



STATE OF CALIFORNIA  
**CALIFORNIA SENIOR LEGISLATURE**  
Mission: To Improve the Quality of Life for Aging Californians  
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**NOTICE OF JOINT RULES COMMITTEE  
TELECONFERENCE CALL**

Tuesday, January 15, 2008, 1:00 p.m. – 4:00 p.m.

**REVISED MINUTES**

Chair: Senior Senator Joe Cox  
Vice Chair: Senior Senator Dee Erman  
Vice Chair: Senior Assembly Member Lola Young  
Senior Senators Connie Eaton, Marvin Goldman, and Roberta Marti  
Senior Assembly Members Richard Dahlgren, Julia Rosenberg, Billie Taylor,  
and Richard Wolfe  
Immediate Past Chair: Senior Assembly Member Sharon Monck  
Chair, Legislative Committee: Senior Senator Anne Mack

**I. Call to Order**

The January 15, 2008 Joint Rules Committee (JRC) Teleconference Call was called to order by Senior Senator Joe Cox at 1:10 p.m.  
Invocation was led by Senior Assembly Member Lola Young  
Pledge of Allegiance was led by Senior Senator Dee Erman

**II. Roll Call**

**Present:** Senior Senators Joe Cox, Richard Dahlgren, Connie Eaton, Dee Erman, Anne Mack, and Roberta Marti; Senior Assembly Members Sharon Monck and Richard Wolfe

**Excused:** Senior Senators Marvin Goldman and Betty Mulholland; Senior Assembly Members Julia Rosenberg, and Billie Taylor

**Guests:** Senior Senator Jim Levy; Senior Assembly Member Shirley Krohn

**Staff:** Sherry Jenkins

A Quorum was established

**III. Introductions**

None

(Over)

**IV. Public Comments**

None

**V. Approve Agenda of January 14, 2008**

M/S/P (Eaton/Dahlgren)

**APPROVE AGENDA WITH AMENDMENT OF DATE CHANGE ON V. FROM JANUARY 14, 1008 TO JANUARY 15, 2008.**

**VI. Approve Minutes of December 11, 2007 JRC Meeting**

M/S/P (Eaton/Mack)

**APPROVE MINUTES WITH AMENDMENT OF SENIOR SENATOR JIM LEVY HAS BEEN APPOINTED THE ARTS AND HUMANITIES LIAISON UNDER XIV.**

**DISCUSSION/ACTION ITEMS**

**VII. Sub Committee Reports**

**Budget & Finance** – Senior Assembly Member Monck, Chair

- A. Current Department of General Services Budget Report
  - 1. Reviewed the December 2007 Department of General Services budget report.
  - 2. Members agreed that they would like to see the budget report broken down into more line item detail to make future planning easier.
  - 3. Senior Assembly Monck to research and report back the definition of “Pro Rata” and has asked the question as to where Worker’s Compensation expenditures are listed since they do not appear on the budget report.
  
- B. Review current California Foundation on Aging Report  
As of September 30, 2007, the balance was \$33,507.70. No current report is available at this time.
  
- C. Review current Line 52 Report  
As of November 30, 2007, the balance was \$263,895 meeting required \$250,000 minimum to be on the tax check-off list. This is due largely because the CSL members were challenged to each raise \$400 and actually realized \$16,592.00 in donations in response to the Action Alert. It is imperative that this continues to be a priority for the future funding of CSL.
  
- D. Review relationship with California Foundation on Aging  
The CSL has been with the California Foundation on Aging for several years. As a carry-over, the discussion continues on whether this relationship is in the best interest for CSL due to the lack of timely reports

and other similar concerns. Other options are being considered and discussion continues on this important issue.

- E. Status of Agreement with the Congress of California Seniors  
Discussion continues with the Congress of California Seniors as a potential avenue through which to pass CSL funds. There is hope that a decision as to where we will place CSL funds will be decided by June 30, 2008. Paper work has been filled out but “put on hold” until a decision is made regarding CSL becoming a 501(C)3. It was determined last year by the Budget & Finance Committee to table that paper work and see if it was appropriate to use the Congress of California Seniors as a viable 501(C)3 through which to administer non-State CSL funds.
  
