



STATE OF CALIFORNIA
FAIR POLITICAL PRACTICES COMMISSION
1102 Q Street • Suite 3050 • Sacramento, CA 95811

October 1, 2025

Schmeidler for West Hollywood City Council 2024

Rachel Schmeidler

Via email: [REDACTED]

Warning Letter Re: FPPC No. 2024-01001; Schmeidler for West Hollywood City Council 2024; Rachel Schmeidler

Dear Committee and Rachel Schmeidler:

The Enforcement Division of the Fair Political Practices Commission enforces the provisions of the Political Reform Act (the “Act”).¹ This letter is in response to a sworn complaint alleging that you failed to include the proper advertisement disclaimer on text messages distributed prior to the November 5, 2024 Election. The Enforcement Division has completed its review of the facts in this case and found that the Committee failed to include the proper disclaimer on its text message advertisements.

The Act requires that candidate committee communications for their own election sent via text message with the assistance of mass distribution technology (such as a text message platform) include the text “Paid for by” or “With” followed by the name of the candidate, followed by the word “For,” and followed by the name of the elective office sought.²

You violated the Act by failing to include the language “Paid for by” or “With” in the text message. However, for the following reasons, the Enforcement Division has decided to close your case with this warning letter rather than a fine: It was clear that you sent the subject text message since it included your name and a hyperlink to the Committee’s website, the Committee had a low level of activity and is now terminated, you were a first-time candidate, and you have no prior Enforcement history.

¹ The Political Reform Act is contained in Government Code sections 81000 through 91014, and all statutory references are to this code. The regulations of the Fair Political Practices Commission are contained in Sections 18104 through 18998 of Title 2 of the California Code of Regulations, and all regulatory references are to this source.

² Section 84504.7, subsection (b)(2).

This letter serves as a written warning. The information in this matter will be retained and may be considered should an enforcement action become necessary based on newly discovered information or future conduct. Failure to comply with the provisions of the Act in the future will result in monetary penalties of up to \$5,000 for each violation.

A warning letter is an Enforcement Division case resolution without administrative prosecution or fine. The Commission has adopted Regulation 18360.1 to authorize the Enforcement Division to issue warning letters to conclude cases in specified circumstances. However, the warning letter resolution does not provide you with the opportunity for a probable cause hearing or hearing before an Administrative Law Judge or the Commission. If you wish to avail yourself of these proceedings by requesting that your case proceed with prosecution rather than a warning, please notify us within ten (10) days from the date of this letter. Upon this notification, the Enforcement Division will rescind this warning letter and proceed with administrative prosecution of this case. If we do not receive such notification, this warning letter will be posted on the Commission's website ten (10) days from the date of this letter.

Please feel free to contact Tara Stock at tstock@fppc.ca.gov or (279) 237-5958 with any questions you may have regarding this letter.

Sincerely,

Kendall L.D. Bonebrake

Kendall L.D. Bonebrake
Chief, Enforcement Division

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