## CANDIDATE / OFFICEHOLDER CAMPAIGN FINANCE REPORT

## FORM C/OH COVER SHEET PG 1

The C/OH Instruction (	Guide explains how to compl	ete this form	1 Filer ID	·	2 Total pages file	ed:
			(Ethics Commis 00081966		10	)
3 CANDIDATE / OFFICEHOLDER	MS / MRS / MR	FIRST		MI	OFFICE U	SE ONLY
NAME	Mr.	Joe P.			Date Received	
					ELECTRONICA	LLY FILED
	NICKNAME	LAST		SUFFIX	10/06/2024	
		Herrera				
4 CANDIDATE /	ADDRESS / PO BOX; APT	/ SUITE #; CIT	ſY;	ZIP CODE	Date Hand-delivered or	Date Postmarked
OFFICEHOLDER MAILING	155 County Road 7721					
ADDRESS					Receipt #	Amount
Change of Address	Natalia, TX 78059				Date Processed	
					Date Imaged	
5 CAMPAIGN	MS / MRS / MR	FIRST		MI		
TREASURER NAME	Mr.	Joe P.				
	NICKNAME	LAST		SUFFIX		
		Herrera				
6 CAMPAIGN					CT 41	
6 CAMPAIGN TREASURER	STREET ADDRESS (NO PO 155 County Road 7721	BUX PLEASE),	API	/ SUITE #; CITY;	STA	TE; ZIP CODE
ADDRESS						
(Residence or Business)	Natalia , TX 78059					
	Natalia, 1X 70039					
7 CAMPAIGN TREASURER		IE NUMBER	EXTENSION			
PHONE	(210) 535-6864					
8 REPORT						
TYPE	January 15	30th day before	e election	Runoff	15th day after cam	
					<ul> <li>appointment (office</li> <li>Final Report (Attac</li> </ul>	
	July 15	8th day before		Exceeded modified reporting limit	Final Report (Allac	II C/OH-FR)
9 PERIOD	Month Day Year			Month Day	Year	
COVERED	07/01/2024	TI	HROUGH	09/26/2024	4	
		i				
10 ELECTION	ELECTION DATE					
	Month Day Year 11/05/2024		Primary	Runoff	Other	
	11/03/2024	X	General	Special		
				i		
11 OFFICE	OFFICE HELD (if any)			12 OFFICE SOUGHT		
				State Representa	alive District 53	
		CO .	TO PAGE 2			
				-		
⊢orms provided by Te	xas Ethics Commission	www.et	thics.state.tx.us	6	Versio	n V4.1.0.48da51f7

### CANDIDATE / OFFICEHOLDER REPORT: SUPPORT & TOTALS

Herrera, Joe P. (Mr.)

13 C / OH NAME

#### FORM C/OH COVER SHEET PG 2 2 of 10

(Ethics Commission Filers)

14 Filer ID

	00081966					
15 NOTICE FROM POLITICAL COMMITTEE(S)	candidate / officeholder.	political contributions accepted or political expenditu These expenditures may have been made without d officeholders are required to report this information	the candidate's or officeho	older's knowledge or		
Additional Pages	COMMITTEE TYPE	COMMITTEE NAME				
	GENERAL					
		COMMITTEE ADDRESS				
	SPECIFIC					
		COMMITTEE CAMPAIGN TREASURER NAME				
		COMMITTEE CAMPAIGN TREASURER ADDRES	SS			
16 CONTRIBUTION TOTALS       1.       TOTAL UNITEMIZED POLITICAL CONTRIBUTIONS (OTHER THAN PLEDGES, LOANS, OR GUARANTEES OF LOANS, OR CONTRIBUTIONS MADE ELECTRONICALLY)				<b>\$</b> 0.00		
	2. TOTAL POLITIC (OTHER THAN	<b>\$</b> 738.00				
EXPENDITURE TOTALS	3. TOTAL UNITEM	<b>\$</b> 0.00				
	4. TOTAL POLITIC	CAL EXPENDITURES		<b>\$</b> 931.39		
CONTRIBUTION BALANCE	5. TOTAL POLITIC REPORTING PE	AL CONTRIBUTIONS MAINTAINED AS OF THE L RIOD	AST DAY OF THE	<b>\$</b> 1,401.67		
OUTSTANDING LOAN TOTALS	6. TOTAL PRINCIP OF THE REPOR	PAL AMOUNT OF ALL OUTSTANDING LOANS AS	OF THE LAST DAY	<b>\$</b> 0.00		
17 AFFIDAVIT						
		I swear, or affirm, under penalt true and correct and includes a under Title 15, Election Code.				
		Mr	Joe P. Herrera			
			f Candidate or Officeholde	r		
	TARY STAMP / SEAL AB					
	TART STAMP / SEAL AD	OVE				
		aid	, this the	day		
of	, 20, to c	ertify which, witness my hand and seal of office.				
Signature of offic	er administering	Printed name of officer administering	Title of officer a	dministering oath		
Forms provided by Tex	xas Ethics Commissior	www.ethics.state.tx.us	V	ersion V4.1.0.48da51f7		

