



STATE OF CALIFORNIA
CALIFORNIA SENIOR LEGISLATURE
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JOINT RULES COMMITTEE MEETING MINUTES

December 12-13, 2013

Vagabond Inn Conference Room
909 3rd Street, Sacramento, CA

Chair: Senior Senator Alice C. Loh
Vice Chair: Senior Senator Albert Blum
Vice Chair: Senior Assembly Member Ellie Bloch

December 12, 2013

I. Call To Order

The Joint Rules Committee Meeting was called to order by Chair, Senior Senator Alice Loh at 12:34 p.m.
Invocation by Senior Senator Al Blum
Pledge of Allegiance was led by Senior Assembly Member Eleanor Bloch

II. Roll Call

Present: **Senior Senators:** Marti Overfield, Bruce Steir, Al Blum, Mickey Peabody, Alice Loh
Senior Assembly Members: Charles Molnar, Roger Ginsburg, Eleanor Bloch, Shirley Krohn, Lauren Rolfe, Anne Warren, Don MacAllister
Staff: Kristin Bowling, Office Technician

A quorum was established.

III. Introductions

No guest introductions.

IV. Public Comments

No public comments.

Discussion/Action Items

V. Approve Agenda of December 12 - 13, 2013 JRC Meeting

Modifications: Senior Assembly Member Shirley Krohn's name to be added to top of agenda, Budget and Finance sub-committee report to be moved to morning meeting December 13, 2013.

Senior Senator Marti Overfield made motion to approve the agenda.
Senior Assembly Member Krohn seconded the motion. Agenda approved

as modified.

VI. Approve Minutes of October 28, 2013 JRC Meeting

Senior Assembly Member Bloch made motion to approve the minutes. Senior Senator Peabody seconded the motion. All in favor- 8; Abstentions: Alice Loh and Chuck Molnar. Minutes approved as presented.

VII. Correspondence

Michael Haas Complaint to be handled by Executive Committee.

VIII. Sub-Committees Brain-Storming Goals/Objectives & Implementation Strategies

A. Budget and Finance

Senior Assembly Member Roger Ginsburg chair of the Budget and Finance Sub-committee requested that the report be moved to the next day in the agenda, Chair Loh approved the re-arrangement in the order of the sub-committee reports.

B. Fund Development & Public Relations

Senior Assembly Member Molnar distributed a handout with a list of ideas to promote 402/CSL.

Senior Assembly Member Charles Molnar suggests CSL pay for a "Neilson Radio" report of stations with the largest market of older listeners. Senior Assembly Member Molnar's recommendation is to purchase reports of the San Francisco, L.A. and San Diego markets for the cost of \$900. The other option would be to purchase the markets mentioned previously plus Bakersfield and Fresno for \$1,600.

Shirley Krohn will send email to Directors of groups that she has made presentations to that will remind them that "tax season is coming up and because of the generosity of you and your members last year we would sure appreciate your consideration again this year."

Assembly member Warren presents and distributes a letter drafted by Assembly Member Marcia Gould to the California Channel, requesting CSL Public Service Announcements be shown on a daily basis. The letter would be sent by and on behalf of the JRC **only**.

Senior Assembly Member Bloch motions for the letter to be sent. Senior Assembly Member Rolfe seconds the motion. All members in favor, none oppose, none abstain.

Motion carried.

Assembly Member Bloch motions that \$900 be allocated to the Neilson

Radio report for San Diego/Los Angeles/San Francisco markets. Assembly Member Warren Seconds the motion. Discussion ensues and motion is modified to be continued until December 13, 2013 after Budget and Finance report.

Assembly Member Rolfe and Krohn delegated to putting together a speaker's bureau. Plan to find one member from each caucus to recruit other speakers from their caucus by the next JRC meeting.

Electronic version of 402 cards along with a drafted example of solicitation for contribution note is to be sent to all members. A note by Legislative Committee Chair Warren will be included strongly urging members to send it to their personal contacts (at least 10) asking for a contribution along with the electronic 402.

Assembly Member Krohn to begin a "Did you know?" Facebook campaign that will be used for soliciting 402 contributions.

AARP Newsletter: Shirley Krohn and Mickey Peabody to collaborate on writing and getting an article into "What's Happening in the States" California section.

Senior Assembly member Bloch makes motion to support the idea of exploring the creation of an external, outside of the CSL, fundraising organization to benefit the CSL. Seconded by Marti Overfeild. All members in favor, no abstentions. **Motion carried.**

C. Policies and Procedures

Assembly Member Bloch requested to be sent the most current Resource manual.

Request that the minutes be typed up shortly after JRC meetings and be sent to all members and alternates.

D. Session Planning

Senior Senator Peabody requests that Session evaluations be sent to herself and Senior Senator Overfield, as well as any report from them by Senior Assembly Member Evelyn Tom.

Shirley Krohn to send a Bio and write-up of her idea for next sessions keynote speaker to Mickey Peabody.

Senior Senator Loh has already booked room block and banquet room at the Hyatt for October 27-30, 2014 and the subsequent year 2015. *This arrangement will need to be formalized through the bidding process and then approved by the Office of Legal Services (OLS) located in the Department of General Services (DGS).*

Al Blum working on entertainment, Mickey Peabody in charge of speakers.

Committee wants to look into getting the larger banquet room on the lower floor for next year. Chair Loh asked Senior Senator Al Blum work with staff to look into this request. *This arrangement will need to be formalized through the bidding process and then approved by the Office of Legal Services (OLS) located in the Department of General Services (DGS).*

E. Other

1. Senior Assembly member Lauren Rolfe report on Legislative/CSL Meet and Greet breakfast on January 9, 2014. Need red, white and blue stars from office for decoration. CSL will advertise in the Senate Daybook beginning week of December 16, 2013 and 2nd copy of invitation to be placed into legislator's mailboxes over at Capitol.

