



STATE OF CALIFORNIA  
**CALIFORNIA SENIOR LEGISLATURE**  
Mission: To Improve the Quality of Life for Aging Californians  
1020 N Street, Room 513, Sacramento, CA 95814  
Phone (916) 552-8056 Fax (916) 552-8013  
www.4csl.org

**NOTICE OF JOINT RULES COMMITTEE  
TELECONFERENCE CALL**  
1020 N Street, Room 169  
Sacramento, CA 95814

Thursday, March 6, 2008, 1:00 p.m. – 5:00 p.m.

**PROPOSED 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, Bob Jaffee, and Roberta Marti  
Senior Assembly Members Richard Dahlgren, Jerry Meade, 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 March 6, 2008 Joint Rules Committee (JRC) Teleconference Call could not officially be called to order due to the lack of a Quorum.

Invocation was not said

Pledge was not conducted

**II. Roll Call**

**Present:** Senior Senators Joe Cox, Connie Eaton, Anne Mack, Roberta Marti and Senior Assembly Members Richard Dahlgren, and Lola Young

**Excused:** Senior Senators Dee Erman, Marvin Goldman, and Bob Jaffee and Senior Assembly Members Shirley Krohn, Jerry Meade and Sharon Monck

**Absent:** Senior Assembly Member Billie Taylor and Richard Wolfe

A Quorum was NOT established

**III. Introductions**

None

**IV. Public Comments**

None

(Over)

**V. Approve Agenda of March 6, 2008**

No Quorum so agenda was not approved.

**VI. Approve Minutes of January 15, 2008 JRC Meeting**

No Quorum so minutes were not approved.

**DISCUSSION/ACTION ITEMS**

**VII. Sub Committee Reports**

**Budget & Finance - Senior Senator Cox led due to absence of Senior Assembly Member Monck**

- A. Relationship with California Foundation on Aging was discussed.
- B. On Line 52, there are 136 more contributions showing in January this year than last year at this time.
- C. Senior Senator Eaton is still looking into making changes with the Franchise Tax Board.

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

- 1. Several articles or publications have been prepared promoting the CSL and/or Line 52 – California Fund for Senior Citizens.
  - A. A series in Contra Costa Times, “Theft of Elder Nation,” resulted in a letter to the Editor by Senior Assembly Member Krohn complimenting the reporter than promoting Line 52.
  - B. Senior Assembly Member Krohn wrote an article for the CARA newsletter regarding the CSL and Line 52
  - C. The Institute on Aging in San Francisco published a piece written by Senior Assembly Member Krohn regarding the CSL, but edited out references to contributions to Line 52.
  - D. Senior Assembly Member Dahlgren sent out press releases about the CSL.
  - E. Senior Assembly Member Meade distributed posters.
- 2. Coordination with AARP
  - A. Senior Assembly Member Meade agreed to contact AARP regarding preparing an article about the CSL for their “email newsletter.”

- B. Senior Assembly Member Krohn has not been able to contact Gary Passmore of the Congress of California Seniors. Will request direction from the JRC.

3. "Checkoff California" Update

Checkoff California has received a letter signed by the Governor promoting them. Also, March has been designated "Checkoff California Month." Their only relationship with accounting firms seems to be with Jackson Hewitt which seems to be pretty narrowly focused, when there are huge firms like H&R Block on every corner. Senior Senator Marti reported that her husband heard a Checkoff California radio ad on a local talk station.

4. Old Business – update on legislative events causing more exposure for CSL

- A. Senior Assembly Member Krohn reported on the following events:
  - i. CSL/Line 52 Presentation to the California Mental Health Council in San Diego on January 16.
  - ii. California Council on Gerontology & Geriatrics Board Meeting in Sacramento on February 29 with Assembly Member Patty Berg the guest speaker. Senior Assembly Member Krohn's efforts in bringing AB 2543 to the stakeholders was announced.
  - iii. Call to Action on March 27, 2008 is an event putting the spotlight on elder financial abuse. Bill Lockyer is guest speaker along with others. Both Senior Assembly Member Krohn and retired CSL member Helen Karr are on a panel to discuss legislation around the financial abuse issue.
  - iv. Senior Assembly Member Krohn will attend the CCGG annual meeting on April 18, 2008. She will be on a panel with Dixon Arnett and Allison Ruff discussing this proposal.

