



STATE OF CALIFORNIA  
**CALIFORNIA SENIOR LEGISLATURE**

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**JOINT RULES COMMITTEE MEETING MINUTES (Amended)**

**March 19, 2013**

**Red Lion Hotel Woodlake Conference Center  
500 Leisure Lane, Sacramento, CA 95815**

Chair: Senior Assembly Member Don MacAllister

Vice Chair: Senior Senator Alice Loh

Vice Chair: Senior Assembly Member Evelyn Tom

**I. Call To Order**

The Joint Rules Committee Meeting was called to order by Chair, Don MacAllister at 9:04 a.m.

Invocation by Senior Senator Mickey Peabody

Pledge of Allegiance was led by Senior Assembly Member Herbert Schwartz

**II. Roll Call**

**Present:**

**Senior Senators:** Bruce Steir, Albert Blum, Jim Levy, Alice Loh, Kenneth Ryan, Mickey Peabody, Terry Conaway, Martha Overfield  
*(arrived after roll call)*

**Senior Assembly Members:** Don MacAllister, Herbert Schwartz, Bernie Weintraub, Evelyn Tom, Julia Rosenberg, Fran Givens, Leo Sullivan, Charles Mitchell, Shirley Krohn, Eleanor Bloch  
*(arrived after roll call)*

**Staff:** Clare Smith, Janice Bailey

A quorum was established.

**III. Introductions**

No guest introductions.

**IV. Public Comments**

No public comments.

**Discussion/Action Items**

**V. Approve Agenda of March 19, 2013 JRC Meeting**

- A. Senior Assembly Member Bernie Weintraub made motion to approve the agenda. Senior Senator Mickey Peabody approved the motion. Agenda approved as presented.

**VI. Approve Minutes of February 4-5, 2013 JRC Meeting**

- A. Senior Assembly Member Evelyn Tom made motion to approve the minutes. Senior Senator Bruce Steir seconded the motion. Minutes

**Mission: To Improve the Quality of Life for Aging Californians**

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

approved as presented.

**VII. Correspondence**

- A. Chair MacAllister noted no direct correspondence.
- B. Senior Assembly Member Charles Mitchell indicated that he would like to submit copies of the per diem rates to the committee.

**VIII. Sub-Committee Reports**

**A. Budget and Finance Committee**

Senior Assembly Member Herb Schwartz noted that the Code 402 fund is running approximately 20% behind last year.

Senior Assembly Member Schwartz recommended a strong push to increase fundraising and publicity efforts.

Senior Assembly Member Schwartz pointed out that the tax forms were released late this year. However, given the current circumstances the organization must cut expenses inward and “tighten our belt”.

Senior Assembly Schwartz indicated that he has created a sub-committee and has requested Senior Assembly Member Terry Sonnefeld to coordinate this committee that will develop procedures for soliciting corporate sponsorships and contributions.

He is also looking for other members to assist with this sub-committee. Senior Assembly Member Ellie Bloch suggested Senior Senator Alan Bortel.

Senior Assembly Member Schwartz further stressed that if we can not meet our basic budgetary requirements our cushion of carry-over funds will disappear within four years.

Senior Assembly Member Evelyn Tom indicated that it is critical that she know the process to get contributions from groups that don't file taxes to count toward the 402 contributions.

Joint Rules Committee Chair MacAllister indicated that it is important to bring funds into the Foundation. However, the primary goal at this time is to bring in more than \$250,000 per year into the 402. He would like to see each CSL member Commit to bringing in \$2083.33 per person by utilizing the CSL posters, post cards, brochures, and news articles. He further stressed that if the CSL falls below the \$250K requirement, the agency will fall off of the tax check-off.

Senior Assembly Member Shirley Krohn suggested that all CSL members present to their local AARP chapters. She further suggested the CSL form a speaker's bureau. Senior Assembly Member Bloch suggested that the individuals in the speaker's bureau be reimbursed for gas.

Senior Assembly Member Rosenberg suggested envelopes with a Forever stamp.

