



CITY OF HEALDSBURG SENIOR CITIZENS ADVISORY COMMISSION MEETING AGENDA

Healdsburg Senior Center
133 Matheson Street, Healdsburg, CA 95448
Phone: 707-431-3324

Meeting Date: January 23, 2019
Time: 4:00 p.m.
Date Posted: January 18, 2019

1. CALL TO ORDER

- a) Roll Call
- b) Pledge of Allegiance
- c) Changes (Deletions) from Agenda
- d) Approval of Minutes

2. PUBLIC COMMENTS

This time is set aside to receive comments from the public regarding matters of general interest not on the agenda, but related to Commission business. Pursuant to the Brown Act, however, the Commission cannot consider any issues or take action on any requests during this comment period.

3. OLD BUSINESS

- a) Update on Senior Center and Active Adult Projects
Receive a project status update: Volunteer Program, Diversity and Outreach ad-hoc subcommittee

4. NEW BUSINESS

- a) Healdsburg 2040 Housing Recommendations
Receive an overview of the Sustainable Design Assessment Team report on housing
- b) 2019 Goals
Receive a status update on 2018 Goals and discuss 2019 Goals

5. INFORMATION AND REPORT OF COMMUNITY SERVICES ACTIVITIES (*Staff, Information Only*)

6. COMMISSION REPORTS ON MATTERS OF INTEREST OCCURRING SINCE PREVIOUS REGULAR MEETING
(*Commission, Information Only*)

7. FUTURE AGENDA ITEMS

8. ADJOURNMENT Next meeting: 4:00 p.m., Wednesday February 27, 2019 at the City Council Chambers (unless otherwise established)

SB 343 - DOCUMENTS RELATED TO OPEN SESSION AGENDAS: Any writings or documents provided to a majority of the Senior Citizen Advisory Commission regarding any item on this agenda after the posting of this agenda and not otherwise exempt from disclosure, will be made available for public review in the Parks and Recreation Office located at 1557 Healdsburg Avenue during normal business hours. If supplemental materials are made available to the members of the Commission at the meeting, a copy will be available for public review at the Parks and Recreation Office located at 1557 Healdsburg Avenue, Healdsburg, CA 95448. These writings will be made available in appropriate alternative formats upon request by a person with a disability, as required by the Americans with Disabilities Act.
DISABLED ACCOMMODATIONS: The City of Healdsburg will make reasonable accommodations for persons having special needs due to disabilities. Please contact Parks and Recreation Office, at 1557 Healdsburg Avenue, Healdsburg, California, 431-3301, at least 72 hours prior to the meeting, to ensure the necessary accommodations are made.

Commission Members

L Peter Deutsch (Term Expires 12/31/20)

Mary Fitzgerald (Term Expires 12/31/19)

Denise Hunt, Chair (Term Expires 12/31/20)

Terry Kemp (Term Expires 12/31/20)

Laura Moore (Term Expires 12/31/20)

Larry Smith (Term Expires 12/31/19)

Diane Sullens, Vice Chair (Term Expires 12/31/18)

**CITY OF HEALDSBURG
SENIOR CITIZENS ADVISORY COMMISSION
REGULAR MEETING MINUTES**

**November 28, 2018
City Council Chambers
401 Grove Street, Healdsburg, CA 95448**

The Senior Citizen Advisory Commission met in a regular meeting session at 4:00 P.M.

1. CALL TO ORDER

1.a. Roll Call

Present Commissioners: Deutsch, Fitzgerald, Hunt, Kemp, Moore, Smith, and Sullens

Absent Commissioners: None

Staff Present: Community Services Director Themig, Active Adult and Senior Services Supervisor Grant, and Office Assistant Salas

1.b. Pledge of Allegiance

1.c. Changes (Deletions) from Agenda

None

1.d. Approval of Minutes

Commissioner Smith, seconded by Commissioner Sullens made a motion to approve the March 29, 2018 and the August 28, 2018 regular meeting minutes as presented. Motion made on a voice vote. (Ayes - 7, Noes – 0)

2. PUBLIC COMMENT

This time is set aside to receive comments from the public regarding matters of general interest not on the agenda, but related to Commission business. Pursuant to the Brown Act, however, the Commission cannot consider any issues or take action on any requests during this comment period.

Councilmember Naujokas commended the staff for the Picnic in the Plaza – Age Friendly event and the Bistro Program at the Senior Center. City Council will be discussing a proposal on limitations to hotel rooms. A restructure of the Transportation Committee will take place and ad hoc committees may be formed. A new member will join the City Council, and subcommittee assignment will take place.

