

**STATE OF MINNESOTA
CAMPAIGN FINANCE AND PUBLIC DISCLOSURE BOARD**

CONCILIATION AGREEMENT

In the matter of the Lisa Hanson for Senate Committee (18831);

1. Lisa Hanson for Senate committee is the principal campaign committee of Lisa Hanson, a candidate for state senator. On August 4, 2022, the Board received a complaint submitted by Robert Hoffman alleging that the committee violated Minnesota Statutes section 211B.04, which regulates the use of disclaimers on campaign material, when the committee failed to include the required disclaimer on a mailer produced by the Hanson committee. On August 10, 2022, the Board chair determined that the complaint alleged a prima facie violation of the disclaimer requirement. On August 19, 2022, counsel for the Hanson committee, Richard Dahl, provided a written response to the complaint admitting to the violation and stating that the lack of a disclaimer was due to “an unintentional oversight” caused by improper proofreading. On September 7, 2022, the Board found that there was probable cause to believe that a violation occurred and directed the Board’s executive director to open a staff review to conclude the investigation and seek to resolve the matter through a conciliation agreement with the Hanson committee.

2. Minnesota Statutes section 211B.04, subdivision 1, generally requires the inclusion of a disclaimer on campaign material that prominently states “Prepared and paid for by the . . . committee, . . . (address).” Campaign material is defined in Minnesota Statutes section 211B.01, subdivision 2, as “any literature, publication, or material that is disseminated for the purpose of influencing voting at a primary or other election, except for news items or editorial comments by the news media.” The Board may impose a civil penalty of up to \$3,000 for a violation of Minnesota Statutes section 211B.04.

3. Mr. Dahl stated that the committee sent 5,186 mailers without disclaimers. Each mailer contained the Hanson committee’s website address, email address, phone number, and Facebook page name, but did not contain a disclaimer or the Hanson committee’s mailing address.

4. In determining the appropriate penalty for a violation of the disclaimer requirement the Board considers multiple factors such as whether it was clear who was responsible for the campaign material and how to contact them, whether the violation has been remedied, whether there were prior violations of the disclaimer requirement, the cost of the campaign material and how widely it was disseminated, whether the violation was self-reported, and whether the violation was willful. In this case, the mailer contained the Hanson committee’s website address and the website contained the full campaign disclaimer required by statute. The mailer used first person language, contained a prominent photograph of Ms. Hanson, and contained the Hanson committee’s Facebook page name, email address, and phone number. Therefore, it is unlikely that the lack of a disclaimer caused confusion as to who prepared the mailer. Mr. Dahl, explained that the lack of a disclaimer was due to a proofreading error, this is the candidate’s

first time running for an elected office, and that other Hanson committee campaign material contained the required disclaimer. This is the Hanson committee's first violation of the disclaimer requirement. The total cost incurred to prepare and disseminate the mailers was \$3,003.58 and the mailers were sent to approximately 5,186 addresses. The violation was not self-reported, but rather was discovered as a result of the complaint.

5. The parties agree that the Lisa Hanson for Senate committee violated the disclaimer requirement under Minnesota Statutes section 211B.04. Based on the factors listed above, the committee agrees to the imposition of a civil penalty of \$200. Payment is due within 30 days of the date the agreement is signed by both parties.

6. If the committee does not comply with the provisions of this agreement, this matter may be reopened by the Board and the Board may take such actions as it deems appropriate.

/s/ Lisa Hanson
Lisa Hanson
Lisa Hanson for Senate

Dated: October 13, 2022

/s/ Faris Rashid
Faris Rashid, Chair
Campaign Finance and Public Disclosure Board

Dated: October 5, 2022