

Manhattan Beach Senior Advisory Committee
1:00 pm – March 18th, 2014
MINUTES

Members Present: Kate Nelson, Madonna Newburg, Diane Campisi, Steve DeBaets, Gwen Binegar, Ken Thompson, Deirdre C. Murray. Council Member: David Lesser and Park & Recreation Commissioner: Tom Allard. Staff: Director Parks & Recreation Mark Leyman, Eve Kelso, Jan Buike. Members Absent: Emily Borrelli, Marcella David, Guests: Marge Hesse, President of Manhattan Heights, Richard Zeif

Welcome - Chair Kate Nelson welcomed all attendees and called the meeting to order

Minutes – February Minutes were approved with corrections

Priority Action Items

Review By-Laws change suggestions – Kate Nelson sent By-laws to Eve Kelso and after they are vetted by the City Attorney, SAC will vote to approve.

Open Discussion 2014 Goals – Six goals were discussed. Some are already in progress.

- Increase participation in OAP programs
- Review/revise SAC By-Laws
- Develop and use on-line SAC forum
- Better communication and follow-through with City Council and members
- Provide a more welcoming environment in the foyer of the Joslyn Center
- Develop a more effective advertising/marketing plan

Library progress – Madonna Newberg – Projected completion date is April 2015. Jan mentioned once again that tax forms are in the post office. Council Member Lesser informed SAC of the time change for Book Mobile on Sat – 11:00 – 3:00 pm.

Town Hall Meeting 2014 – Council Member Lesser wants SAC more involved. He recommended having a committee formed to study this and report back to SAC. Ken Thompson stated we should begin to think of what the event would look like. Kate Nelson recommended forming the committee for this. The committee will consist of Kate, David, Dei and hopefully Nancy Hersman. Kate Nelson recommended a project which would be intergenerational with regard to the organizational /participation components.

Educational TV Channels 35 & 8 are the city's current community channel. SAC is looking at meaningful Public Access Channel. Obstacles – Can be used only for City Council & Planning Commission Meetings. Council Member Lesser will be happy to get on board and investigate this issue further. City was under the impression they could service this. It is a little hard to service but David will explore this opportunity with staff and see how it can be implemented. Kate Nelson reported that the Dec Town Hall Meeting is looping Wed & Thurs. Ken Thompson applauded Council Member Lesser for taking this project on with Director Leyman.

IS Issues OASIS - Jan Buike stated that different people use the computer. This causes speed issues and sometimes the computer breaks down.

Maddona Newburg stated that the new city website is awful. Director Leyman asked everyone to please give specific issues so he can provide these to the IS Dept. Commissioner Alred stated it was beneficial to consider IS coming in to the OASIS for training on the website. Jan and Eve stated Training from IS is a possible opportunity. Council Member Lesser asked what is currently in place to train older adults on

the internet etc ? Jan stated that in the past the Young Professionals of the Chamber- MBCC Chamber use to provide this service but have changed focus. Also, the Mira Costa Seniors Helping Seniors have provided computer and electronics trainings. It is now done on an as needed basis.

Joslyn Center – Kate Nelson – One of SAC primary goals is to make Joslyn more attractive. Kate Nelson needs a task force for this. Subcommittee: Kate Nelson, Eve Kelso, Madonna, and Steve will serve on this task force.

Sub-Committee Reports (Sub-Committees are encouraged to meet Monthly):

- Marketing/Publicity – Diane Campisi – Good News on Utility Bill go out. Eve Kelso elaborated on this that OAP can put an insert into the bills – good and effective way to reach all residents without much additional cost to the City. Diane asked staff to investigate on what can be put into these and then SAC will form a subgroup to see what they want to promote. Need to be able to track. Council Member Lesser stated there may be some cost for 11,000 inserts.