Mark McMullen suggested contacting other centers to discuss better ways to connect the population with the Smart Train, since the Commission has done a great job with the transportation for older adults.

3. OLD BUSINESS

3.a. Volunteer Program

Receive a presentation on the volunteer program framework and implementation plan.

Grant shared that the Commission had identified goals for 2018 and one of those was focused on transportation for the older community. The Volunteer Program will include many facets; the biggest is the driver program as well as in-home maintenance, shared housing and many opportunities for community volunteers.

Donna O'Brien was introduced as the new Volunteer Coordinator; she has over 40 years of volunteer experience. She surveyed other agencies and learned about their operating process for their driver program. The size of program, demographic served, scheduling and operations, funding, and other information was provided to city staff. The result from the survey showed six agencies provide the service for free; one charges a minimal fee.

The Neighbors Network of Healdsburg will be sharing their volunteer database with staff. O'Brien will focus on volunteer recruitment, general outreach in the community, and will work with the SHARE Program staff to launch the housing aspect. New opportunities will be discussed with other departments to better serve the community. Staff will apply for a grant to assist in the funding for the program.

Naujokas is excited about the volunteer position and the transportation program. He stated that the residents step-up to find volunteer opportunities which speaks well of the community.

4. NEW BUSINESS

4.a. Diversity and Outreach Committee

Receive an update on the Committee's work related to branding and relevancy

A meeting took place to discuss branding and relevancy and what the members would like to see at the Center. One of the topics of discussion was that some attendees do not perceive themselves as "seniors" and they do not identify with the term which prevents them from using the Center. Staff sees the Center as an asset that provides their customers with learning and social experiences which allows them to live longer, happier, and healthier lives.

Staff has been offering different programming to be able to capture more people into the Center in an effort to attract more active, younger adults. Commissioner Smith suggested studying the mission and values and focusing on the community that they are trying to target. Grant responded that integral factors are the socialization and the learning opportunities for this segment of the population.

Naujokas stated he sees great opportunities that can come out of the meetings taking place, and is glad to see that Staff and the Commission are working together on branding and outreach.

Mark McMullen expressed that when the Community Center remodel happens staff should propose a satellite Senior Center at the location.

5. INFORMATION AND REPORT OF COMMUNITY SERVICES ACTIVITIES (Staff, Information Only)

Staff went over events that will be taking place in November and December;

- 11/29 – Round-about Ribbon Cutting
- 12/2 – 35th Annual Senior Appreciation Dinner at 1:30 P.M.
- 12/10 – Hanukkah with a Friendship Circle (open to everyone)
- 12/13 – Legal workshop on Bankruptcy
- 12/14 – TED Talk : The Science of Happiness
- 12/15 – Beach Blanket Babylon Excursion
- 12/15 – STAD Community Meeting at the Healdsburg High School
- 12/21 – Community Caroling in the Plaza

Conversations are taking place with Sonoma State to offer classes in Healdsburg. Reno Snow Train dates are being finalized and the trip will take place in the month of March. The Healdsburg Living Magazine and the BIZ Magazine had articles related to the Healdsburg Senior Center.

6. COMMISSION REPORTS ON MATTERS OF INTEREST OCURRING SINCE PREVIOUS REGULAR MEETING (Commission, Information Only)

Kemp, Hunt and Grant attended the AARP meeting that focused on affordability and branding for housing. Hunt added that the meeting was attended by people from several counties and the presenters focused on accessory dwelling units.

Deutsch attended a meeting regarding the north entry access plan which is west of the Montage development. The meeting was led by the City and Planning Commission and they spoke about the proposal; which would include a possible hotel. He was concerned that property owner would not be able to provide the plans until April; he suggested that the meeting be made public so that the City can receive input from the residents.

Smith stated that the Commission has not taken a stance on the limitation of hotels in town. Themig mentioned that the plan will be brought to review to Council and the plan will be made available to the public soon. Fitzgerald spoke to several people who were visiting town and they had staying in neighboring cities due to lack of rooms available in town which results in loss of revenue.

Themig and the Commission agreed to cancel the meeting for December and meet on January 23, 2019. Deutsch shared that he would not be able to attend the meetings for the first three months of 2019. Sullens revealed she would not be reapplying for the Commission.

7. FUTURE AGENDA ITEMS

- Volunteer/Driver Program
- Comstock Project Plan Timeline
- SHARE Program

8. ADJOURNMENT

There being no further business to discuss, the regular meeting adjourned at 5:25 P.M.

