



STATE OF CALIFORNIA  
**CALIFORNIA SENIOR LEGISLATURE**  
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**NOTICE OF JOINT RULES COMMITTEE  
PUBLIC RELATIONS SUB-COMMITTEE**

**Congress of California Seniors Conference Room  
1230 N Street, #201, Sacramento, CA 95814**

Monday, June 16, 2008, 2:00 p.m. to 3:00 p.m.

**PROPOSED MINUTES**

Chair: Senior Assembly Member Richard Dahlgren  
Vice Chair: Senior Assembly Member Billie Taylor  
Senior Senators Larry Glazier and Jim Levy  
Senior Assembly Members Richard Wolfe and Lola Young

**I. Call to Order**

The June 16, 2008 Public Relations Sub-Committee Meeting was called to order by Senior Assembly Member Shirley Krohn at 2:06 p.m.

**II. Roll Call**

**Present:** Senior Assembly Members Nery Hartschen, Shirley Krohn, Billie Taylor, Richard Wolfe, and Lola Young.

**Absence:** Senior Senators Larry Glazier and Jim Levy; Senior Assembly Member Richard Dahlgren

**Staff:** Sherry Jenkins

A Quorum was established

**III. Introductions**

Mary Black from Fremont; Senior Senators Connie Eaton, Dee Erman and Roberta Marti; Senior Assembly Member Julia Rosenberg

**IV. Public Comments**

None

(Over)

**V. Approve Agenda of June 16, 2008**

M/S/P (LY/RW)

**APPROVE AGENDA OF JUNE 16, 2008 AS IT READS.**

**DISCUSSION/ACTION ITEMS**

**VI. Old Business**

**A. Line 52 Campaign**

The total on Line 52 as of May 30, 2008 is \$236,525, which only leaves \$13,475 left to receive. This is a better progress report than there has been for several years but CSL members need to be reminded that this still needs to be pushed as Line 52 is our life blood.

The website address will be sent to all CSL members so they can keep track of Line 52.

A question came up on what area of venue is the most money coming from (i.e., presentations, tax preparers, advertising, etc.)? No suggestions came forward on how to determine this.

A discussion was held on contributions by zip code information being available on the FTB website.

**B. Members in Action (Articles, News Releases, Bulletins, etc.)**

Senior Assembly Member Richard Dahlgren created a brochure that is specific to his county but it was suggested that it be copied and sent out to all CSL members to be reproduced specific to their counties. This brochure shows the relationship between the CSL and other senior organizations.

**C. Items from members regarding old business**

None.

**VII. New Business**

**A. Economic Stimulus Package (Individuals preparing 1040A Tax Returns to get economic stimulus checks from IRS)**

Discussion took place regarding the Economic Stimulus Promotion.

**B. Strategies to promote CSL's legislative successes**

The discussion on this focused on getting articles published putting the spotlight on CSL successes. Senior Assembly Member Krohn advised that she has written several articles for the Contra Costa Times and indicated that it is unlikely that the media will publish more than one article a year about the CSL. She suggested saving the success stories to be placed in an early-in-the-year piece talking about Line 52 wherein successes can be

highlighted. Staff Jenkins to send a Press Release to responsible member on each chaptered bill to be published in their home town newspapers.

C. Soliciting ideas for new legislative proposals

Discussion took place around CSL members making presentations to tax preparer organizations to acquaint them with the "Contributions" section on the tax form.

Also find out if the companies that write software for tax preparation would be willing to move the donation section closer to the beginning of the software. Senior Assembly Member Krohn advised that the software follows the format of the tax form so preparers are not confused by having information provided out of context.

D. Items from Members

None

Meeting was adjourned at 3:04 p.m.