



**STATE OF CALIFORNIA
CALIFORNIA SENIOR LEGISLATURE**

1020 N Street, Room 513, Sacramento, CA 95814

Phone (916) 552-8056 Fax (916) 552-8013

www.4csl.org

**NOTICE OF STRATEGIC PLANNING ADHOC
TELECONFERENCE COMMITTEE MEETING**

September 18, 2014

10:30AM-12:00PM

Teleconference Meeting Sites:

Legislative Office Building

1020 N Street, Room 500

Sacramento, CA 95814

Ice Breaker Room

500 Ellinwood Way

Pleasant Hill, CA 94523

Los Banos Community Center

645 7th Street

Los Banos, CA 93635

IT Bookman Community Center, Room B

446 Randolph Street

San Francisco, CA

Community & Human Services Department

Alexander Hughes Center

1700 Danbury Road

Claremont, CA 91711

Huntington Beach Council on Aging

Rodgers Senior Center

1706 Orange Avenue (17th & Orange)

Huntington Beach, CA 92648

City of San Luis Obispo

Park & Recreation Department

1341 Nipomo Street, Conference Room 2

San Luis Obispo, CA 93401

County of Marin, Health & Human Services

Aging & Adult Services (2nd Floor)

10 N. San Pedro Road, Ste 1023

San Rafael, CA 94903

Mission: To Improve the Quality of Life for Aging Californians

Funded by the California Fund for Senior Citizens – FTB, Code 402

(continued)

**Riverside County Office on Aging
La Quinta Office
78900 Ave 47
La Quinta, CA**

**Oakland Senior Center
200 Grand Avenue, Hall #4
Oakland, CA**

**Los Angeles City Councilman Mike Bonin
11th District
Westchester District Office
7166 W. Manchester
Los Angeles, CA 90045**

**Area Agency on Aging Serving Napa and Solano
400 Contra Costa Street
Vallejo, CA 94590**

AGENDA

Co-Chairs: Senior Assembly Member Herbert Schwartz
Senior Assembly Member John Pointer

Members of the public may be heard on any item on the California Senior Legislature (CSL), Agenda. Comments by members of the public on an agenda item will be allowed only during discussion of the item by the committee. Comments by members of the public on an item not on the agenda will only be allowed under Public Comments (Item IV). No action can be taken on any item not on the agenda whether discussed by members of the public or by members of the committee.

- I. Call to Order (Pointer/Schwartz)
Invocation (Martin)
Pledge of Allegiance (Campbell)
- II. Roll Call (Bailey)
Establish Quorum
- III. Introductions of Guests by PSA Number (1-33)
- IV. Public Comments
(This section is for members of the public only; and is to provide the public an opportunity to comment and/or present information on any matter that is not on the agenda. Each public member will be afforded up to three minutes to speak. Written requests, if any, will be considered first under this section.)

DISCUSSION/ACTION ITEMS

- V. **Approve Agenda of September 18, 2014**
- VI. **Approve Minutes of September 4, 2014**
- VII. **Investigation of Cost and Feasibility of Proposed Membership Program**
(MacAllister)
 - A. Cost and Feasibility Report presented from Sub-Committee
 - B. Identify potential “test market” for Membership Program.
 - 1. Target Launch Date
 - 2. Target Location
- VIII. **Determine Scope of Volunteer Fund Manager Position** (Rolfe)
 - A. Recommendations presented to SPAC
- IX. **Recommend Policy that Provides Comprehensive Criteria for Fund Development Strategies** (Warren)
 - A. Recommendations presented to SPAC
- X. **Identification of a streamlined process for elections that would include identifying qualifications for becoming a member of the JRC** (Bloch)
 - A. Presentation of Recommended Process
- XII. **Identification of Internal/External Spokesperson (December 31, 2014)** (Krohn)
 - A. Status Update on Committee Work to Date
- XIII. **Identification of a Strong Tag Line that Supports the CSL Branding Image**
(December 31, 2014)
 - A. Status Update on Committee Work to date
- XIV. **Development and Presentation of Strategic Planning Committee Update at General Session.**
 - A. Review and Approval of recommended written report
- XV. **Rick Dahlgren Comments (See Attached Document Dated September 8, 2014)**
- XVI. **Future Meeting Schedule**
 - A. Identify future meeting date.
- XVII. Adjournment

Pursuant to Government Code Sections 11123.1 and 11125(f), individuals with disabilities who require accessible alternative formats of the agenda and related meeting materials and/or auxiliary aids/services to participate in the meeting, should contact the CSL office by phone, (916) 552-8056. Requests must be received by September 15, 2014. JRC and Subcommittee meetings are held in barrier-free facilities in accordance with the Americans with Disabilities Act. Please contact the office to RSVP for this meeting.

Information regarding CSL agendas and meeting minutes may be obtained at www.4csl.org or by writing to the California Senior Legislature, 1020 N Street, Suite 513, Sacramento, CA 95814.