

2015 Annual Chair Report

Submitted By: Lauren Rolfe

This CSL year the JRC has been very active, with new programs, and new approaches. December began with preparations for launching the new Friends of CSL program in January. Wild Apricot software was purchased for member management. Sacramento and Bay Area Caucuses began preparations for the Senior Rally Day, At that time the SSM also reported that changes to the State Financial Accounting system (FISCAL) were raising our annual costs for that program to \$101,000. The SSM and Chair immediately began looking for ways to eliminate or reduce that cost. In June the cost was reduced by \$30,000. The FISCAL program training took the SSM away from CSL duties for hundreds of hours. When it finally went live there were so many problems that CSL's difficulties continued into mid-October.

In January, the reports from the Franchise Tax Board on the Tax Check Off program were incredibly low. We were bringing in 73% below the previous January. The Executive Committee approved spending up to \$10,000 from the CFOA to purchase some mixed forms of advertising (Radio, Print, and Social Media) to boost awareness of Code 427(ratified at the JRC mtg.). The "reach" increased but donations continued to be only slightly better than January. The -70% loss trend continued.

By March, JRC held an emergency meeting to consider alternatives. The costs of the annual session were our only voluntary variable. If we were to make changes, the pending contract with the Hyatt hotel would have to be pulled within the week. In addition, talks with DGS, DOF, and the Speaker's staff did not result in any action to help CSL. At the regular meeting of the JRC in March it was decided, for the first time in 35 years not to have an Annual in-person session, plans began to conduct our session via mail. Further cuts were made to Leg committee travel to meetings and Senior Rally Day was put on notice that no funds were to be expended unless the revenues were already there to cover the costs. Additionally, the SSM voluntarily reinstated the staff furlough (voluntarily to one day off a month without pay).

All members began looking for ways to bring in money. Senior Rally Day in May was a success. Seven Legislators spoke, 200 attendees came, some traveling in busses to Sacramento, and it netted \$8000. We will repeat this event in 2016. The Fundraising Chair researched grants from corporate entities, and approached individuals who were known to be philanthropists. A connection with an Asian/Pacific Islander group and discussions were initiated to see what the two agencies might do in common. Efforts continue to find mutually beneficial activities and to solicit an outright donation.

In September, JRC authorized a more vigorous Marketing and Outreach effort. Up to \$100,000 could be spent on new print and outreach materials/ approach, more social marketing, and some purchased ads and PSAs. An RFO was conducted as defined by State Contracting rules. As of mid-October the contract is awaiting final approval in the FISCAL system. JRC hopes to issue materials to members for a renewed effort to educate the public on the new 427 Tax Check Off code by November.

To replace the visibility value and the income that usually comes from the Session Program Book, we created a 35th Anniversary Commemorative Book. It will be released in late November in time to be used in conjunction with December Legislative visits.



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October 27, 2015

Budget & Finance Sub-Committee Annual Report

Reports provided/attached to this memo:

- A. FTB (Code 402) California Fund for Senior Citizens Report 2010-2014
- B. FTB (Code 427) California Senior Legislature Fund Report (as of September 30, 2015)
- C. Budget & Expenditures Summary June 30, 2015
- D. Budget 2015-2016
- E. CFoA Quarterly Report (June 30, 2015)
- F. Fund Reconciliation Balance 0983 (California Fund for Senior Citizens – 402)) June 30, 2015
- G. Fund Reconciliation Balance Report 8094 (California Senior Legislature Fund - 427) June 30, 2015

The Franchise Tax Board Status Report Voluntary Contribution Funds (VCF) report is based on the calendar year. The State reports on a Fiscal Year (FY) July 1, 2014- June 30, 2015.

FTB donations for FY 14-15 totaled \$66,870. In comparison, FY 13-14 donations totaled \$228,627.

The budget for FY 14-15 was \$271,196. The year ended under budget with \$233,485.54 in expenditures.

The budget for FY 15-16 is \$335,720. This includes \$100,000 authorized for promotion of Code 427.

