radio Advertising	\$ 102.00
WNOE - FM 929 Howard Ave. New Orleans, LA 70113	10/10/2013	Radio Advertising	\$ 1,913.00
WNOE - FM 929 Howard Ave. New Orleans, LA 70113	10/14/2013	Radio Advertising	\$ 573.00
WRNO 929 Howard Ave. New Orleans, LA 70113	10/10/2013	Radio Advertising	\$ 1,530.00
WRNO 929 Howard Ave. New Orleans, LA 70113	10/14/2013	Radio Advertising	\$ 1,700.00
3. SUBTOTAL (optional)			\$ 15,746.00
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 Parkway New Orleans, LA 70125	10/10/2013	Television Advertising	\$ 6,065.00
WWL - AM 400 Poydras St. Suite 800 New Orleans, LA 70130	10/10/2013	Radio Advertising	\$ 2,856.00
WWL - AM 400 Poydras St. Suite 800 New Orleans, LA 70130	10/14/2013	Radio Advertising	\$ 1,428.00
WWL - CHANNEL 15 1024 N. Rampart St. New Orleans, LA 70116	10/10/2013	Television Advertising	\$ 2,125.00
WWL TV 1024 N. Rampart St. New Orleans, LA 70116	10/10/2013	Television Advertising	\$ 9,860.00
WYLD - AM 929 Howard Ave. New Orleans, LA 70113	10/10/2013	Radio Advertising	\$ 714.00
3. SUBTOTAL (optional)			\$ 23,048.00
4. TOTAL (optional - complete only on last page of this schedule)			\$ 88,000.00

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## SCHEDULE E-4: OTHER DISBURSEMENTS

This schedule is used to report those disbursements that are not "expenditures"; that is, monies paid by the committee that are not paid for the purpose of supporting, opposing or otherwise influencing the nomination or election of a candidate to public office or supporting or opposing a proposition or question submitted to the voters. Examples include the payment of taxes or the refund of contributions. Disbursements should be reported on this schedule only if they have not been reported elsewhere in this report. The explanation of the disbursement should state the reason the payment was made by the committee.

1. Name and Address of Recipient	2. Date	3. Explanation	4. Amount
CAMPAIGN FINANCE P.O. Box 4368 Baton Rouge, LA 70821	01/30/2013	2013 PAC Registration Fee	\$ 100.00
CHASE BANK 201 St. Charles Avenue New Orleans, LA 70170	10/08/2013	Wire Transfer Fee	\$ 25.00
CHASE BANK 201 St. Charles Avenue New Orleans, LA 70170	10/10/2013	Wire Transfer Fee	\$ 25.00
CHASE BANK 201 St. Charles Avenue New Orleans, LA 70170	10/15/2013	Wire Transfer Fee	\$ 25.00
5. Total OTHER DISBURSEMENTS during this reporting period			\$ 175.00

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