Jan and Steve DeBaets met with Lisa Jacobs Beach Reporter to discuss a weekly ad for just Manhattan Beach in conjunction with Beach Cities Health District. Very happy until they realized ¼ page ad would cost \$30K. This was the best rate available for us. ¼ pg ad every Thursday will still help get the word out. We can also put the information in the calendar section every week. This is free to us. Cost for getting the word out with regard to Older Adult Programs / Events 1 / month is approximately \$5K. Kate Nelson asked if we have a funding source? Steve DeBaets responded that BCHD may have some funds. Eve Kelso stated she would amend the supplemental budget request to the City from weekly to monthly ads. Kate Nelson stated there was a significant cost for this and must focus on what is cost effective. Director Leyman stated they were struggling with this and doing a study as to what outreach is most cost effective and yet successful. Email thus far has been the most cost effective way to reach the community.

Back to the Beach Reporter Ad – Diane stated that if you are going to spend money on this you need to be able to track it's effectiveness. Tom agreed with this.

Steve DeBaets Motion for \$6,264 for a ¼ pg ad / month in the Beach Reporter and have a device to track it's success / ROI. Motion was seconded by Madonna. Kate Nelson – Friendly Amendment to motion – to include creative ways to heighten awareness. Ken Thompson 2nd the friendly amendment. Vote was taken and motion was approved unanimously. Diane asked Director Leyman for a clarification as to the following. If we had the funding now – could this commence within 1 month. Answer was yes, however, current budget requests are for the new fiscal year, which begins on July 1, 2014.

Diane – need to have SAC volunteers at big events to heighten awareness of Older Adult Programs, Advocacy and events. Marge Hesse – Don't get any flyers at Manhattan Heights. Jan will make sure they do receive these. Ken Thompson also mentioned the newsletter, which has all the information, rather than separate flyers, should be used more.

Kate Nelson asked if newsletter was online – it is and the SAC video will also be on line shortly

- Sports – Rotary Club of Manhattan Beach - The Petanque court - Rotary of Manhattan Beach and the City will be working on the court, Sat April 12th, 2014. Vinny from Rotary, and Juan Price from Public Works will do the preliminary work & then Rotary will take over.
New Sport was announced – Pickle Ball on Tuesdays
- Transportation – N/A
- Budget –Madonna reminded SAC that budget study sessions are coming up on May 8th. June 3rd is when they will adopt.
- Development/Grants, Arts, Culture & Education – Gwen Binegar – Lots going on in this area – Poetry working with Mira Costa. Invited By Mira Costa to join them at Pages. At lunch she had a request for Sing a Long at least once / month. Jan stated that a “Sing Along” is offered monthly in the OASIS.
Richard stated that the Pepperdine Museum Tour was very well attended.

Reports by Staff

- Dial-A-Ride update – Eve Kelso – 7 Bus Drivers going to training, Bus Driver Rodeo in Hesperia CA. She will pass out Health Care Flyers. Maddona questioned the last lecture for OLLI – How was this prepared / selected? Was the speaker contacted for a pre screening? Kate Nelson stated this was valuable input. She has met with Jim Bouchard and recommended having the speakers here for lunch to provide them with the information with regard to the audience etc.
- Jan Buike Updates – Cirque De Soleil, Tai Chi, BCHD Healthier Living Program, HELP’s Life Planning Classes , Scottish Fiddlers, Speakers @ Lunch Bunch.

Reports from Clubs, SRC, At-Large Members and Parks and Recreation Commissioner -

- Ken Thompson – Manhattan Heights Club – Will do lockers with locks to keep from losing paper plates.
- Joslyn Club – Corn Beef luncheon for St. Patrick’s Day
- Parks & Rec Commissioner Tom Allard – 2nd Adhoc Committee Mtg for Skate Park. Is regarding funding. Looking for a site – will narrow it down to 3 and then Commission will make recommendations to City Council after findings. March 10th & 17th for the public. Input March 14th – 21st. All Meetings 6:00 pm Marine Park
- New Business – Dei Murray shared that The Metropolitan Water District has funding for events that educate on Water Issues. Kaiser Permanente also has Sponsorship Money available. She stated she would F/U with contact info & websites etc for this. She will also f/u on Kaiser Permanente contact for sponsorships etc.

Action Items and Priorities for next meeting:

- By-Laws
- Library progress
- Subcommittee Report regarding Town Hall Meeting 2014
- Educational Television, Channels 35 and 8
- Reception Area Renovation
- Scout House updates
- IS Training on City Website

Meeting was adjourned and next meeting to be held Tuesday, April 15th @ 1:00 PM