



STATE OF CALIFORNIA  
**CALIFORNIA SENIOR LEGISLATURE**  
1020 N Street, Room 513, Sacramento, CA 95814  
Phone (916) 552-8056 Fax (916) 552-8013  
www.4csl.org

**NOTICE OF FUND DEVELOPMENT/PUBLIC RELATIONS  
SUB-COMMITTEE MEETING**

**Monday, April 12, 2010, 1:00 p.m. to 2:00 p.m.**  
**Vagabond Inn Conference Room**  
**909 Third Street, Sacramento, CA 95814**

**AGENDA**

Chair: Senior Assembly Member Julia Rosenberg  
Senior Senator Dee Erman and Betty Mulholland  
Senior Assembly Members Quincy Campbell, Rick Dahlgren, and Evelyn Tom

Members of the public may be heard on any item on the California Senior Legislature (CSL), Sub-Committees Agendas. Comments by members of the public on an agenda item will be allowed only during discussion of the item by the committee. Comments by members of the public on an item not on the agenda will only be allowed under Public Comments (Item IV). No action can be taken on any item not on the agenda whether discussed by members of the public or by members of the committee.

- I. Call to Order (Rosenberg)
- 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.)
- V. Approve Agenda of April 12, 2010 Fund Development/ Public Relations Sub-Committee Meeting

**DISCUSSION/ACTION ITEMS**

- VI. Old Business
  - A. Press Releases – need update
  - B. Internet Promotion – need update (U Tube, Dahlgren?)

(Over)

**Mission: To Improve the Quality of Life for Aging Californians**  
Funded by the California Fund for Senior Citizens – FTB, Code 402

- VI. Old Business (continued)
  - C. Code 402
    - Update on availability and distribution
    - Feedback on effectiveness
  - D. Website – Update by Bill Hollabaugh to solicit donations
  - E. Local, non-profit group or school to produce a 30-second spot for local public television stations and then distribute to CSL members for their communities
  - F. Discuss gift giving and, grants
- VII. New Business
  - A. Suggestions from committee members
    - Main goal/mission
  - B. Future Committee Agendas
    - Establish specialty committees
  - C. Members in Action (meetings attended, efforts to promote CSL)
  - D. CSL TV spot advertising

#### 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](mailto:sjenkins@seniorleg.ca.gov). Requests must be received by Wednesday, April 7, 2010. JRC and Sub-committee 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](http://www.4csl.org) or by writing to the California Senior Legislature, 1020 N Street, Suite 513, Sacramento, CA 95814.