 State of California

# California Senior Legislature

**1020 N Street, Room 513, Sacramento, CA 95814**

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**JOINT RULES COMMITTEE TELECONFERENCE MEETING MINUTES**

**August 6, 2015**

**10:30AM-12:30PM**

Chair: Senior Assembly Member Lauren Rolfe

Vice Chair: Senior Senator Michael LePeilbet

Vice Chair: Senior Assembly Member Ellie Bloch

1. **Call To Order**

The Joint Rules Committee Meeting was called to order by Chair, SA Rolfe at 10:30 a.m.

Invocation by SA Molnar

Pledge of Allegiance was led by SS Bortel

1. **Roll Call**

**Present: Senior Senators**: Alice Loh, Allan Bortel, Sonja Matin

**Senior Assembly Members**: Charles Molnar, Eleanor Bloch, Shirley Krohn, Lauren Rolfe, Bernie Weintraub

**Staff**: Janice Bailey, Staff Services Manager

**Excused Absences:** Jack Alderson, Joanna Kim-Selby (A), Allan Hurst, Michael LePeilbet  
 A quorum was established.

1. **Introductions**

Charles Mitchell, Zelda Hutcherson, Estelle Thomas, Lavada Theus, Gullermo Medina

1. **Public Comments**

None.

**Discussion/Action Items**

1. **Approve Agenda of August 6, 2015**

SA Weintraub moved to approve the agenda. SA Krohn seconded the motion. Agenda approved as presented.

Record of Vote:

|  |  |  |
| --- | --- | --- |
| Yes | No | Abstention |
| Rolfe |  |  |
| Krohn |  |  |
| Bloch |  |  |
| Martin |  |  |
| Weintraub |  |  |
| Bortel |  |  |
| Molnar |  |  |

1. **Approve Minutes of July 22, 2015 JRC Meeting**

SA Bloch moved to amend Section VIIB for location to be NBC rather than MTC. SS Bortel seconded the motion. Minutes approved as amended. Chair Rolfe explained that a member did not have to attend the meeting to accept and approve the minutes.

Record of Vote:

|  |  |  |
| --- | --- | --- |
| Yes | No | Abstention |
| Rolfe |  |  |
| Krohn |  |  |
| Bloch |  |  |
| Martin |  |  |
| Weintraub |  |  |
| Bortel |  |  |
| Molnar |  |  |

1. **Correspondence**

**A.** Correspondence from Don MacAllister, Rick Dahlgren and Dan McTaggel (Member of public) were read.

1. **. Approve Spending Plan for Tax Check-Off Marketing Campaign**

Chair Rolfe presented the idea that the JRC generally agreed that the best fundraising mechanism is the Tax Check Off Program. With one suggestion to spend a significant amount of the remaining reserve on the professional development and implementation of a Marketing/Public Relations Campaign focused on the tax check-off utilizing due diligence in spending the money wisely.

SA Molnar moved The CSL’s greatest asset is the Tax Check Off Fund. We should spend up to $100,000 from the reserve to promote the tax check off donations for 2016 in order to remain in business. This should be done using marketing, PSAs, paid advertising and more. Motion was seconded by SS Bortel. Motion Carried.

Record of Vote:

|  |  |  |
| --- | --- | --- |
| Yes | No | Abstention |
| Rolfe |  |  |
| Krohn |  |  |
| Bloch |  |  |
| Martin |  |  |
| Weintraub |  |  |
| Bortel |  |  |
| Molnar |  |  |

The JRC appointed an Adhoc Marketing Committee (Krohn – Chair, Rolfe, Molnar, Mitchell, and Bortel) to decide upon the details and come back to the JRC for approval of funding. Chair Rolfe noted that she would like Janice Bailey on the Adhoc Committee in an advisory capacity. She would not have a vote. The Adhoc committee to meet on August 19, 2015 from 1:30-4:30pm.

Chair Rolfe commented that it is good to have the Southern part of the State represented and thanked everyone for their efforts and attendance.

SS Bortel moved to adjourn. SS Martin seconded the motion. Meeting was adjourned.