SUBTOTALS - C/OH	FORM C/OH OVER SHEET PG 3 3 of 10	
18 FILER NAME Herrera, Joe P. (Mr.)	19 Filer ID 00081966	(Ethics Commission Filers)
20 SCHEDULE SUBTOTALS NAME OF SCHEDULE		SUBTOTAL AMOUNT
1. X SCHEDULE A1: MONETARY POLITICAL CONTRIBUTIONS		<b>\$</b> 638.00
2. X SCHEDULE A2: NON-MONETARY (IN-KIND) POLITICAL CONTRIBUTIONS	\$ 100.00	
3. SCHEDULE B: PLEDGED CONTRIBUTIONS		\$
4. SCHEDULE E: LOANS		\$
5. SCHEDULE F1: POLITICAL EXPENDITURES FROM POLITICAL CONTRIBUTIONS	5	\$
6. SCHEDULE F2: UNPAID INCURRED OBLIGATIONS		\$
7. SCHEDULE F3: PURCHASE OF INVESTMENTS FROM POLITICAL CONTRIBUTION	ONS	\$
8. X SCHEDULE F4: EXPENDITURES MADE BY CREDIT CARD		<b>\$</b> 931.39
9. SCHEDULE G: POLITICAL EXPENDITURES FROM PERSONAL FUNDS	\$	
10. SCHEDULE H: PAYMENT FROM POLITICAL CONTRIBUTIONS TO A BUSINESS	OF C/OH	\$
11. SCHEDULE I: NON-POLITICAL EXPENDITURES FROM POLITICAL CONTRIBUTIO	DNS	\$
12. SCHEDULE K: INTEREST, CREDITS, GAINS, REFUNDS, AND CONTRIBUTIONS F TO FILER	RETURNED	\$

# MONETARY POLITICAL CONTRIBUTIONS

#### SCHEDULE A1

	The Instru	ction Guide explains how to complete this fo	1	Total pages Schedule A1: Sch: 1/3 Rpt: 4/10		
2	FILER NAME			3	Filer ID (Ethics Commission	n Filers)
	Herrera, Joe	P. (Mr.)			00081966	
4		5 Full name of contributor out-of-state PAC (ID#:_		7	Amount of Contribution (\$)	
	07/09/2024	Arevalos, Barbara			.,	\$25.00
	000	6 Contributor address; City; State; Zip Code		ł		<b>*-</b> - • • •
	ļ	Continuation address, City, State, Zip Code				
		1				
		San Antonio, TX 78218				
8	Principal occu	I	9 Employer (See Instructions	<u>ال</u>		
	Financial Aid		Alamo Colleges	"		
╞				—	1	
	Date	Full name of contributor out-of-state PAC (ID#:	)		Amount of Contribution (\$)	±105.00
	09/14/2024	Bandera County Democratic				\$125.00
		Contributor address; City; State; Zip Code				
L		bandera, TX 78003				
	Principal occu	ipation / Job title (See Instructions)	Employer (See Instructions	3)		
L						
	Date	Full name of contributor out-of-state PAC (ID#:	)	Γ	Amount of Contribution (\$)	
	07/14/2024	Benedetti, Bertha				\$100.00
	ļ	Contributor address; City; State; Zip Code		1		
	ļ	1				
		Mico, TX 78056				
	Principal occu	pation / Job title (See Instructions)	Employer (See Instructions	5)		
	retired	,				
⊨	Date	Full name of contributor Out-of-state PAC (ID#:	)	Γ	Amount of Contribution (\$)	
	09/22/2024	Collins, Eugina	,		, into an e e e e e e e e e e e e e e e e e e	\$3.00
	00/22/202	Contributor address; City; State; Zip Code		ł		<b>40.0</b> 0
		Contributor address, City, State, Zip Code				
		1				
		Blairville, GA 30512				
⊢	Princinal occu	upation / Job title (See Instructions)	Employer (See Instructions	<u>ר</u>		
	Print Special		IRS	"		
╞				—	the state of the s	
	Date	Full name of contributor out-of-state PAC (ID#:_	)		Amount of Contribution (\$)	<b>#100.00</b>
	09/10/2024					\$100.00
	ļ	Contributor address; City; State; Zip Code				
	ļ	1				
	ļ					
L		Austin , TX 78739	· · · · · · · · · · · · · · · · · · ·			
		ipation / Job title (See Instructions)	Employer (See Instructions			
	Real Estate		Goodwin & Goodwin Re	al	estate	

