



STATE OF CALIFORNIA
CALIFORNIA SENIOR LEGISLATURE

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JOINT RULES COMMITTEE SPECIAL MEETING MINUTES

July 16, 2014

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

Chair: Senior Senator Alice C. Loh

Vice Chair: Senior Senator Mickey Peabody

Vice Chair: Senior Assembly Member Ellie Bloch

I. Call To Order

The Joint Rules Committee Meeting was called to order by Vice Chair, Senior Assembly Member Ellie Bloch at 11:02 a.m.

Invocation by Senior Assembly Member Leo Sullivan

A moment of silence and good wishes for Senior Assembly Member Norma Campbell

Pledge of Allegiance was led by Senior Assembly Member Don MacAllister

II. Roll Call

Present: **Senior Senators:** Jim Levy (Alt.), Terry Conaway (Alt.), Jack Alderson (Alt.)

Senior Assembly Members: Charles Molnar, Eleanor Bloch, Shirley Krohn, Lauren Rolfe, Anne Warren, Don MacAllister

Staff: Janice Bailey, Staff Services Manager
Kristin Bowling, Office Technician

Excused Absences: Martha Overfield, Bruce Steir, Alexis Wiser (Alt.), Joe Murphy, Mickey Peabody, Alice Loh, Roger Ginsburg, Bernie Weintraub (Alt.),
A quorum was established.

III. Introductions

A. SA Anne Warren introduced Laura Trejo, Executive Director of Los Angeles Office on Aging

B. SS Lola Young introduced CSL Members Seth Brunner, Pam Epley and Gloria Plascencia (Chair of Advisory Committee) from PSA 4

C. SA Ellie Bloch introduced Lorenzo Cuesta, Registered Parliamentarian.

IV. Public Comments

- A. SS Lola Young provided handout dated July 16, 2014, concerning two items:
 - 1. On July 7, 2014, she could not locate the agenda on the website and is concerned that the general public can not locate the agenda. *(The agenda was uploaded on the website June 20, 2014@18:02 and can be accessed from the homepage under events.)*
 - 2. Requesting the JRC not to make a hasty decision, as was done 3 years ago, and look at several proposals and research all options thoroughly. *(No Action was taken.)*

Discussion/Action Items

V. Approve Agenda of July 16, 2014 JRC Meeting

Senior Assembly Member Terry Conaway moved to approve the agenda. Senior Assembly Member Lauren Rolfe seconded the motion. Agenda approved as presented.

VI. Senior Assembly Member Anne Warren presented powerpoint presentation “Funding CSL in the 21st Century” (copies attached for reference)

- A. Copies of the Powerpoint Slides Were Provided to all Attendees
- B. JRC Members were provided an advance copy of the written report.
- C. Guest Laura Trejo, Executive Director Los Angeles Office on Aging, addressed the group regarding the following:
 - 1. Encouraged the members to embrace a “Strategic Planning Process”
 - 2. Research and acknowledge the cost of membership, retention of membership and the net cost for the membership program.
 - 3. She reminded the group that many events are more about publicity than revenue.
 - 4. Strategic Planning must be done as a group.
 - 5. Encourage members to donate. What percentage of members are donating?
 - 6. Expressed concerns that CSL has become an independent organization to a fault and doesn't have the best reputation with “outside aging groups”.
 - 7. The organization needs to be more engaged and caring in the future. You must engage the body. Engage those that want to help and support.
 - 8. The agency must build the leadership and infrastructure, if not prepared internally, funders will not trust.
- D. Vice Chair SA Bloch called for discussion of the presentation/report.
 - 1. SA Marcia Gould asked how many in the JRC had gone to

- major corporations.
2. SA Marcia Gould requested clarification on the cost of the membership program. SA Warren clarified it is \$10.
 3. SA Marcia Gould noted that the agency needs to engage Legislators to become friends and participate.
 4. SA Julia Rosenberg requested a full audit of where the funds were (*no motion was made*). She stated that there is no communication/no monthly newsletter. (*The newsletter has been published and distributed monthly for the last 17 months*). Decisions can not be made without the full body understanding. She noted the report should have been sent to all members.
 5. SS Young thanked Laura Trejo for her comments.
 6. SA Ellie Bloch noted that just because some can afford to travel at their own cost, she does not want other members to feel they can not attend CSL Meetings due to finances.
 7. Janice Bailey, Staff Services Manager, noted that creation of an external 501C3 titled "California Senior Legislature Foundation" would be in violation of Government Code 16305.3, unless authorized in writing by the Director of Finance. All State money must be deposited in trust in the custody of the State Treasurer.