Senior Assembly Member Tom further reiterated that we must find out the process of how to write a check to the Code 402. Senior Assembly Member Tom indicated most people prefer to write a check than donate on their tax return.

Joint Rules Chair MacAllister confirmed checks to the Foundation (CFoA) do not offset the Code 402.

Senior Assembly Member Givens suggested a brochure with a mail in envelope for Code 402.

Senior Senator Jim Levy indicated that in September of each year the Franchise Tax Board (FTB) will project what they anticipate the organization will make for the remainder of the year and will forward a letter if they project that the group will drop below the \$250K requirement. He further provided an example of a time that they took checks to the FTB to show that further funds would come in on tax forms. However, he doesn't think they will allow this again.

Senior Assembly Member Schwartz suggested that the organization could create their own 501c3, however, the State would have control over the funds.

Senior Assembly Member Bloch requested that those members that utilized public transportation have the option to have staff mail marketing materials to them. JRC Chair MacAllister agreed.

Consultant Smith provided an overview of the Budget Summary Memo dated March 19, 2013. She indicated the reverse side is the FTB report dating back to 2009. She further indicated the agency does not have updated state reports. She explained that future reports should have the CSL categories listed. She also clarified that members can not send checks into the Franchise Tax Board (FTB).

Senior Assembly Member Schwartz further discussed the possibility of developing a Special Fund for Corporate Giving and the cost would be approximately \$850 to create.

Consultant Smith gave an overview of all the different departments and agencies that CSL had previously met with regarding the issue of a special funds up to a referral to the Attorney General and no one was able to provide clear direction. It appears to be a long involved and complicated process.

Senior Assembly Member Schwartz further pointed out that according to the State rules all funds raised by the CSL must go

into the FTB SMIF account. However, we haven't been doing this because we can't get the State to pay all expenses of the CSL and use this as a discretionary fund.

Chair MacAllister indicated that we will check into the process further. However, he has been involved for five years and the amount of "run around" is unbelievable. He encouraged everyone to get Code 402 cards distributed.

Consultant Smith explained that the CFoA report did not reflect some of the expenses and donations and will need to be updated at the next meeting. Senior Assembly Member Rosenberg requested to see a list of the donors and amounts and requested a time frame for reviewing this information. Chair MacAllister indicated that staff's primary function at this meeting is the mini conference and they will get this information to Senior Assembly Member Rosenberg by the end of the conference.

## **B. Public Relations**

Senior Senator Bruce Steir indicated that he feels there is an overlap between Public Relations and Marketing and Finance. He urged everyone to influence members of their caucus to participate in public relations activities.

Senior Senator Steir said he and Senior Assembly Member Krohn will be discussing what members can do and how they can contribute, but ultimately it is up to all members to become involved.

Senior Senator Steir brought up the issue about people using credit cards to donate to 402. Chair MacAllister explained that once the new website is up our goal is to have a link for donations connected to Paypal.

Senior Senator Steir suggested all members visit their local radio stations with the Public Service Announcements (PSA) and encourage them to play the PSA.

Senior Assembly Member Bloch suggested all members utilize senior fairs in their community to raise awareness of the CSL.

Senior Senator Peabody suggested that the development and support of the caucuses to discuss PR within their own groups is critical. She further stated that the development of the PR binder was crucial. It should be used as a "train the trainer" concept.

Senior Assembly Member Krohn suggested members use the PowerPoint presentation that is in the package. Senior Senator Loh offered to train members on PowerPoint.

Joint Rules Chair MacAllister commented that the agency should spend more time on developing caucuses instead of the mid-year conference in future years.

Senior Senator Steir asked if Kaiser was allowed to contribute to the CSL. Consultant Smith explained that those type contributions are forwarded to the CFoA.

**C. Policies and Procedures**

Senior Assembly Members Bloch reviewed the changes to Section II of the Resource Manual. The group requested the following changes:

1. Add (CFSC) to the last paragraph of page 1.
2. Change wording on page 2 to “regardless of age” instead of age requirement.
3. Remove “particularly during the tax season”.