- F. Worker’s Compensation Update  
The CSL is currently paying an average of \$420 a month for the present claim and will continue to do so for approximately three more years (to fulfill the settlement of the claim).
  
- G. New Business
  - 1. Senior Senator Eaton spoke with a contact at the Franchise Tax Board regarding changing the name on Line 52 and was assured that this is doable. She is requesting that the Joint Rules Committee (JRC) submit a list of desired names before she pursued this any further. Senior Senator Levy suggested research needs to be done regarding possible codes on how line names are created. This item will be brought forward to the JRC for discussion and to be decided by February 28, 2008.
  - 2. The Surplus Money Investment Fund (SMIF) funds is the mechanism where dollars that are not spent during the course of the year, and the donations from the Franchise Tax Board dollars (money that belongs to CSL) are placed to gather interest and to be available for budget appropriations during the budget-building process. In order to access these funds, it is important to remember that we must follow the State guidelines and timeline, and budget requests must be submitted through our Interagency Agreement Agency to the Department of Finance for approval. Even in the case of a budget shortfall, a Revision has to be submitted according to the State policy and these requests may be turned down. These funds cannot replace the necessity of reaching our minimum of \$250,000 to remain on Line 52 of the state income tax form.

M/S/P (Monck/Eaton)

**APPROVE THE REPORT AS PRESENTED.**

(Over)

**Fund Development** – Senior Assembly Member Krohn, Chair

- A. Sub-Committee Communication Process  
Senior Assembly Member Krohn would like each subcommittee member to make a commitment to check emails at least once a day for any messages from the CSL, and also to be able to download PowerPoint. Any member that can't open attachments or doesn't have access to a computer, Staff Jenkins will send a hard copy snail mail.
  
- B. Line 52 Campaign Launch Strategy – Assign Tasks
  - 1. Senior Assembly Member Krohn has a list of every senior center in California. She would like for each CSL member to adopt the nearest senior center to them to use that center as a vehicle for promoting Line 52 (e.g. such as hang posters, give speeches, etc.).
  - 2. Senior Assembly Member Krohn has recently been in touch with Robert Berger from the Public Health Foundation Enterprises, CheckOff California to see exactly what they can do for us for an annual fee of \$2,500.00. She will request a report on exactly how many messages will be going out, their times and dates, and where they will be heard.
  - 3. Request for Proposal has been issued to one company so far to obtain an estimate on creating a video on what CSL does.
  
- C. Coordination with Public Relations Sub Committee – Identify Tasks  
Senior Assembly Members Krohn and Dahlgren are working with the Public Relations Subcommittee on overlapping areas so that all CSL members can be aware of what's going on.
  
- D. Old Business
  - 1. The Line 52 Business Cards are still being worked on by Senior Assembly Member Krohn.
  - 2. One quote has been obtained so far to redesign our website - \$1,400 non-ongoing. This will include the capability of making donations online.

M/S/P (Krohn/Dahlgren)

**APPROVE THE REPORT AS PRESENTED.**

**Policies & Procedures** – Senior Senator Eaton, Chair

- A. Standing Rule change to add new Fund Development Committee to Standing Rules Section 4 and to describe its duties in new Section 9
  
- B. Change current Section 10 to Section 11 – Emergency Action
  
- C. New Business  
Due to the amount of negative comments and concerns regarding the resolution of the tie vote during the 2007 Annual Session, the Policies and Procedures Standing Subcommittee's members will research and study alternate ways of dealing with tie votes.