The **California Foundation on Aging (CFoA)** is a separate non-profit 501c3 corporation that administers a CSL Fund. The March – June 2015 balance of the CFOA-CSL fund is \$5,066 as of June 30, 2015.

The balance in the SMIF fund as of June 30, 2015 was \$339,188.

Legislative Committee Year End Report-2015

This is a complete status of our CSL bills, the Legislative author and the CSL author.

(* denotes those in the top 10)

CA AB 139	AUTHOR: TITLE:	Gatto [D] (White) Nonprobate Transfers: Revocable Transfer on Death Deeds Chaptered
*CA AB 441	AUTHOR: TITLE:	Wilk [R] (Kammerer) Identity Theft: Seniors: Enhancements
CA AB 563	AUTHOR: TITLE:	Lopez [D] (Shontz) Developmental Services A 2-year Bill
*CA AB 643	AUTHOR: TITLE:	Nazarian [D] (Murphy) Emergency Services: Silver Alerts Chaptered
*CA AB 788	AUTHOR: TITLE:	Chu [D] (Gould) Prescriptions
CA AB 1235	AUTHOR: TITLE:	Gipson [D] (S. Walker) Long-Term Care: Home Upkeep Allowance
CA AB 1275	AUTHOR: TITLE:	Gray [D] (Molnar) Personal Income Taxes: Military Retirement Pay
CA ACR 38	AUTHOR: TITLE:	Brown [D] (Young) California Task Force on Family Caregiving Chaptered
*CA SB 128	AUTHOR: TITLE:	Wolk/Monning [D] (Ryan) End of Life Chaptered as ABX2-15 Eggman, Alejo, M Stone
CA SB 473	AUTHOR: TITLE:	Bates (R) (Krohn) Elder Abuse: Registry A 2-year bill

Bills that CSL Supported:

CSL is often contacted by Legislators to support other bills. The bills listed here were voted on and approved by the leg committee members. Not all requests were approved. Some support requests for bills which didn't impact seniors were politely declined.

CA AB 463	AUTHOR: TITLE:	Chiu [D] Pharmaceutical Cost Transparency Act of 2015
CA AB 470	AUTHOR: TITLE:	Chu [D] In-Home Supportive Services: Fingerprinting
CA AJR 5	AUTHOR: TITLE:	Dahle [R] Secure Rural Schools and Community Self-Determination
CA AJR 8	AUTHOR: TITLE:	Brown [D] Older Americans Act of 1965 Chaptered
CA SB 199	AUTHOR: TITLE:	Hall [D] In-home Supportive Services: Reading Services for Blind
CA SB 323	AUTHOR: TITLE:	Hernandez [D] Nurse Practitioners
CA SB 426	AUTHOR: TITLE:	Leyva [D] Annuities: Cash Surrender Benefits Chaptered
CA SB 575	AUTHOR: TITLE:	Liu [D] Long-Term Care Insurance Chaptered
CA ACR 71	AUTHOR: TITLE:	Dodd [D] Elder and Vulnerable Adult Abuse Awareness Month Chaptered
CA SB 492	AUTHOR: TITLE:	Liu [D] Coordinated Care Initiative: Consumer Guide
CA SB 675	AUTHOR: TITLE:	Liu [D] Hospitals: Family Caregivers Chaptered

You can see from the success of getting authors for our proposals, you are submitting quality proposals that address the problems of the aging in California. It can be daunting to go to the trouble of submitting a well-written proposal and not have it picked up by a Legislator, but it often takes more than 1 or even 2 years for the legislative world to catch up to the needs that we have identified. And to get legislation established permanently it takes several "chapterings" to get it right. A good example is the Silver Alert Legislation, it took 3 versions to make it become permanent. This last one removes the sunset date.

I urge you to continue to meet with your Commissions, attend the conferences that are available and talk to seniors to get your ideas for your next proposals.

Please compliment and thank the Legislative Committee members for their hard work and success again this year. As the financial problems of the organization continued to grow, these members continued on with the work.