Senior Senator Loh made a motion to accept Section II as modified. Senior Senator Overfield seconded the motion. Motion carried.

A draft of the Acronyms section was provided by Consultant Smith. After discussion, Senior Assembly Member Schwartz made a motion that the document be utilized as a draft and “ongoing” work in progress. Senior Assembly Member Bloch seconded the motion. Motion carried.

**D. Session Planning**

Senior Assembly Member Tom indicated that the primary focus of staff and committee members has been on the mid-year conference. She requested assistance with getting out sponsorship letters and revision of the letter.

Additionally, she said that she will be pursuing a Color Guard and Rabbi from the Sacramento Area. She will be inviting Janice Noga to sing during the opening ceremonies.

Suggestions for entertainment and speakers should be forwarded to Senior Senator Alice Loh.

JRC Chair MacAllister reported that the dates and hotel are not finalized. We are still waiting for the State to approve.

Senior Assembly Member Shirley Krohn to forward Skip Humphrey’s information to Senior Senator Loh.

Speaker’s during opening ceremonies will be limited again this year to 7-8 speakers.

**IX. Legislative Committee Report**

LEG Committee Chair Rosenberg indicated that all Legislative Committee members should be receiving the weekly Legislative Update. The CSL has 7 proposals that have been turned into bills.

LEG Committee Chair Rosenberg requested that Legislative Committee meeting dates for the remainder of the year be changed from beginning on Mondays to Tuesdays to allow better use of time for members that arrive early. Chair MacAllister indicated that he would be discussing meeting dates later during the meeting.

## **X. Chair's Report**

JRC Chair MacAllister suggested that the April JRC meeting be cancelled due to budget constraints. He suggested committees communicate electronically and by phone. Senior Senator Alice Loh made a motion to cancel the April JRC meeting. Senior Assembly Member Herbert Schwartz seconded the motion. Motion carried.

LEG Committee Chair Rosenberg indicated the LEG Committee members need to meet. She also requested the minutes to reflect that the Committee has not invited guests, they are "substitutes". She further stated that substitutes are not a new thing that past LEG Chairs had done something similar. Lauren Rolfe is a substitute in the Program Book.

Senior Assembly Member Mitchell pointed out that when those past Chairs were inviting "substitutes", they never had 100% of their bills enacted into law.

Chair MacAllister reiterated that from this point forward only Legislative Committee members could attend the meetings. If a member can not make a meeting, then their alternate should attend in their place.

LEG Committee Chair Rosenberg requested that the "walk the halls" be conducted as described in the Resource Manual with both JRC and the LEG Committees participating. She further stated that all requests for others to attend were approved and she and the office have copies.

Senior Assembly Member Krohn pointed out that other State Organizations utilize conference calls.

Senior Assembly Member Ryan suggested that the committee look at using all members that are willing to be active. If the structure is too tight, the group is losing potential.

### **A. Consultant/AGPA Report**

The Admin Report was distributed to members of the committee. Consultant Smith pointed out that most of the time and effort had been spent in the administrative area working out solutions with DGS, Procurement and Office of Technology. She further noted

that MMP was eliminated and the event planning responsibilities have fallen back on the office.

**XI. Old Business**

- A.** Bylaws Committee will be meeting Thursday to discuss the letter going out to the membership for suggested ByLaw Committee Changes.
- B.** The meeting scheduled is anticipated to remain the same for the rest of the year, unless there are further budget concerns with Code 402.
- C.** The website process is still be reviewed by DGS Procurement.

**XII. New Business**

**A. Dress Code**

Senior Senator Alice Loh provided an overview of her research regarding the dress code. She suggested no formalized or highly specific “dress code”, but all members, staff and volunteers are to dress and be groomed in a manner consistent with the way in which the State Legislative Staff dresses. Chair MacAllister requested this information be summarized and provided at next Joint Rules Committee Meeting for adoption.

Chair MacAllister thanked Senior Senator Loh for her research and assistance.

**XIII. Adjournment**

**Meeting was adjourned at 11:36 AM.**