M/S/P (Eaton/Wolfe)

**APPROVE THE REPORT AS PRESENTED.**

**Public Relations** – Senior Assembly Member Dahlgren, Chair

- A. Video proposals request for telling the CSL story  
Senior Assembly Member Krohn is looking for companies to write and produce a 20 minute video telling the CSL story. She has found one and is in the process of having them write up a Request for Proposal (RFP). She is looking for two more companies to meet the state requirements of having three bids.
- B. Mini ads to be posted on “U tube”  
Senior Assembly Member Dahlgren is in the process of developing a 30-second commercial with the Los Banos Community Access Group that will feature CSL Joint Rules Committee Chair Joe Cox and will be sponsored locally. Any such ad would be reviewed by the JRC prior to distribution.
- C. Research interacting with AARP  
Senior Assembly Member Krohn reported no success in her efforts to work with AARP to date but will continue efforts.
- D. Possible updating of Webb site  
Senior Assembly Member Krohn is working on an RFP with one web designer for just redesigning the CSL website, not ongoing service. Bill Hollabaugh is currently updating the CSL website. A goal is to add ways of soliciting donations to CSL on the website.
- E. Having local non-profit Community Television Access Group do a commercial  
Discussion took place regarding the cost of producing a 30-second commercial with perhaps a local organization sponsoring it. Public service announcements are free but not when soliciting money. Any commercial could be sent by email to all CSL members once it has been approved by the JRC.
- F. Interact with California Alliance of Retired Americans (CARA)  
CARA has approximately 700,000 members and Senior Assembly Lola Young has met with them to discuss the possibility of partnering with them. CARA has asked the CSL to sign a support request and is happy to be a partner.

(Over)

- G. Discuss role of caucus groups in promoting CSL  
Senior Assembly Member Krohn is chair of the Bay Area Caucus and she will be making their minutes available to all who want them. Senior Senator Levy reported the Orange County Caucus met and reviewed the distribution of the Line 52 flyer to various senior centers. Senior Assembly Member Wolfe has just been elected chair of the LA City/County Caucus and will keep members informed of their efforts.
- H. Review feasibility of promoting services to other Public Agencies (cities and counties)  
It was mentioned that Senior Senator Ed Woods and Senior Assembly Member Pat Trotter would be good resources to help the CSL promote to park and recreation organizations and related government agencies. Senior Assembly Member Dahlgren reported that he had recently emailed Jane Adams, executive director of the California Park and Recreation Society. It was agreed that the CSL story needs to be shared with other government agencies as much as possible.
- I. Arts and Humanities Report  
Senior Senator Levy stated there was no report this month.
- J. New Business
- A. Line 52 Campaign
1. Communication with current and retired members, their email lists and friends  
Line 52 Flyers were mailed out to all current and retired members recently.
  2. Communication with other senior organizations  
Senior Senator Glazier suggested putting a "Slip Sheet" regarding Line 52 in other organizations' newsletters and publications. Senior Assembly Member Krohn will send out a color version of the Line 52 Flyer for everyone's use.
  3. Communication with all citizens  
News articles need to be shared among the CSL members so the office has started a Resource Library. When a member has an article or news release published, a copy needs to be sent to the office for this Resource Library so that Staff Jenkins will have samples to share with the members when they want sample wording to do one.
  4. Development of package to hand out at presentations  
Senior Senator Glazier has been working with Chair Cox in preparing this and will continue in this regard.
  5. Items from members  
Senior Assembly Member Dahlgren suggested that an update ("CSL Members in Action") be sent out to all CSL members possibly every other month reporting what other members are doing. This is only

possible if members' activities are shared with Staff Jenkins and the CSL office. Senior Assembly Member Young encouraged members to make presentations to all organizations, not just senior ones, and to be sensitive to their needs. For instance, larger print documents for those with bad eyesight. Speak with Staff Jenkins if you need help with this. Senior Senator Levy suggested the office send out press releases on every proposal that has been picked up or possibly once a week or once a month if more than one proposal.