Sylvia Stadmire—Estella Thomas (alt)

Lola Young—Mickey Peabody (alt)

Alexis Wisner—Richard Dahlgren (alt)

Richard Shontz—Don MacAlister (alt)

Gerald Richards—Jane Anne Godager (alt)

Julia Rosenberg—June Glassmierer (alt)

Ken Ryan—(no alt)

Marcia Gould—Estelle Wolf (alt)

Leo Sullivan—Zelda Hutcherson (alt)

Anne Warren—Marnelle White (alt)

Respectfully submitted:

Anne Warren, Chair

Marcia Gould, Vice Chair

Lola Young, Vice Chair

FoCSL
By area
October 13, 2015

<u>Area</u>	<u>Count</u>
19	62
22	35
17	35
7	19
28	17
21	9
25	8
33	7
28	6
13	4
14	3
20	2
5	1
6	1
3	1
18	1
30	1
23	1

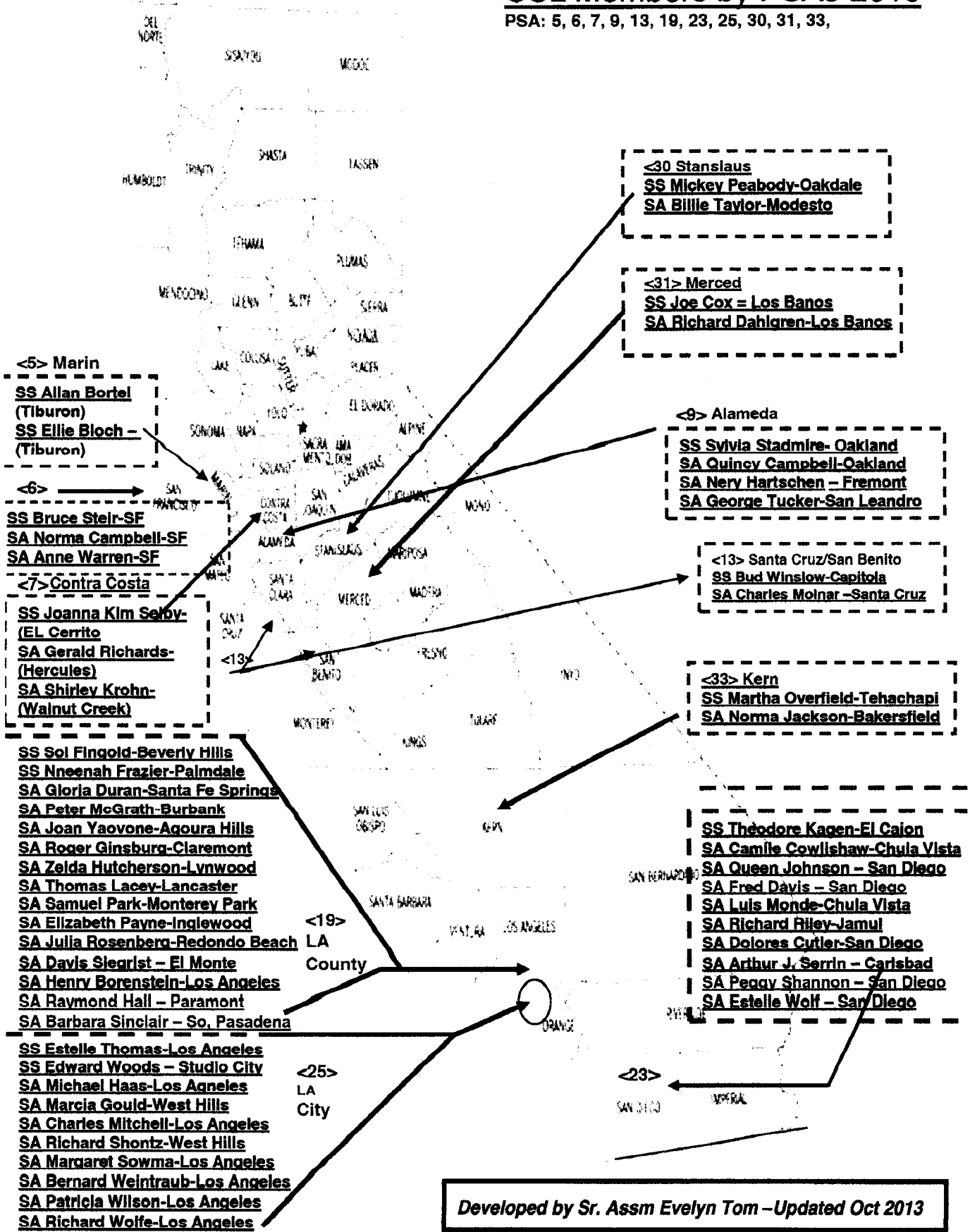
5 have more than 10 memberships and contributed 80% of memberships.
18 PSA's out of 33 gave something a total of 213 individuals contributed.
Total to date is \$5,725.