# MONETARY POLITICAL CONTRIBUTIONS

#### SCHEDULE A1

The Instru	uction Guide explains how to complete this f	1 Total pages Schedule A1: Sch: 2/3 Rpt: 5/10			
2 FILER NAM	E		3 Filer ID (Ethics Commission Fil	ers)	
Herrera, Jo	ре Р. (Mr.)		00081966	-	
4 Date	5 Full name of contributor out-of-state PAC (ID#:_	)	7 Amount of Contribution (\$)		
09/22/2024				\$25.00	
	6 Contributor address; City; State; Zip Code				
	Ramsey, NJ 07446				
	cupation / Job title (See Instructions)	9 Employer (See Instructions)	)		
Photograph	ıy	Self			
Date	Full name of contributor out-of-state PAC (ID#:	)	Amount of Contribution (\$)		
07/25/2024	Keller, Kathleen			\$50.00	
	Contributor address; City; State; Zip Code				
	Kerrville , TX 78028				
Principal occ	cupation / Job title (See Instructions)	Employer (See Instructions	<u>\</u>		
None		None	)		
			Amount of Contribution (4)		
Date 08/13/2024	Full name of contributor out-of-state PAC (ID#:	)	Amount of Contribution (\$)	\$50.00	
00/13/2024				Φ00.00	
	Contributor address; City; State; Zip Code				
	Kerrville, TX 78028				
Principal occ	cupation / Job title (See Instructions)	Employer (See Instructions	)		
None		None			
Date	Full name of contributor out-of-state PAC (ID#:_	)	Amount of Contribution (\$)		
09/21/2024	Kelly, Colleen			\$10.00	
	Contributor address; City; State; Zip Code				
	Cleveland, OH 44126				
-	cupation / Job title (See Instructions)	Employer (See Instructions	)		
Teacher		Cleveland Schools			
Date	Full name of contributor out-of-state PAC (ID#:_	)	Amount of Contribution (\$)		
09/26/2024	Verton, David		\$	100.00	
	Contributor address; City; State; Zip Code				
	Austin TV 70702				
Dringingling	Austin, TX 78723		\ \		
Principal occ Partner	cupation / Job title (See Instructions)	Employer (See Instructions Opus Faveo Innovation			
Faluici			Development		

MONETARY POLITICAL CONTRIBUTIO	SCHEDULE A1		
The Instruction Guide explains how to complete this	1 Total pages Schedule A1: Sch: 3/3 Rpt: 6/10		
2 FILER NAME Herrera, Joe P. (Mr.)	3 Filer ID (Ethics Commission Filers) 00081966		
07/02/2024 chyle, Valerian 6 Contributor address; City; State; Zip Code	Date     5     Full name of contributor     out-of-state PAC (ID#:)       07/02/2024     chyle, Valerian		
Medina, TX 78055 8 Principal occupation / Job title (See Instructions)	9 Employer (See Instructions	<b>)</b> 5)	
Doctor	self		