2. Legislative Committee report by Chair Anne Warren: Assembly Member Warren will draft a letter to all members of JRC and Leg. Committee members and alternates of duties and obligations for "Walk the Halls" and "Meet and Greet"

3. Assembly Member Bloch makes a motion for a resolution that the reimbursement for travel expenses shall be consistent with the pre-determined dates and times for attendance as established by the committee in question. Deviations or related costs shall be the responsibility of the member, unless otherwise approved by the Legislative and JRC Chair. Lauren Rolfe seconds motion. All in favor. none opposed or abstain. **Motion carried.**

Meeting was recessed at 5:05 p.m. until Friday, December 13, 2013 at 8:30 a.m.

Friday, December 13, 2013

Meeting reconvened at 8:50 a.m. by Senior Alice Loh, Chair.

A. Budget and Finance

Senior Assembly Member Roger Ginsburg Chair of the Budget and Finance Sub-committee requested that Clare Smith, Consultant review current budget reports and provide an overview of the CSL budget and revenue streams. See attached reports.

Smith provided an extensive overview addressing financial processes and interagency relationships between the CSL and the Departments

of General Services (DGS), Finance (DOF), State Controller's Office (SCO), Franchise Tax Board (FTB) and Legal Services (OLS). A copy of the Procurement Policies and Procedures Handbook (2013) was provided to the JRC Chair, Chair of the Budget and Finance Sub-Committee and Senior Assembly Member Molnar, Chair of the Public Relations Sub-Committee (per his request).

Chair Roger Ginsburg requested that future budget reports are developed reflecting expenses according to each sub-committee. Smith shared Janice Bailey's suggestion of using QuickBooks (QB) accounting software application to provide reports to the JRC based on the DGS monthly reports. The costs of purchase the QB software will be researched and submitted for consideration at the next JRC meeting.

Chair Ginsburg requested that the following breakout expenditure sections be provided as part of the monthly budget report: Budget & Finance, Policies & Procedures, Fund Development & Public Relations, Legislative Committee, Session Planning and general JRC. In addition, the Chair requested that staff time/costs be included in the proposed budgets for each sub-committee. Chair Ginsburg will work with Janice Bailey in developing a budget template for use in reporting in the future.

Senior Assembly Member Rolfe recommended that CSL research the costs associated with the purchase of an upgraded multi-functional copier.

A discussion regarding the costs of the 'Meet and Greet' event ensued. The suggestion was made to invite representatives from the following state agencies: FTB, DGS, SCO and DOF, so that CSL members have the opportunity to meet state staff from the other agencies that work with the CSL.

B. Fund Development and Public Relations

Senior Assembly Member Chuck Molnar, Chair of Fund Development and Public relations requested that the CSL pay for a "Neilson Radio" report of stations with the largest market of older listeners. Senior Assembly Member Molnar's recommendation is to purchase reports of the San Francisco, L.A. and San Diego markets for the cost of \$900. An additional cost for placement of the radio PSA's would add \$800, for a total cost of \$1,700. Senior Assembly Member Molnar suggested rounding up to a total not to exceed \$2,000. Senior Assembly member Ellie Bloch made a motion to pay for the expense by splitting the costs between the State CSL funds and the California Foundation on Aging (CFoA) CSL fund account. Senior Assembly Member Lauren Rolfe seconded the motion. In the discussion, Smith clarified that CSL had

attempted to enter into a contract with the Neilson Audio company (known as Arbitron at that time) in the past, but was unable to accomplish because the rules associated with state contracting did not allow for the arrangement and therefore, state funds could not be used to cover expenses associated with the use of the company.

Senior Assembly Member Bloch withdrew her motion. Senior Assembly Member Ginsburg moved to approve payment from the CFoA CSL Funds to cover the expenses, not to exceed \$2,000 for the survey report by Neilson Audio, as well as the placement of the radio ads. Senior Senator Alice Loh seconded the motion. Senior Senator Al Blum requested that a written record be developed to describe the arrangement and process, so that future JRC members could review, and also to serve as an “audit trail.” In addition, member discussed the importance of establishing a process for evaluating the success of the advertising effort. Following the discussion, Chair Loh called for the vote. The motion passed.

Senior Assembly Member Molnar stated that additional work was needed to address the current television commercial but that work could be accomplished later in the year.

Smith excused herself to return to the CSL office. A short 15 min. break was called by the Chair at approximately 11:15 a.m.

The meeting was reconvened at 11:30 a.m. The tape recorder was used to document the meeting.

IX. Legislative Committee Report

Legislative Committee Chair, Warren, provided a brief update of the insights and strategies for the Legislative Committee in 2014.

X. Chair’s Report

- A. Senior Assembly Member Rolfe provided an update on the status of the “Meet and Greet”.
- B. Chair Loh reviewed the successful strategies for “selling” the Top 10 Proposals for 2014 to State Legislators.
- C. Consultant Smith provided a review of the staff report and shared strategies for improving the agency.

XI. Old Business

- A. Interviews for the SSM1 position are scheduled for December 13, 2013. The Executive Committee will serve as the interview panel. The Committee plans to make a quick decision once CALHR has authorized the reclassification.
- B. The consultant contract with SmithAhern will end December 31, 2013. All options for amending and extending with the State have been exhausted. One option to for a small contract may be to pay through the Foundation.

XII. New Business

A. Chair Loh reviewed the meeting schedule for 2014:

B. The annotated ByLaws as approved during the General Session were provided to all members.

XIII. Meeting adjourned at 11:58 a.m.