Our goal is \$75,000 so we are at 7.6% of goal. We should be at \$62,500 for 10 months.

Don MacAllister
Chairman of FoCSL

CSL Members by PSAs-2013

PSA: 5, 6, 7, 9, 13, 19, 23, 25, 30, 31, 33,



Developed by Sr. Assm Evelyn Tom - Updated Oct 2013

Report of the California Senior Legislature Adhoc Bylaw Committee, 8/5/15

Recommendations for the Adhoc Bylaw Committee:

Proposal	Article	Section	Recommendation
1	VIII	VI	Recommend defeat This is a Standing Rule Amendment not a Bylaw Amendment. Requires 3 legible signatures.
2	VI	V	Recommend defeat This can currently be performed by the Executive Committee, if necessary.
3	VI	III	Recommend adoption
4	II	Authority	Recommend adoption
5	V	VI	Recommend adoption
6	V	VI	Recommend defeat This has been addressed in proposal 5 above.
7	X	I	Recommend defeat The Bagley Keene Act & Brown Act requirements govern meetings. It currently implies "all" meetings.
8	VIII	I	Recommend adoption

A quorum was established.

III. Introduction of Guests

No guests present

IV. Public Comments

No public comments.

V. Approval of August 5, 2015 Agenda

SA Mitchell noted that the word Adhoc should be included in the Committee name on the agenda.

SA Tom moved to approve the agenda with noted change to Committee name. SS Dahlgren seconded the motion.

Roll Call Vote:

Bloch	Yes
Tom	Yes
Dahlgren	Yes
Mitchell	Yes
Pointer	Yes

Discussion/Action Items

VI. Review of 8 Proposed Revisions to Bylaws

- A. Each Bylaw was reviewed individually by the Committee. Final recommendations from the Committee can be found in the attached report dated 8/5/15.
- B. SS Dahlgren moved to deny Proposal #1 (Article VIII Section VI). SA Tom seconded the motion. Motion carried.

Committee's decision was based on this is a standing rule amendment not a bylaw amendment. It also requires 3 legible signatures.

Roll Call Vote:

Bloch	Yes
Tom	Yes
Dahlgren	Yes
Mitchell	Yes
Pointer	Yes

- C. SS Dahlgren moved to deny Proposal #2 (Article VI Section V). SA Pointer seconded the motion. Motion carried.

SS Dahlgren noted that this recommendation can currently be performed by the Executive Committee, if necessary.

Roll Call Vote:

Bloch	Abstain
Tom	Yes
Dahlgren	Yes
Mitchell	Yes
Pointer	Yes

- D. SA Tom moved to accept the recommended change in Proposal #3 (Article VI Section III). SA Pointer seconded the motion. Motion carried.

Roll Call Vote:

Bloch	Yes
Tom	Yes
Dahlgren	Yes
Mitchell	Yes
Pointer	Yes

- E. SS Dahlgren moved to accept the recommended change in Proposal #4 (Article II Authority). SA Pointer seconded the motion. Motion carried.