# NON-MONETARY (IN-KIND) POLITICAL CONTRIBUTIONS

SCHEDULE A	<b>\2</b>
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	The Instruction Guide explains how to complete this form.				1 Total pages Schedule A2: Sch: 1/1 Rpt: 7/10			
2	FILER NAME			3	Filer ID (Ethics Commission Filers)			
	Herrera, Joe	e P. (Mr.)			00081966			
<sup>4</sup> TOTAL OF UNITEMIZED IN-KIND POLITICAL CONTRIBUTIONS				\$				
5	Date 09/17/2024				Amount of contribution (\$) In-kind contribution description \$100.00   Strategy Session, Endorsement, Social Media, email promotion			
		san antonio, TX 78278			Check if travel outside of Texas. Complete Schedule T.			
<b>10</b> Principal occupation / Job title (FOR NON-JUDICIAL) (See instructions)		upation / Job title (FOR NON-JUDICIAL) (See instructions)	11 Employer (FOR NON	-JU	JDICIAL) (See instructions)			
12 Contributor's principal occupation (FOR JUDICIAL)			<b>13</b> Contributor's job title (FOR JUDICIAL) (See instructions)					
14	Contributor's	15 Law firm of contributo	or's	spouse (if any) (FOR JUDICIAL)				
16	If contributor	is a child, law firm of parent(s) (if any) (FOR JUDICIAL)						

	Advertising Expense Accounting/Banking Consulting Expense Contributions/ Donations Made By Candidate/Officeholder/Politica	Event Expe Fees Food/Beve Gift/Awards	rage Expense F s/Memorials Expense F	ES FOR BOX Loan Repayment/R Office Overhead/Ref Polling Expense Printing Expense Salaries/Wages/Co	eimbursement ental Expense	Transporta Travel in D Travel Out	istrict of District	Expense nt & Related I ry not listed al	
		The Inst	ruction Guide explains ho	w to complete	this form.				
1	Total pages Schedule F4:	2 FILER NAME				3 Fil	er ID (Ethi	cs Commiss	sion Filers)
	Sch: 1/3 Rpt: 8/10	Herrera, Joe P. (M	r.)			0008	1966		
4	CREDIT CARD	Name of finar	ncial institution		OF UNITEMIZED	) \$			
	ISSUER	Firstmark Credit Union			EXPENDITURES CHARGED TO A CREDI CARD				
6	PAYMENT	(a) Amount Charged	(b) Date of Charge	(c) Date(s)	) Credit Card Issu	er Paid			
		\$18.37	08/01/2024						
7	PAYEE	(a) Payee name	1	(b) Payee	address;	City	/,	State,	Zip Cod
		Freeberl		1101 Dex	xter Ave N				
		Facebook							
				-	NA 98109				
8	PURPOSE OF EXPENDITURE	(a) Category (See Categories listed at the top	(b) Description Facebook ads						
		Advertising Expense	· · · · · · · · ,	Faceboo	k aus				
	X Political								
	Non-Political	(c) Check if travel outside Candidate/Officeholder	of Texas. Complete Schedule T.	ice sought	Check if Austin, T		lder living exp	ense	
	Complete <u>ONLY</u> if direct xpenditure to benefit C/OH	Candidate/Onicenoider	name Om	ice sought		Onic	le fielu		
0,		(a) Amount Charged	(b) Date of Charge	(c) Date(s)	) Credit Card Issu	er Paid			
		\$102.74	09/02/2024	(0) = 000 (0)	,				
		φ102.74	09/02/2024						
	PAYEE	(a) Payee name		(b) Payee	address;	City	/,	State,	Zip Cod
				1101 Dex	xter Ave N				
		Facebook							
					NA 98109				
	PURPOSE OF EXPENDITURE	(a) Category (See Categories listed at the top	of this schedule)	(b) Descrip					
		Advertising Expense		Faceboo	Facebook Ads				
	X Political								
	Non-Political		of Texas. Complete Schedule T.		Check if Austin, T	rX, officeholder living expense Office held			
0	Complete <u>ONLY</u> if direct xpenditure to benefit C/OH	Candidate/Officeholder	name Om	ice sought		Onic	e neiu		
e,		(a) Amount Charged	(b) Date of Charge	(c) Date(s)	) Credit Card Issu	or Daid			
				(0) Date(3)					
		\$217.34	09/19/2024						
	PAYEE	(a) Payee name		(b) Payee	address;	City	/,	State,	Zip Cod
					. Hayden Rd		-	,	
		Go Daddy.com			•				
				Scottsda	le, AZ 85260				
	PURPOSE OF	(a) Category		(b) Descrip					
		(See Categories listed at the top Advertising Expense	of this schedule)	Web hos	ting fee				
	X Political								

