

# CANDIDATE'S REPORT

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

1. Qualifying Name and Address of Candidate

STACY HEAD  
1675 Soniat St  
New Orleans, LA 70115

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

Councilmember-at-Large  
New Orleans  
Orleans

**OFFICE USE ONLY**

**Report Number:** 40504

**Date Filed:** 3/31/2014

**Report Includes Schedules:**

Schedule A-1

Schedule E-1

3. Date of Primary 2/1/2014

This report covers from 12/24/2013 through 1/12/2014

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Withdrawn       Filed after the election AND all loans and debts paid  
 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.)

IBERIA BANK  
601 Poydras Street  
Suite 100  
New Orleans, LA 70130

7. Full Name and Address of Treasurer

ANNE REDD  
1427 Fourth Street  
New Orleans, LA 70130

9. Name of Person Preparing Report ANNE F. REDD

Daytime Telephone 504-338-8073

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 31st day of March, 2014.

Stacy S Head

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

504-891-6957

Daytime Telephone

Anne F Redd

Signature of Treasurer

504-899-3406

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).

On attached sheet

**FOR PRINCIPAL CAMPAIGN COMMITTEES ONLY**

Name and address of principal campaign committee, committee's chairperson, and subsidiary committees, if any (use additional sheets if necessary).

Name and Address of **Principal Campaign Committee**

COMMITTEE TO ELECT STACY HEAD  
PO Box 50452  
New Orleans, LA 70152

## SUMMARY PAGE

RECEIPTS	This Period
1. Contributions (Schedule A-1)	\$ 6,310.00
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 +33)	\$ 6,310.00
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)	\$ 6,310.00

DISBURSEMENTS	This Period
9. Expenditures (Schedule E-1)	\$ 45,448.86
10. Other Disbursements (Schedule E-2)	\$ 0.00
11. Loan Repayments Made (Schedule B)	\$ 0.00
12. Funds Loaned (Schedule D)	\$ 0.00
13. <b>TOTAL DISBURSEMENTS</b> (Lines 9 + 10 + 11 + 12)	\$ 45,448.86

FINANCIAL SUMMARY	Amount
14. 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 election)</small>	\$ 64,456.50
15. <i>Plus</i> total receipts this period <small>(Line 8 above)</small>	\$ 6,310.00
16. <i>Less</i> total disbursements this period <small>(Line 13 above)</small>	\$ 45,448.86
17. <i>Less</i> in-kind contributions <small>(Line 2 above)</small>	\$ 0.00
18. Funds on hand at close of reporting period	\$ 25,317.64

Form 102, Rev. 3/98, Page Rev. 3/98

## 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
24. 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
25. Expenditures from petty cash fund (Must also be reported on Schedule E-1.)	\$ 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.

Form 102, Rev. Rev. 3/98, Page Rev. 3/00

## 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)	
FLORENCE BROWN 7727 St Charles Ave NO, LA 70118  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	01/06/2014	\$60.00	\$60.00
MARK FULLMER 365 Canal St Ste 2000 New Orleans, LA 70130  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	12/24/2013	\$250.00	\$250.00
AULT HOOTSELL 1225 Octavia St NO, LA 70115  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	12/30/2013	\$500.00	\$500.00
JONES WALKER LLP 201 St Charles Ave 50th floor NO, LA 70170  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	01/02/2014	\$2,500.00	\$5,000.00
RAYMOND PEACOCK 3625 Lake Drive Metairie, LA 70002  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	12/24/2013	\$500.00	\$500.00
SMALLPAGE LEASING 6316 Humphreys St Harahan, LA 70123  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	01/07/2014	\$2,500.00	\$2,500.00
4. SUBTOTAL (this page)		\$6,310.00	N/A
5. TOTAL (complete only on last page of this schedule)		\$ 6,310.00	N/A
6. CONTRIBUTIONS FROM POLITICAL COMMITTEES:			
SUBTOTAL (this page)	\$0.00	TOTAL (complete only on last page of this schedule)	\$ 0.00

Form 102, Rev. 3/98, Page Rev. 3/98

## 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)
ALY MEDIA REALTIONS 11416 Tanner S Davis Dr NO, LA 70128	01/01/2014	Jan 1 consulting retainer	\$ 750.00
ANEDOT Third St Suite B Baton Rouge, LA 70801	01/12/2014	credit card fees	\$ 250.47
B.O.L.D. ORGANIZATION 1748 Jackson Ave NO, LA 70113	12/24/2013	ballot endorsement	\$ 15,000.00
BRYLSKI COMPANY 3418 Chestnut NO, LA 70115	01/09/2014	January PR consulting fee	\$ 2,500.00
CBS OUTDOOR 8001 Townsend Pl NO, LA 70126	01/09/2014	billboard fee	\$ 2,850.00
CARVIN-SEDER 36 Neron Place NO, LA 70118	12/28/2013	media consulting retainer	\$ 5,000.00
DANAE COLUMBUS 814 Baronne St NO, LA 70113	01/07/2014	consulting fees Dec and Jan	\$ 3,750.00
SANTA FE RESTAURANT 1327 St Charles Ave NO, LA 70130	12/27/2013	reimbursement to Nyka Scott for campaign dinner	\$ 51.80
3. SUBTOTAL (optional)			\$30,152.27
4. TOTAL (optional - complete only on last page of this schedule)			

Form 102, Rev. 3/98, Page Rev. 3/98

## 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)
GARY HAUSER PRESS 1513 Sams Ave Harahan, LA 70123	01/07/2014	pushcard printing	\$ 189.39
GARY HAUSER PRESS 1513 Sams Ave Harahan, LA 70123	01/10/2014	pushcard printing	\$ 520.34
HOME DEPOT 1100 S Claiborne NO, LA 70125	12/27/2013	reimbursement to Nyka Scott for stakes and zip ties for campaign signs	\$ 36.43
GLORIA JOHNSON 3 North Oak Ridge Court NO, LA 70128	01/03/2014	consulting fee	\$ 1,400.00
KMEZ RADIO 201 St Charles Ave NO, LA 70170	01/07/2014	radio buy	\$ 1,025.95
MARCO OUTDOOR ADVERTISING 629 S Claiborne NO, LA 70113	12/28/2013	billboard fee	\$ 4,374.00
REV. NORWOOD THOMPSON 1808 General Ogden NO, LA 70118	01/09/2014	Honorarium for City Council chaplain duties	\$ 50.00
PAYPAL 2211 North First Street San Jose, CA 95131	01/12/2014	credit card fees	\$ 20.35
3. SUBTOTAL (optional)			\$7,616.46
4. TOTAL (optional - complete only on last page of this schedule)			

Form 102, Rev. 3/98, Page Rev. 3/98

## 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)
SSC LLC PO Box 10340 NO, LA 70181	01/06/2014	consulting fee- westbank outreach	\$ 5,000.00
SIR SPEEDY 343 Carondelet St NO, LA 70130	01/07/2014	printing of kick off invitation	\$ 310.38
VIET/LAALA 134535 Granville St NO, LA 70179	01/10/2014	Women Power event gala tickets	\$ 300.00
WBOK RADIO 1639 Gentilly Blvd NO, LA 70119	01/07/2014	radio buy	\$ 1,368.50
WYLD RADIO 929 Howard Ave NO, LA 70113	01/07/2014	radio buy	\$ 701.25
3. SUBTOTAL (optional)			\$7,680.13
4. TOTAL (optional - complete only on last page of this schedule)			\$ 45,448.86

Form 102, Rev. 3/98, Page Rev. 3/98