5. New Business

It was agreed that the new CSL Newsletter is a wonderful way to let everyone know what is going on with the CSL. It was suggested that it be sent to every PSA as well as other senior organizations. It was requested that an index of articles from the Resource Library be created to include the following and be sent to the membership:

- 1. Name of Author
- 2. Publication it was prepared for
- 3. Specific topic covered
- 4. Number of words
- 5. Date of publication

(Over)

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

- A. A standing rule recommendation cannot be made until 2009 on Resource Manual, Section IV – resolving a tie vote.
- B. Discussion took place to make Policy Committee assignments for two years (when possible) to coincide with the election process to the JRC and Leg Committees. This would eliminate the problem of committee members or their alternates moving from the committee that elected them. This item will be resolved at the next meeting and action will be recommended to the JRC.
- C. Discussion also took place concerning the upkeep of the CSL website and who is accountable for any changes made. Per Chair Joe Cox, Bill Hollabaugh is our web master and any changes to the website have to go through either Chair Cox or Sherry in the office.

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

#### Old Business

- A. Video proposals request for telling the CSL story  
Senior Assembly Member Krohn advised that three Request For Proposals (RFP) were prepared and sent out to three potential vendors for writing and producing a 20-minute video regarding the CSL's story.
- B. Mini ads to be posted on "U tube"  
Nothing to report at this time.
- C. Research interacting with AARP  
Senior Assembly Members Krohn and Taylor's efforts to work with AARP have not been well received by AARP but will continue to work on this by using CSL members who have contacts with AARP.
- D. Possible updating of Webb site  
Senior Assembly Member Krohn is working on an RFP for updating the CSL website. One of the options being worked on is to add ways of soliciting donations to CSL through the website.
- E. Having local non-profit Community Television Access Group do a commercial  
Senior Senator Cox and Senior Assembly Member Dahlgren are working on developing a 30-second commercial with the Los Banos Community Access Group. They will be appearing at the Los Banos City Council meeting which is televised live and they hope to obtain their portion to distribute to CSL members.
- F. Interact with CARA  
Senior Assembly Members Krohn and Young reported that they have had a

lot of success working with CARA. Due to CARA having 700,000 members, it was decided that we need to keep this link open.

- G. Discuss role of caucus groups in promoting CSL  
Most of the Caucus Groups are in the process of organizing meetings and Senior Assembly Member Krohn will make their minutes available to everyone.
- H. Review feasibility of promoting services to other Public Agencies (cities and counties)  
It was agreed that there is a need to continue to share the CSL story with other government agencies. The Los Banos City Council meetings are televised live and Senior Senator Cox and Senior Assembly Member Dahlgren will be making a CSL presentation at one of these meetings.

#### New Business

- A. Members in Action
  - 1. Articles  
Senior Senator Glazier and Senior Assembly Member Krohn reported that they had written various articles mentioning CSL. It was agreed that all articles need to be sent to Sherry and that an index of articles be made available to CSL members.
  - 2. News Releases  
Senior Assembly Member Dahlgren described the press release where the Governor proclaimed March 2008 as "Checkoff California Month." The press release can be modified by CSL members and submitted to their local news media organizations.
  - 3. Bulletins  
CSL members are urged to submit articles to their local senior organizations for publication but be sure to report these to Sherry in the office for listing in the monthly newsletter.
  - 4. Newsletter  
The committee complimented Sherry and Chair Cox on the CSL newsletter. Members are urged to submit their articles and local information to Sherry for possible publication in the newsletter.
  - 5. Other  
Senior Senator Mack gave a brief presentation on legislative items.