# **EXPENDITURES MADE BY CREDIT CARD**

# xpense t & Related Expense

Non-Political

Complete ONLY if direct expenditure to benefit C/OH Office sought

(c) Check if travel outside of Texas. Complete Schedule T.

Candidate/Officeholder name

Check if Austin, TX, officeholder living expense

Office held

Zip Code

## SCHEDULE F4

State, Zip Code

State, Zip Code

EXPENDITURE CATEGORIES FOR BOX 10(a)									
Advertising Expense Accounting/Banking Consulting Expense Contributions/ Donations Made By Candidate/Officeholder/Politica	Fees Food/Beve Gift/Awards	Food/Beverage Expense P Gift/Awards/Memorials Expense P		Transportation Equipm Travel in District Travel Out of District					
	The Instr	ruction Guide explains h	now to complete this form.						
1 Total pages Schedule F4:	2 FILER NAME			3 Filer ID (Eth	nics Commiss	ion Filers)			
Sch: 2/3 Rpt: 9/10	Herrera, Joe P. (M	r.)		00081966					
4 CREDIT CARD ISSUER		ncial institution revious	5 TOTAL OF UNITEMIZI EXPENDITURES CHARGED TO A CRE CARD	\$					
6 PAYMENT	(a) Amount Charged	(b) Date of Charge	(c) Date(s) Credit Card Is	I suer Paid					
	\$32.00	09/16/2024							
7 PAYEE	(a) Payee name		(b) Payee address;	City,	State,	Zip Code			
	USPS		2200 TX-132						
			Natalia, TX 78059						
8 PURPOSE OF EXPENDITURE	(a) Category (See Categories listed at the top Fees	of this schedule)	(b) Description PO Box fee						
X Political									
Non-Political		of Texas. Complete Schedule		, TX, officeholder living ex	pense				
9 Complete <u>ONLY</u> if direct expenditure to benefit C/OH	Candidate/Officeholder	name O	office sought	Office held					
PAYMENT	(a) Amount Charged	(b) Date of Charge	(c) Date(s) Credit Card Is	suor Paid					
	\$0.60	07/28/2024							
PAYEE	(a) Payee name Vibe.com		(b) Payee address; 1700 West Irving park Suite 302 Chicago, IL 60613	City, Road	State,	Zip Code			
PURPOSE OF EXPENDITURE	(a) Category (See Categories listed at the top Advertising Expense	of this schedule)	(b) Description online advertising						
Non-Political	(C) Check if travel outside	of Texas. Complete Schedule	T. Check if Austin	, TX, officeholder living ex	pense				
Complete <u>ONLY</u> if direct expenditure to benefit C/OH	Candidate/Officeholder	name O	ffice sought	Office held					
PAYMENT	(a) Amount Charged	(b) Date of Charge	(c) Date(s) Credit Card Is	suer Paid					
	\$99.98	08/02/2024							
PAYEE	(a) Payee name Google.com		(b) Payee address; 1600 Amphitheatre Pa Mountain View, CA 94	-	State,	Zip Code			
PURPOSE OF EXPENDITURE Political Non-Political	(a) Category (See Categories listed at the top Advertising Expense	of this schedule) of Texas. Complete Schedule	(b) Description Google Ads	ı, TX, officeholder living ex	70050				
Complete <u>ONLY</u> if direct	(c) Check if travel outside Candidate/Officeholder		ffice sought	Office held	heilog				
expenditure to benefit C/OH				enile field					