Roll Call Vote:

Bloch	Yes
Tom	Yes
Dahlgren	Yes
Mitchell	No
Pointer	Yes

- F. SA Tom moved to accept the recommended change in Proposal #5 (Article V Section VI). SA Pointer seconded the motion. Motion carried.

Roll Call Vote:

Bloch	Yes
Tom	Yes
Dahlgren	No
Mitchell	Yes
Pointer	Yes

- G. SS Dahlgren moved to deny Proposal #6 (Article V Section VI). SA Pointer seconded the motion. Motion carried.

This was denied on the basis that it was addressed by Proposal #5.

Roll Call Vote:

Bloch	Yes
Tom	Yes
Dahlgren	Yes
Mitchell	Yes
Pointer	Yes

- H. SA Mitchell moved to deny Proposal #7 (Article X Section I). SS Dahlgren seconded the motion. Motion carried.

SA Mitchell that the Brown Act & Bagley Keene Act govern meetings. Additionally the Bylaw currently implies "all" meetings.

Roll Call Vote:

Bloch	Yes
Tom	Yes

Public Relations 2015 Annual Report

California Senior Legislature

Prepared by: Senior Assemblymember Shirley Krohn

The following represents key activities associated with Public Relations as it pertains to the California Senior Legislature.

- 2015 was proclaimed the 35th anniversary of the CSL. A celebration to kick off this event was held in Contra Costa County on January 21 and another in San Diego county along with one in Solano County. Many elected officials were invited and attended this celebration.
- Several CSL members made presentations around the State to bring awareness of this organization to the aging community.
- Plans began coming together for Senior Rally Day in Sacramento on May 6th. A couple of counties rented busses to take seniors to the Rally. This was a success and plans are being made to have another Rally in 2016.
- The Faces program put the spotlight on four seniors in different areas within the State. The objective of the Faces Program is to recognize and write about the activities of seniors who are making a difference in their communities by volunteering. These profiled seniors agree to spread the word about the CSL to their networks. Each profile contains quotes from them about the importance of the CSL.
- Continued to promote the CSL Speakers Bureau. Communicated with CSL members to seek volunteers willing to contact local organizations and arrange to make a presentation.
- Continued to promote the Friends of CSL Campaign.
- Made several presentations about the CSL to Senior Center Without Walls....a service for home bound seniors.
- In August, the JRC agreed to seek proposals from state vetted and recommended marketing contractors, to submit a Request for Offer on providing public awareness campaign in California to promote the Tax Checkoff. Close to 40 RFOs were sent out. Six of these vendors responded. A small committee of Janice Bailey, Lauren Rolfe and Shirley Krohn reviewed the submitted proposals and jointly agreed upon one vendor, Imprenta Communications Group. We are in the process of planning next steps to roll out a marketing plan to include CPA and tax preparer organizations.
- The CSL has been in close contact with APAPA (Asian Pacific Islander American Public Affairs Association) and participated in an event held in early October.

2015 has been a year of major challenges for the CSL. Contributions via the tax checkoff are dangerously low. Hopefully, working with an outside vendor who specializes in marketing and public relations, we can meet our required goal of \$250,000.

Submitted by: Senior Assemblymember Shirley Krohn

Session Planning Sub-Committee

Year End Report

Submitted By: Senior Senator Sonja Martin

- Due to decline in donations, the “in person” session was cancelled and the process was revised to conduct voting/ranking by mail in ballot.
- General Session Teleconference Call was planned for October 29, 2015, to allow sub-committee chairs to present annual reports. Questions/Comments were solicited via email.
- The Annual Session Program Book was replaced with a 35th Annual Commemorative Booklet. Deadlines were extended to allow more advertisers to participate. Distribution is scheduled for December/January with Priority Proposal Books.
- Members assisted staff with preparing mail outs of proposal packets, ballots and oaths.
- Proposal packets were mailed one month prior to final ranking ballots due date.
- Los Angeles and the Bay Area hosted joint caucus informational meetings to discuss proposals.