



STATE OF CALIFORNIA
CALIFORNIA SENIOR LEGISLATURE
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NOTICE OF JOINT RULES COMMITTEE
FUND DEVELOPMENT SUB-COMMITTEE

Vagabond Inn Conference Room
909 Third Street, Sacramento, CA 95814

Monday, August 18, 2008, 1:00 p.m. to 2:00 p.m.

PROPOSED AGENDA

Chair: Senior Senator Horace Mann
Vice Chair: Senior Assembly Member Richard Dahlgren
Senior Senators Dee Erman, Richard Griswold, Roberta Marti, and Kitty Mesler
Senior Assembly Members Eleanor Bloch and Julia Rosenberg

Members of the public may be heard on any item on the California Senior Legislature (CSL), Fund Development Subcommittee Agenda. A person addressing the Chair will be limited to five (5) minutes unless the Chair grants a longer period of time. Comments by members of the public on an agenda item will be allowed only during discussion of the item by the Subcommittee. Comments by members of the public on an item not on the agenda will only be allowed during the Public Comments section of the meeting. No action can be taken on any item not on the agenda whether discussed by members of the public or by members of the Subcommittee.

- I. Call to Order
- II. Roll Call
- III. Introductions
- 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. Additionally, the subcommittee will provide a public comment period not to exceed seven minutes total for all public comments prior to each action item.)
- V. Approve Agenda of August 18, 2008

(Over)

DISCUSSION/ACTION ITEMS

- VI. Chair's Report
- VII. Staff Report
- VIII. Brainstorm ways to assign fund raising tasks to subcommittee members
 - A. Member Dues
 - 1. \$120.00/year payable at \$10.00/month. Annual income = \$14,400
 - B. \$500/member sponsorship
 - 1. By PSA – annual income = \$60,000
 - 2. By state legislators – same income
 - C. Website advertising
 - 1. AARP, Google, Yahoo, PSAs, Legislative candidates, CSL members, etc. This would require webside redesign to make it attractive to advertisers and visitors. Could anticipate \$1,000/month income or more.
 - D. Corporate sponsorship
 - 1. Concentrate on senior-related businesses. Could feasibly raise all operating expense costs.
 - E. Planned giving
 - 1. With hundreds of currently retired members and thos yet to retire, income could be in the thousands annualized. Example: \$10,000 member donation; at age 75 member would receive monthly payments for life.
- IX. Old Business
 - A. Update on legislative events causing more exposure for CSL
 - B. AARP
 - C. Fund development update
 - D. Brainstorm ways to assign fundraising tasks to committee members
 - E. Other
- X. New Business
 - A. Develop mission statement
 - B. Discuss goals and objectives
 - C. Discuss new funding sources
 - D. Savings account report

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 Sherry Jenkins at the CSL office by phone, (916) 552-8056, or email her at sjenkins@seniorleg.ca.gov. Requests must be received by Friday, August 15, 2008. JRC 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 JRC 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.