Next meeting will take place on Wednesday, January 23, 2019 at the Healdsburg City Council Chambers, 401 Grove Street, Healdsburg, CA 95448. (Unless otherwise established)

APPROVED:

ATTEST:

Denise Hunt,
Chairperson

Mark Themig,
Community Services Director



HEALDSBURG SENIOR CITIZEN ADVISORY COMMISSION

AGENDA ITEM:	3.a. Update on Senior Center and Active Adult Projects
MEETING DATE:	January 23, 2019
PREPARED BY:	Anna Grant, Active Adult and Senior Supervisor
REQUESTED ACTION:	<i>Receive a project status update: Volunteer Program and Diversity and Outreach subcommittee</i>

BACKGROUND

The 2018 Senior Citizens Advisory Commission Goals identified Transportation, Relevancy, and Diversity & Outreach as focus areas for 2018. Staff will provide updates on the Volunteer Program and developments from the Diversity & Outreach subcommittee's discussion forum held on January 15, 2019.

DISCUSSION:

Volunteer Program Update:

Supervisor Grant and Volunteer Coordinator O'Brien met with other local volunteer transportation providers in December and January to create a comprehensive volunteer driving operational framework. Staff are currently in the process of researching vehicles and volunteer management software options. Additional discussions regarding the operations have taken place with Area Agency on Aging regarding Caltrans 5310 funding.

The transition of the Neighbors Network of Healdsburg being managed by Senior Center staff took place in December. Coordinator O'Brien contacted all active members and invited them to an educational forum to learn about the City's volunteer programs and opportunities. This first meeting will take place on January 30th at the Senior Center at 6:30pm.

Lia Russell from SHARE Healdsburg (shared housing program) met with staff to discuss the future of the program and meeting dates to educate the public on the SHARE Program in Healdsburg. The first informational discussions will take place at the Senior Center on Tuesday, February 19th from 11am – 12pm and Wednesday, February 20th from 6:30pm - 7:30pm.

Relevancy, Diversity & Outreach Update:

The third ad-hoc subcommittee meeting was held on January 15th to discuss the values of the Senior Center, and built upon the dialogue from the November 20th meeting that focused on the vision of the Center. The meeting was an open discussion group and a whiteboard brainstorm captured the ideas shared. The next meeting will be held mid-February with a goal to create a focused value statement and discuss how the Senior Center is branded.



HEALDSBURG SENIOR CITIZEN ADVISORY COMMISSION

AGENDA ITEM:	4.b. 2019 Goals
MEETING DATE:	January 23, 2019
PREPARED BY:	Mark Themig, Community Services Director
REQUESTED ACTION:	<i>Receive a status update on 2018 Goals and discuss 2019 Goals</i>

BACKGROUND AND DISCUSSION:

Goals

The Commission has historically adopted a set of goals that guides the Commission's work in the upcoming year. These goals tend to be concepts that typically focus on policies, projects, or long-term vision. As a result, it's not uncommon for the Commission's existing goals to continue into the subsequent year.

In April 2018 the Commission adopted goals for the upcoming year. Below are the goals and current status:

1. Relevancy.

- a. Increase communication to and from, the City Council, the public at large and community organizations and institutions on issues pertaining to the needs of older adults with an emphasis on senior programs and services
 - ***The Commission has made significant progress in increasing the visibility of needs for older adults on several fronts over the past year. Examples include funding for the creation of the volunteer program including the volunteer driver program, the City's quest to receive Sonoma County's first Age-Friendly City designation, and the expansion of programs and services at the Senior Center.***
- b. Seek greater diversity in participation in the Commission
 - ***While the Commission has not specifically incorporated greater diversity into the Commission, the programs and services that the Senior Center provided over the past year have sought greater diversity.***
- c. Enhance relevancy in community through branding, signage, communication, and visibility
 - ***The Commission's Diversity and Outreach committee has held three meetings that with Friends of the Senior Center members to discuss branding of active adult and senior services. This workgroup has developed a set of values that it is refining, along with a preliminary discussion about messaging. Their work continues.***