Should CSL obtain the proper approvals to establish this outside fund, as per Welfare and Institutions Code 9304, all state rules and regulations would still have to be followed.

Staff noted that the CSL already has the California Foundation on Aging (CFoA) that is a 501C3 that can accept donations on behalf of the CSL. For clarification staff provided a brief explanation of how this fund has been used in the past.

8. SA Lauren Rolfe requested staff to find out if CFoA would accept "Pro Bono Work" on behalf of the CSL.
 9. **SA Lauren Rolfe made a motion that the Budget & Finance Sub-Committee recommend further cuts and return a balanced budget for emergency adoption by the Executive Committee. SS Jack Alderson seconded the motion. Motion adopted.**
 10. Guest Paul J Puzzanghero, Attorney and Business Manager to Member Elect SA Patricia Pugliese, provided a brief overview of how he proposes to assist the CSL in raising funds by mass email. SA Charles Molnar, Co-Chair of Public Relations and Fund Development, requested that Mr. Puzzanghero forward his proposal and contact information for further review by the Joint Rules Committee.
- E. Recommendations outlined in the report were reviewed individually. The following items were acted upon from the report.

1. **SA Rolfe made a motion recommending that the JRC pursue and investigate the cost and feasibility of a membership program. SS Jim Levy seconded the motion. Motion was adopted.**
2. **SS Jim Levy moved for individual, nonprofit and corporate donations to be included to provide much needed funding to the CSL. SA Anne Warren seconded. Motion adopted.**
3. **SA Lauren Rolfe moved to continue to market the tax check-off without reference to the code number (i.e., 402). SA Anne Warren seconded the motion. Motion adopted.**
4. **SA Lauren Rolfe moved for designation of a volunteer fund manager to provide leadership to the revenue program. SA Anne Warren seconded the motion. Motion was adopted.**
5. **SA Anne Warren moved that a Strategic Planning Task Force be established within the next 14 days and conduct a strategic planning session with CSL leadership to recommend a policy that provides the criteria for fund development as well as a streamlined process for elections that would include identifying qualifications for becoming a member of the JRC. SA Lauren Rolfe seconded the motion. Motion adopted.**
6. **SA Anne Warren moved that the geographic approach be included in the Strategic Plan. SA Shirley Krohn seconded the motion. Motion adopted.**
7. Janice Bailey, Staff Services Manager, questioned the hiring of a part time support position given the current financial situation. SA Anne Warren indicated that no where in the report referenced hiring. Staff expressed concern because the report does not indicate "volunteer". (*No action taken*).
8. **SA Ellie Bloch moved an email be sent to all CSL members and solicit volunteers for the Strategic Planning Committee and allow 10 days for response to staff and include staff in the meetings. She requested the funding of the 21st Century report be included with the communication. SA Shirley Krohn seconded the motion. Motion adopted. . SA Shirley Krohn volunteered to work with staff on the communication.**
9. **SA Anne Warren moved that an internal and external CSL spokesperson be identified by December 31, 2014. SA Lauren Rolfe seconded the motion. Motion adopted.**
10. **SA Lauren Rolfe moved that a strong tag line be identified that supports the CSL branding image by December 31, 2014. SS Jim Levy seconded the motion. Motion adopted.**
11. **SA Anne Warren moved that CSL continue to promote**

the expanded use of publications oriented towards seniors to promote CSL. SS Jim Levy seconded the motion. Motion adopted.

12. SA Charles Molnar moved that the CSL continue to use PSAs to promote the tax check-off and provide necessary funds estimated at \$20,000. No second. Motion did not carry.
13. SA Ellie Bloch moved that the Public Relations and Fund Development Committees be two separate committees as referenced in some sections of the standing rules. Committees to be “unlumped” in all sections of the Standing Rules and Resource Manual. SA Charles Molnar seconded. Motion adopted.
14. SS Jim Levy moved that during the Annual General Session the status of the Strategic Planning Committee shall be presented to the body of the CSL. SA Anne Warren seconded the motion. Motion adopted.

- F. By recommendation of the Parliamentarian for this Special Meeting, SA Ellie Bloch moved that a Minutes Approval Committee consisting of SA Krohn, SA Rolfe and SA Warren approve the minutes within 10 days prior to distribution. SA Krohn seconded the motion. Motion adopted.

VII. Meeting adjourned at 2:30 p.m.

SA=Senior Assembly Member
SS=Senior Senator