

496 Independent Expenditure Report

Amounts may be rounded to whole dollars.

NAME OF FILER Humboldt Redwood Company LLC and its Affiliate Mendocino		Date of This Filing 5/13/2016	FILED MAY 13 2016 SUSAN M. RANUZHAK MENDOCINO COUNTY CLERK By <i>[Signature]</i> Deputy	CALIFORNIA FORM 496 For Official Use Only
AREA CODE/PHONE NUMBER [REDACTED]	(I.D. NUMBER (if applicable)) 1371844	Report No. 002		
STREET ADDRESS [REDACTED]		<input checked="" type="checkbox"/> Amendment to Report No. 001 (explain below)		
CITY Calpella	STATE CA	ZIP CODE 95418	No. of Pages 1 of 3	

1. List Only One Candidate or Ballot Measure

NAME OF CANDIDATE SUPPORTED OR OPPOSED [REDACTED]				NAME OF BALLOT MEASURE SUPPORTED OR OPPOSED Measure V			
OFFICE SOUGHT OR HELD [REDACTED]	DISTRICT NO. [REDACTED]	<input type="checkbox"/> SUPPORT	<input type="checkbox"/> OPPOSE	BALLOT NO./LETTER V	JURISDICTION Mendocino County	<input type="checkbox"/> SUPPORT	<input checked="" type="checkbox"/> OPPOSE

2. Independent Expenditures Made *Attach additional information on appropriately labeled continuation sheets.*

DATE	DESCRIPTION OF EXPENDITURE	AMOUNT
5/2/2016 - 6/7/2016	Townsend Calkin Tapio, [REDACTED] Campaign Consulting Fee)	\$60,000(estimate)
5/2/2016 - 6/7/2016	Townsend Calkin Tapio, [REDACTED] Subvendor: Lynne York, [REDACTED] a (Graphic Design) - \$14,350 Subvendor: Cornerstone [REDACTED] CA(Print, Postage, Mail) - \$91,595	\$124,805(estimate)
	Subvendor: Statewide Information Systems, [REDACTED] CA (Mail list) - \$3,710 Subvendor: Coldani Productions, [REDACTED] production management) - \$3,150 Subvendor: Brainchild Creative, [REDACTED] (Concepts, strategy and writing)\$12,000	
5/2/2016 - 6/7/2016	Risdall Marketing Group, LLC [REDACTED] New Brighton, MN 55112 (Campaign Consulting Fee)	\$15,000(estimate)

Reason for Amendment: To include additional estimated independent expenditures.

496 Independent Expenditure Report

Amounts may be rounded to whole dollars.

NAME OF FILER Humboldt Redwood Company LLC and its Affiliate Mendocino		Date of This Filing 5/13/2016	Date Stamp CALIFORNIA FORM 496 For Official Use Only
AREA CODE/PHONE NUMBER 707/485-6721	I.D. NUMBER (if applicable) 1371844	Report No. 002	
STREET ADDRESS P.O. Box 390/6500 Durable Mill Road		<input checked="" type="checkbox"/> Amendment to Report No. 001 (explain below)	
CITY Calpella	STATE CA	ZIP CODE 95418	
		No. of Pages 2 of 3	

1. List Only One Candidate or Ballot Measure

NAME OF CANDIDATE SUPPORTED OR OPPOSED _____				NAME OF BALLOT MEASURE SUPPORTED OR OPPOSED Measure V			
OFFICE SOUGHT OR HELD _____	DISTRICT NO. _____	SUPPORT _____	OPPOSE _____	BALLOT NO./LETTER V	JURISDICTION Mendocino County	SUPPORT _____	OPPOSE X

2. Independent Expenditures Made *Attach additional information on appropriately labeled continuation sheets.*

DATE	DESCRIPTION OF EXPENDITURE	AMOUNT
5/2/2016 - 6/7/2016	Facebook (Social Media)	\$500.00 (estimate)
5/2/2016 - 6/7/2016	Mendocino Redwood Company Calpella CA 95416 (Stationary, printing and employee time)	\$1,198.00(estimate)
5/2/2016 - 6/7/2016	US Postal Service (Postage)	\$552.00 (estimate)
5/2/2016 - 6/7/2016	Twitter (Social Media)	\$500.00 (estimate)

Reason for Amendment: _____

496 Independent Expenditure Report

Amounts may be rounded to whole dollars.

NAME OF FILER Humboldt Redwood Company LLC and its Affiliate Mendocino		Date of This Filing 5/13/2016	Date Stamp CALIFORNIA FORM 496 For Official Use Only
AREA CODE/PHONE NUMBER 707/485-6721	I.D. NUMBER (if applicable) 1371844	Report No. 002	
STREET ADDRESS P.O. Box 390/6500 Durable Mill Road		<input checked="" type="checkbox"/> Amendment to Report No. 001 <small>(explain below)</small>	
CITY Calpella	STATE CA	ZIP CODE 95418	No. of Pages 3 of 3

1. List Only One Candidate or Ballot Measure

NAME OF CANDIDATE SUPPORTED OR OPPOSED _____				NAME OF BALLOT MEASURE SUPPORTED OR OPPOSED Measure V			
OFFICE SOUGHT OR HELD _____	DISTRICT NO. _____	SUPPORT _____	OPPOSE _____	BALLOT NO./LETTER V	JURISDICTION Mendocino County	SUPPORT _____	OPPOSE X

2. Independent Expenditures Made *Attach additional information on appropriately labeled continuation sheets.*

DATE	DESCRIPTION OF EXPENDITURE	AMOUNT
	All expenditures made by Mendocino Redwood Company, LLC (Cumulative Total to Date : \$213,776.77)	

Reason for Amendment: _____