(Over)

### **Session Planning – Senior Assembly Member L. Young, Chair**

The Session Planning is on schedule. It was suggested that a follow up letter be sent to Doris Roberts regarding keynote speaker. Alternates were suggested: Maria Schriver, Sue Grafton, and Karen Black.

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

Senior Senator Mack expressed her feelings of pride in her committee. Seventeen of the CSL proposals have been picked up and are now bills. Great work!

Senior Senator Mack wanted JRC to approve a recommendation to make AB 2543 (Berg) (Krohn) a CSL proposal/bill and to support it:

Senior Senator Mack asked JRC to support the following bills:

AB 2101 (Wolk/Krekorian)  
AB 2137 (Saldaña)  
AB 2149 (Berg)  
AB 2150 (Berg)  
AB 2157 (Horton)  
AB 2319 (Horton)  
AB 2370 (Bass)  
AB 2475 (Horton)  
SB 1164 (Scott)  
SB 1343 (Battin)

On the positive side, Senior Assembly Member Monck reported that there is enough money to pay for both the primaries and alternates of the Legislative Committee to visit state legislators of bills on behalf of the CSL in April.

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

- Chair Cox reported that he had attended an event organized by the Valley Department of Consumer Affairs. He also attended a Los Banos City Council meeting with Senior Assembly Member Dahlgren that was televised.
- The California Dental Workgroup is interested in improving elder dental care.
- Only 26 CSL members have requested posters so far to hang up in public places and we need more members to get involved. The names of those who have not requested posters yet will be divided up among the JRC to call.
- Senior Assembly Member Sally Wieck was honored as a volunteer by the Governor and his First Lady. Refer to the article in the March CSL

Newsletter.

- Chair Cox and Senior Assembly Member Dahlgren visited a local Jackson-Hewitt office to discover that the office had not heard about "Checkoff California." Chair Cox suggested CSL members need to visit their local offices and inform them about this.
- The California Fund for Senior Citizens has 136 more donations in January 2008 than last year at this time. A report by zip code that indicates from where the donations are received was sent out to the CSL members.

X. Old Business

- A. Printing and distribution of 8-1/2"x11" posters  
Only 26 members have requested posters to distribute at this time and more members to request them to get them out in public places.
- B. Video on "The Story of the CSL"  
Senior Assembly Member Krohn is working on RFPs for this.
- C. Line 52 – Necessity/update – Use of email and Phone committees  
Need the telephone tree to send out an Action Alert to the members.
- D. Senior Organization Addresses  
Nothing on this at this time.

XI. New Business

- A. Public Relations and Fund Raising  
Sub Committees Fund Raising Campaign  
Look for the Press Release from the Governor on proclaiming March 2008 being "Checkoff California" month.
- B. Liaison Report  
Nothing on this at this time.
- C. Status of Non Profit Foundation  
Discussion took place around the status of this.
- D. Correspondence  
None
- E. Name for New Newsletter  
No Quorum for this meeting so will wait until Quorum has been established.  
Two more names were offered at this time to be added to the list of names to be voted on previously sent to members.

(Over)

F. Other

- Need Bylaw change regarding CSL getting credit when one of our proposals is approved via Executive Order. It was agreed that this should be listed in Section V – Legislative Committee, Section III Legislative Policy in the Resource Manual.
- Chair Cox suggested that each subcommittee require members to RSVP on attending/calling in to a planned meeting. There have been too many members calling in late or not enough for a quorum to conduct business. Discussed possibly not having teleconferences next year.
- C4A Coordinated Conference schedule in San Jose is Tuesday, April 15 through the 17th so CSL will meet Monday, April 14 from 1:00 p.m. to 5:00 p.m. and on Tuesday, April 15 from 8:30 a.m. to 12:00 p.m. Members will not have to arrive on Sunday.
- The exception will be the Budget and Finance Subcommittee which will meet from 8:30 a.m. to 9:30 a.m. on Monday, April 14. Members of that sub-committee need to take note. Don't forget to let Sherry in the office know of your plans to attend.

Meeting was adjourned at 3:08 p.m.