



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

Vagabond Inn Conference Room
909 Third Street, Sacramento, CA 95814
Monday, September 15, 2008, 3:00 p.m. to 4:00 p.m.

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 Public Relations Sub-Committee meeting was called to order by Chair Senior Assembly Member Richard Dahlgren at 3:00 p.m.

II. Roll Call

Present: Senior Assembly Members Richard Dahlgren, Billie Taylor, Richard Wolfe, and Lola Young

Absent: Senior Senators Larry Glazier and Jim Levy

Staff: Sherry Jenkins

A Quorum was established

III. Introductions

Mr. Bill Hollabaugh - Webmaster, Senior Senators Connie Eaton, Dee Erman, Anne Mack, Horace Mann, and Roberta Marti; Senior Assembly Member Julia Rosenberg

IV. Public Comments

None

V. Approve Agenda of September 15, 2008

M/S/P (LY/RW)

**APPROVE PUBLIC RELATIONS SUB-COMMITTEE SEPTEMBER 15, 2008
AGENDA.**

(Over)

Mission: To Improve the Quality of Life for Aging Californians
Funded by the California Fund for Senior Citizens

DISCUSSION/ACTION ITEMS

VI. Old Business

- A. Code 402 Update
Discussion took place on different ways to get the Code 402 out into the public. Senior Assembly Member Wolfe proposed finding funding to have hand fans produced with the logo, "Save Our Seniors, Code 402" on them.
- B. Members in Action (Articles, News Releases, Bulletins, etc.)
Chair Senior Assembly Member Dahlgren distributed a Press Release that he recently submitted to his local paper and explained that it could be used as a sample by other members.
Chair Dahlgren also distributed the Santa Clara County News produced by Senior Senator Bob Jaffee as a sample of what else can be done.
Chair Dahlgren attended the Triple-A Council of California meeting and announced that they were discontinuing their legislative committee due to the good work that the CSL's legislative committee is doing and want to support the CSL's bills.
Senior Assembly Member Young has recently joined the Women's Policy Institute which does a lot of the same kind of legislative work as the CSL and feels it should be a good partnership.
Senior Senator Mack has been asked by Assembly Member Jim Beall to attend the senior seminar on October 23 in Santa Clara County.
Senior Senator Erman advised that her Advisory Council reviews the CSL Proposals and votes for their top 10.
Senior Assembly Member Wolfe advised that his caucus wants to review the legislative proposals to see why they succeed or fail.
Senior Senator Mann has adopted a portion of Highway 1 to clean in Mendocino County and his roadside sign says CSL.
Senior Assembly Member Taylor has just gotten back from the Democratic Platform.
Senior Senator Eaton has spoken to various people in southern California about the CSL.
- C. Items from members regarding old business
None

VII. New Business

- A. Strategies to promote CSL's legislative successes and the October Session
Passed around the sample Press Release.
- B. How can we more effectively distribute the CSL Newsletter?
Staff Jenkins is to send the monthly newsletter to all state legislators and CSL members are to make copies for distribution to senior centers.
- C. Items from Members
Senior Assembly Member Wolfe suggested the Sacramento County Board of Supervisors should be sent a Needs Assessment Report with a cover letter from the chair of the CSL.
California Association of Senior Services will be held at the Asilomar Retreat Center October 19 and 20.

The C4A Fall Conference will be held at the L.A. Marriott Downtown Hotel on November 18 through 20.

There will be a Senior Center Stakeholders Forum on February 4 in Sacramento and CSL would like to be a sponsor of that.

M/S/P (AM/RD)

**THE CSL TO BECOME A SPONSOR OF THE SENIOR CENTER
STAKEHOLDER FORUM ON FEBRUARY 4, 2009.**

The meeting was adjourned at 4:00 p.m.