M/S/P (Dahlgren/Marti)

**APPROVE THE REPORT AS PRESENTED.**

**Session Planning** – Senior Assembly Member Young, Chair

- A. Review Task List, Make changes as necessary  
Discussion as to change of dates and responsibility and Staff Jenkins will send out updated list to committee members and guests.
- B. Discuss Keynote Speaker – Doris Roberts  
JRC Chair Cox will develop a letter and include these minutes to be sent inviting Actress Doris Roberts to be the keynote speaker at the 2008 Annual Session. Suggestions are needed for another speaker just in case Ms. Roberts is unavailable.
- C. Old Business
  - 1. John Kehoe was not invited to last year's Session due an oversight and every effort is to be made to include him this year.
  - 2. A letter to the membership answering some of the questions on the 2007 Annual Session's evaluations will be sent out shortly.
- D. New Business  
Suggestion was made to put posters around the room at the Banquets announcing the donors.

M/S/P (Young/Marti)

**APPROVE THE REPORT AS PRESENTED.**

**VIII. Legislative Committee Report – Senior Senator Anne M. Mack, Chair**

The Legislative Committee had walked the halls of the Capitol Building in Sacramento with the JRC in December but walked alone in January. Between both visits, these two committees have done an awesome job. There are 18 proposals presently being looked at but just the following have been currently assigned bill numbers:

(Over)

AP 12 (2006)/Loh	AB 1765	Blakeslee
AP 19 (2006)/Trotter	SB 977	Correa
AFP 1 (2004)/Karr	SJR 12	Simitian
AFP 7/Loh	AJR 31	Jones
AP 13/Fingold	SB 1058	Alquist

An emergency meeting had been called to determine if CSL should support Assembly Member Benoit's AB 1158 – Witnesses: Conditional Examinations and it was agreed to support it. This was ratified at this meeting.

However, a position of No Position at this time was decided for Assembly Member Saldana's AB 1022 – Continuing Care Home Service and a vote of withdraw support from Assembly Member Dymally's AB 311 - Colon Hydrotherapy was reached due to the bill language no longer applicable to the original bill. Also withdraw support from Assembly Woman Lieber AB 1526 – Conflicts of Interest for the same reason.

The Legislative Committee would like to request that the alternates be allowed to attend and be reimbursed for one meeting a year with the primaries so that they will know what to do if they have to replace the primary. JRC Chair Cox suggested that the Budget and Finance Subcommittee look at this and get back to Senior Senator Mack.

Senior Senator Mack announced that Assembly Member Dymally is sponsoring an Informational Senior Luncheon in Carson on February 15 and asked if a CSL member in that area could attend. JRC Chair Cox suggested that all four CSL members in the area attend – Senior Senator Mattye Fegan-Perry, Assembly Members Zelda Hutcherson, Elizabeth Payne, and Richard Wolfe. Staff Jenkins will ascertain that this will be acceptable with Assembly Member Dymally.

Senior Senator Mack wanted to remind all the Legislative Committee and JRC members that their current team lists with the state legislators belong to them for the rest of this year. Also, a current Legislative Update will be sent out with these minutes.

M/S/P (Mack/Eaton)

**APPROVE THE REPORT AS PRESENTED.**

**IX. Chair's Report – Senior Senator Joe Cox**

**Chair Cox stressed that now is the time to get the information out there on Line 52. People are receiving their W-2s and getting ready to file so all the CSL members need to pass out flyers and talk about Line 52 to everybody they know. As you know, the CSL has to have \$250,000 donated on Line 52 or it ceases to exist! That is our life blood! Let's try to avoid the last minute push and shove that we have had to do for the last several years**



**and get the notice out there NOW! Call the office if you need a copy of the flyer and Staff Jenkins will get one out to you.**

The CSL had nominated Senior Senator William Young for the Sacramento Board of Supervisors First Annual Heroes of Human Services award and he won. Chair Cox attended the reception to honor him on November 6, 2007.

A Resource Library has been started in the CSL office where all members are to send in their published articles or events that they have attended so that a monthly newsletter can be sent out showing what the members are doing. The CSL consists of all of you as members and it would be beneficial for all the members to know what other members are doing to promote ideas.

