



STATE OF CALIFORNIA
CALIFORNIA SENIOR LEGISLATURE

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MARKETING ADHOC TELECONFERENCE MEETING MINUTES

August 31, 2015

1:30PM-4:30PM

Chair: Senior Assembly Member Shirley Krohn

I. Call To Order

The meeting was called to order by SA Rolfe at 1:59 p.m.

Invocation by SA Mitchell

Pledge of Allegiance was led by SS Bortel

II. Roll Call

Present: SS Bortel, SA Molnar, SA Mitchell, SA Rolfe,
SA Krohn (jointed call at 2:10pm)

Staff: Janice Bailey, Staff Services Manager
A quorum was established.

III. Guest Introductions

Sacramento: Charlotte Dorsey, Jim Brewer

Scotts Valley: No guests

San Rafael: Anne Warren, Ellie Bloch

Los Angeles: Zelda Hutcherson, Bernie Weintraub

Los Banos: Rick Dahlgren, Gerri Alves (President of Los Banos
Golden Ager's Club and Representative to the Merced County Area
Agency on Aging Advisory Council (PSA 31)

IV. Public Comments

A. SA Rolfe reminded JRC Members (not members of the Adhoc
Committee) that they could only listen as observer and can not
participate. Otherwise, we could be in violation of the Bagley
Keene Act and lose the Adhoc Committee status.

B. Rick Dahlgren noted that he had provided his comments to the
committee in writing.

C. SA Rolfe read email comments from Marcia Gould (dated August 4,
2015) regarding promoting to tax preparers, IHeart Radio and Jeff
Harris.

Discussion/Action Items

V. Approve Agenda of August 31, 2015

SS Bortel moved to approve the agenda. SA Molnar seconded the motion. Agenda approved as presented.

Record of Vote:

Yes	No	Abstention
Bortel		
Molnar		
Mitchell		
Rolfe		

VI. RFP Basics

A. SA Molnar provided overview of his recommendations regarding Public Service Announcements (PSAs).

SS Bortel moved to prepare a Request For Proposal (RFP) to solicit vendors to develop visual, voice, print and other media* ads/Public Service Announcements. SA Molnar seconded the motion. Motion carried.

Record of Vote:

Yes	No	Abstention
Bortel		
Molnar		
Mitchell		
Rolfe		
Krohn		

*Note: This motion was amended to include print and other media ads. The amendment was moved by SS Bortel. Seconded by SA Mitchell.

Record of Vote for Amendment:

Yes	No	Abstention
Bortel		
Molnar		
Mitchell		
Rolfe		
Krohn		

Staff to have RFP out by end of week.

B. SS Bortel moved to have someone contact Joe Murphy or the Board of Accountancy and other income tax preparer groups to see how to effectively reach tax preparers. SA Mitchell seconded the motion. Motion carried.

Record of Vote:

Yes	No	Abstention
Bortel		
Molnar		
Mitchell		
Rolfe		

Krohn		
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C. SS Bortel moved as part of the marketing plan, approach Members of the Legislature and request they promote CSL and add information about the CSL to their newsletter, website and encourage them to buy an ad in the 35th Anniversary Commemorative Booklet. SA Rolfe seconded the motion.

Record of Vote:

Yes	No	Abstention
Bortel		
Molnar		
	Mitchell	
Rolfe		
Krohn		

Responsibility to be assigned at JRC meeting.

VII.

Next Steps

Next committee meeting scheduled for September 15, 2015 1:30-4:30pm. Members to email Janice with location information no later than Sept 2, 2015. RFPs to be reviewed at this meeting. All members to update their Conflict of Interest/Confidentiality Agreements prior to this meeting.

SA=Senior Assembly Member
 SS=Senior Senator
 SSM=Staff Services Manager