2. Endowment Fund.

- a. Develop and adopt a project list in collaboration with the Friends of the Senior Center that would qualify for use of the funds and consider seeking authorization to change the funds requirements
 - b. Consider developing a fundraising initiative in collaboration with the Friends of the Senior Center to support the fund long-term
 - ***No additional work was undertaken on this goal in 2018.***
3. Transportation.
- a. Implement a transportation program for older adults that incorporates volunteers, for-pay/on demand services, and Sonoma County Transit Authority to help older adults maintain independence and be actively engaged in the community
 - ***The Commission made significant progress on this goal in 2018, including the following accomplishments:***
 - ✓ ***Completed the analysis of transportation options for older adults.***
 - ✓ ***Secured support and funding from City Council through the budget process to subsidize Sonoma County Transit Route 67 "Healdsburg Shuttle" making it free for everyone to ride.***
 - ✓ ***Secured support and funding from City Council through the budget process to create the Volunteer Driver Program under the umbrella of the new Volunteer Program, currently in development.***
 - ✓ ***Conducted learn-to-ride sessions for Route 67 and Sonoma County Transit and enhanced communication on Sonoma County Transit operations by having a SCT bus and information at special events.***
4. Housing.
- a. Represent housing issues for older adults through the City's Community Housing Committee, City Council, and other initiatives
 - ***Staff is finalizing an agreement with Share Sonoma to incorporate the share housing program into the new Volunteer Program.***
 - b. Develop an action plan/work plan for home maintenance projects that will assist Healdsburg's older adults staying in their homes as long as possible
 - ***Under development as part of the Volunteer Program.***
5. Diversity and Outreach.
- a. Establish a subcommittee to work with staff on ways to increase diversity in the Commission and services
 - b. Work collaboratively with other initiatives and efforts to outreach to underserved and under-represented members of our community
 - ***The Commission established the Diversity and Outreach Committee. The committee has been meeting with a primary focus on branding and messaging.***
6. Age-Friendly Community.
- a. Recommend to City Council that the City of Healdsburg pursue the designation of an Age-Friendly Community

- b. Work with Sonoma County to assess and develop an Action Plan that recognizes the positive characteristics, the barriers, and establishes a framework for implementing and monitoring improvements
- c. Receive designation as an Age-Friendly Community
 - ***The City Council supported the City's application for Age-Friendly City designation, and staff submitted the application in the fall of 2018 and is awaiting a decision. The City held an Age-Friendly kickoff event in the Plaza in October.***

As the Commission considers its goals for 2019, it may want to consider which goals should carry forward to 2019 and any new goals. The purpose of this month's discussion is to develop a preliminary list of goals, which would be brought back to your February meeting for modifications or potential adoption.

Staff has identified two potential new objectives/tasks for the Commission's consideration that could be incorporated into the goals:

- As part of the Age-Friend initiative, collaborate with other city departments to ensure that current and future projects include age-friendly features.
- Ensure that the Commission has representation in the various planning processes including, but not limited to the Park Planning, River Access, and Connectivity project and the Arts and Culture plan development.

At a future meeting following City Council appointments the Commission will also be asked to make committee assignments.

ATTACHMENTS:

2018 Commission Goals and Committee Assignments



HEALDSBURG SENIOR CITIZENS ADVISORY COMMISSION 2018 Goals and Committee Assignments

Goals

1. Relevancy.
 - a. Increase communication to and from, the City Council, the public at large and community organizations and institutions on issues pertaining to the needs of older adults with an emphasis on senior programs and services
 - b. Seek greater diversity in participation in the Commission
 - c. Enhance relevancy in community through branding, signage, communication, and visibility
2. Endowment Fund.
 - a. Develop and adopt a project list in collaboration with the Friends of the Senior Center that would qualify for use of the funds and consider seeking authorization to change the funds requirements
 - b. Consider developing a fundraising initiative in collaboration with the Friends of the Senior Center to support the fund long-term
3. Transportation.
 - a. Implement a transportation program for older adults that incorporates volunteers, for-pay/on demand services, and Sonoma County Transit Authority to help older adults maintain independence and be actively engaged in the community
4. Housing.
 - a. Represent housing issues for older adults through the City's Community Housing Committee, City Council, and other initiatives
 - b. Develop an action plan/work plan for home maintenance projects that will assist Healdsburg's older adults staying in their homes as long as possible
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Ad Hoc Committees

- | | |
|---|--|
| a. Endowment Fund: Kemp, Smith, Sullens | c. Housing: Deutsch, Hunt |
| b. Transportation: Deutsch, Moore | d. Diversity and Outreach: Hunt, Kemp, Smith |

Liaisons

- | | |
|--|---|
| a. Transportation Advisory Commission: Moore | c. Parks & Recreation Advisory Commission: Hunt |
| b. Friends of the Senior Center: Smith | |

(Adopted March 28, 2018)