**EXPENDITURES MADE BY CREDIT CARD** 

SCHEDULE F4

	Advertising Evennes			• •	ent Coli	oitotion/Eundroioina	Funanca		
	Advertising Expense Accounting/Banking	Event Expe Fees		Loan Repayment/Reimburseme Office Overhead/Rental Expense	se Trar	citation/Fundraising nsportation Equipme		Expense	
	Consulting Expense Contributions/ Donations Made By		erage Expense s/Memorials Expense	Polling Expense Printing Expense		/el in District /el Out of District			
	Candidate/Officeholder/Politica	I Committee Legal Serv	rices	Salaries/Wages/Contract Labor		IER (enter a catego	y not listed at	oove)	
			ruction Guide explains h	low to complete this form.					
1	Total pages Schedule F4:	2 FILER NAME			;	3 Filer ID (Ethi	cs Commiss	sion Filers)	
	Sch: 3/3 Rpt: 10/10	Herrera, Joe P. (M	r.)			00081966			
4	CREDIT CARD	Name of final	ncial institution	5 TOTAL OF UNIT		<b>.</b>			
	ISSUER	see pi	revious	EXPENDITURE CHARGED TO A		\$			
				CARD					
6	PAYMENT	(a) Amount Charged	(b) Date of Charge	(c) Date(s) Credit C	Card Issuer	Paid			
		\$70.37	08/06/2024						
		Φ <i>1</i> 0.5 <i>1</i>	00/00/2024						
7	PAYEE	(a) Payee name	1	(b) Payee address;		City,	State,	Zip Code	
				1515 N Courthou			,	p = = = = =	
		Storyblocks.com				1000			
				Arlington, VA 222	201				
8	PURPOSE OF	(a) Category		(b) Description	201				
0	EXPENDITURE	(See Categories listed at the top	of this schedule)	Online Video Ma	kina servia	ים			
	Delitical	Advertising Expense			King Servic				
	X Political								
	Non-Political	(C) Check if travel outside	of Texas. Complete Schedule		if Austin, TX, o	fficeholder living exp	ense		
	Complete ONLY if direct	Candidate/Officeholder	name O	ffice sought		Office held			
e	xpenditure to benefit C/OH								
	PAYMENT	(a) Amount Charged	(b) Date of Charge	(c) Date(s) Credit C	Card Issuer	Paid			
		\$319.62	09/02/2024						
	PAYEE	(a) Payee name	•	(b) Payee address;		City,	State,	Zip Code	
				1600 Amphitheat	tre Parkwa	ay			
		Google.com							
				Mountain View, 0	CA 94043				
	PURPOSE OF	(a) Category		(b) Description					
	EXPENDITURE	(See Categories listed at the top	of this schedule)	Google and Yout	tube ads				
	X Political	Advertising Expense							
	Non-Political	(C) Check if travel outside	of Texas. Complete Schedule	T. Check	if Austin, TX, o	fficeholder living exp	ense		
	Complete ONLY if direct	Candidate/Officeholder		ffice sought	,	Office held			
e	xpenditure to benefit C/OH			0					
	PAYMENT	(a) Amount Charged	(b) Date of Charge	(c) Date(s) Credit C	Card Issuer	Paid			
		\$70.37	09/08/2024						
		\$70.37	09/06/2024						
	PAYEE	(a) Payee name	1	(b) Payee address;		City,	State,	Zip Code	
		(u) r uječ hame		1515 N Courthou		-	Otato,	Lip Couc	
		Storyblocks.com			13e Mu, Su	0000			
				Arlington, VA 222	201				
	PURPOSE OF	(a) Category		(b) Description	201				
	EXPENDITURE	(See Categories listed at the top	of this schedule)	Online Video Ma	kina servia	ים			
	X Political	Advertising Expense				~~			
	Non-Political		of Texas. Complete Schedule		if Austin, TX, o	fficeholder living exp	ense		
	Complete ONLY if direct	Candidate/Officeholder	name O	ffice sought		Office held			
e	xpenditure to benefit C/OH								

**EXPENDITURES MADE BY CREDIT CARD** 

## SCHEDULE F4