Chair Cox also attended a meeting with the Congress of California Seniors (CCS) with Senior Senator Anne Mack to discuss the CSL using their 501(C)3 and the meeting was very informative. The CCS will submit a letter to the CSL listing what is needed for the CSL to use their 501(C)3, which, in turn, will be brought forward to the JRC to be voted on.

Chair Cox walked the halls of the Capitol Building with the Legislative Committee in December and found it to be a very rewarding experience. He feels that all the state legislators and their staff were very supportive and positive and we are already seeing the end results with proposals being picked up and authored.

Chair Cox also wrote a letter of support for Ms. Lynn Daucher's confirmation hearing as director of the California Department of Aging.

The new JRC and Legislative Committee meeting schedule has been approved and is listed below:

<u>Leg Comm</u>	<u>JRC</u>
January 8-10, 2008 - Sacramento	January 14-15, 2008 - Teleconference
	March 5-6, 2008 - Teleconference
April 28-29 - Sacramento	April 13-14, 2008 – San Jose
July 20-21 - Sacramento	June 16-17, 2008 – Teleconference
	August 18-19, 2008 – Teleconference
	September 15-16, 2008 – Sacramento
	October 20-22, 2008 - Sacramento

**X. Old Business**

- A. Printing and distribution of 8-1/2"x11" posters  
Need current posters printed and distributed for advertising before April 15.
- B. Video on "The Story of the CSL"  
See both Fund Development and Public Relations Subcommittees reports.

(Over)

- C. Line 52 – Necessity/update – Use of email and Phone committees  
Staff Jenkins will send out an email to members urging them to promote Line 52. Line 52 is the CSL's life blood and it is mandatory for the CSL to reach \$250,000. The retired members list is being updated regularly and letters have been sent out to them asking them to advertise Line 52 as well.
- D. Senior Organization Addresses  
The request for the name and address of any and all senior organizations all CSL members are affiliated with is still in effect. Please send that information to Staff Jenkins at the office as soon as you can to be added to the list.

## **XI. New Business**

- A. Public Relations and Fund Raising Sub Committees Fund Raising Campaign  
Senior Assembly Member Dahlgren suggested having a rummage sale with senior donated items but this has been tried in the past and was not successful. Congress of California Seniors would still like to partner with the CSL in doing a fund raiser.
- B. Liaison Report  
Senior Assembly Member Young informed the group that there will be a senior breakfast in February to have all the state legislators and their staff meet with organizations at the Capitol Building Café.  
  
Senior Assembly Member Monck is offering a table for any CSL member to display CSL material on voting day because her place of business is sponsoring two voting polls on their grounds February 5.
- C. Status of Non Profit Foundation  
See Budget and Finance Subcommittee report.
- D. Mileage Reimbursement  
The state mileage reimbursement for use of private vehicle while on state duty has increased on January 1, 2008, to \$.505. Chair Cox suggested that CSL put a cap on the mileage reimbursement at 40 cents but the decision was made to shelve this idea for now.
- E. Correspondence  
Chair Cox received a request to reimburse a member for the rental of a motored scooter for the 2007 Annual Session. Staff Jenkins researched this and was told that state rules state that any special accommodation must have approval prior to the event and even with approval, this request would be denied due to if the individual needed it, they would already have it. It was also mentioned that the Capitol Building rents wheelchairs. The Session Planning Subcommittee will research this possibility for the 2008 Annual Session.

Senior Senator Eaton brought up the poor attendance of teleconference calls and Chair Cox explained that every member of the JRC, Legislative Committee, subcommittees, etc. are expected to check their emails at least once a day and if they can't attend a meeting, it is their responsibility to notify their alternate to attend in their place. All alternates are invited to attend any of the meetings but they will not be reimbursed for any out of pocket expenses unless replacing the primary member.

The meeting was adjourned at 3:40 p.m.