



# CITY OF HEALDSBURG SENIOR CITIZENS ADVISORY COMMISSION MEETING AGENDA

City Council Chambers  
401 Grove Street, Healdsburg, CA 95448  
Phone: 707-431-3317

Meeting Date: February 26, 2020  
Time: 4:00 p.m.  
Date Posted: February 21, 2020

## 1. CALL TO ORDER

- a) Welcome to new Commissioners David Hoppes and Bob Santucci
- b) Roll Call
- c) Pledge of Allegiance
- d) Changes (Deletions) from Agenda
- e) 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 act on any requests during this comment period.*

## 3. OLD BUSINESS

- a) DASH Program Update  
*Receive an informational presentation on the DASH Volunteer Driver Program and its transition from a pilot program to an ongoing service*
- b) Endowment Fund Ad-Hoc Committee Update  
*Receive a status update from Endowment Fund ad-hoc Committee and provide feedback as desired*

## 4. NEW BUSINESS

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

- Arts and Culture Master Planning Process Update
- Parks, River Access, and Connectivity Master Planning Process Update
- Upcoming Senior Center Events & Programs

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

## 7. FUTURE AGENDA ITEMS

## 8. ADJOURNMENT

**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.

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

**October 23, 2019  
City Hall Council Chambers  
401 Grove Street, Healdsburg, CA 95448**

The Senior Citizen Advisory Commission regular meeting was called to order by 4:00 P.M.

**1. CALL TO ORDER**

**1.a. Roll Call**

Present Commissioners: Deutsch, Farkas, Fernandez, Fitzgerald, Kemp, and Sigler

Absent Commissioners: Moore

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

**1.b. Pledge of Allegiance**

**1.c. Changes (Deletions) from Agenda**

No changes made to the agenda.

Senior Citizen's Advisory Commission liaisons: Council Member Naujokas and Parks and Recreation Commissioner were in attendance.

**2. PUBLIC COMMENT**

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Naujokas shared his support regarding the Connectivity and Parks Planning processes. Council is eager to help develop and support affordable housing. The framework and public discussions are underway for the for the Strategic Planning Process.

**3. PRESENTATIONS**

**3.a. Healdsburg District Hospital Update**

*Receive an informational update from Healdsburg District Hospital*

Supervisor Grant introduced Healdsburg District Hospital's CEO, Joseph Harrington. He provided background information on how he joined the hospital, and some challenges the hospital is facing. Staff has discussed a partnership with St. Joseph's to continue to provide health services in Healdsburg. A new venture company was also discussed, it has not been approved and is at a standstill at the Attorney General's Office. The hospital currently does not meet seismic standards which are required by 2030, and the IT system is outdated and needs replacement.

Both are financial burdens to the hospital; they are looking at a corporate company to step in and assist to be able to continue with the services. Since it is very costly, they are also looking at the possibility of building a new smaller hospital. The hospital is a critical access hospital, and Medicare helps cover some of the costs. Sixty percent of their patients come from Medicare, which helps the hospital remain financially stable.

The joint venture is made up of five Adventist hospitals, and four St. Joseph's hospitals in Northern California. Most religious hospitals are required to follow certain rules that are based on ethical religious directives, by forming the joint venture they would not be required to comply with the advanced directives. Commissioners and staff thanked him for the presentation.

#### **4. OLD BUSINESS**

##### **4.a. 2019 Committee Assignments and Liaison Updates**

*Review committee assignments and consider any changes*

Themig reviewed the assignments to allow new members an opportunity to be involved in any of the roles. Fernandez will review the roles and inform the Commission of her interest at a later date. Deutsch will be stepping off the Commission and asked if anyone would be interested in taking his role on the Housing Committee; Fitzgerald volunteered.

#### **5. NEW BUSINESS**

##### **5.a. Senior Center Endowment Fund**

*Receive an informational presentation on the background and current status of Senior Center Endowment Fund*

Themig provided background information on the Senior Center Endowment Fund which was adopted by City Council in 1997. An endowment trust was created in the amount of \$40,459.18, those funds were not to be used as operating support for the Senior Center. At that time the members recommended that the money be deposited in a trust and set a \$200,000 threshold before those funds could be used. In 1998, City Council adopted a resolution to authorize Sonoma County Community Foundation to invest the funds.

In 2015, the Commission discussed efforts to help achieve the \$200,000 goal. Commission discussed plans to raise funds to reach the amount or request that Council change the rules for the fund. The fund has exceeded the goal and the balance is \$223, 273.03. Options are to continue to raise funds or identify potential projects or do both.

Staff recommends the Commission meet with Friends of the Senior Center to help develop a plan. Staff will research if there are limitations to the amount and how the funds can be spent. Commissioner Sigler suggested they form a subcommittee; she is interested in being part of that group. Diane, the Friends of the Senior Center Treasurer, inquired about the amount they would be allowed to spend and whether they would receive the full amount and if there is a service fee. Some ideas are to have additional activities geared towards seniors at the community center and feeding the aging community. Parks and Recreation Commissioner Tripathi sees an opportunity for Parks and Recreation and Senior Advisory Commissions to work together on making the parks more age-friendly for seniors. Naujokas would like to see how the funds could be maximized and sees an opportunity for the collaboration between Parks and Recreation and City Council.

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

- Arts and Culture Master Planning Process Update

Staff has been working with the Culture Group and Creative Leadership teams on the Arts and Culture Master Planning Process. The process is in the discovery phase; tours, focused discussions and community meetings have taken place. In addition, a community engagement event will be held this weekend. The Culture Group will bring preliminary recommendations and then provide a draft proposal. Fitzgerald proposed that the temporary art area at West Plaza be used, the area has been sitting idle for several months. Staff will be restoring the area with temporary art or as a planter bed.

- Parks, River Access, and Connectivity Master Planning Process Update

The Parks Design Team has about 51 members. The team has been conducted site walks, spatial analysis for the parks, and ways to improve connectivity throughout the city. The community engagement process will take place in October and November and restart in January.

- Upcoming Events

- October 26: Explorium Event, Parks/River Access/Connectivity and Arts/Culture Master Planning, Badger and Barbieri Parks 9AM – 2PM
- October 27: Día de los Muertos Event, Plaza Park 12- 6PM
- November 21: Design Healdsburg, Villa Chanticleer 4 – 8PM

### Senior Center Activities:

- 11/6 and 11/12 Medicare Talks
- 11/16 Gram's Pie Dough Making
- 11/21 Memoirs in the making gallery opening

- 11/23 Memoir on the run book reading/release party
- 11/25 Thanksgiving lunch with rotary noon
- 11/27 Thanksgiving lunch with COA
- 12/8 Senior Appreciation Dinner – Dicken’s Christmas
- 12/13 Nutcracker Ballet, SF

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

Kemp expressed excitement about the planning processes. Fitzgerald complimented City Staff for being attentive for making sure the pavement along the roundabout and the path along the railway is smooth.

A resident inquired if staff is reaching out to children in the community to allow them an opportunity for the input during the parks planning process. He was part of the Barbieri Park process and shared a family experience that his children to this day believe they helped design the park. He suggested that they provided the Commission with the facilities assessment.

**8 FUTURE AGENDA ITEMS**

Commissioners inquired about the next few meetings due to the holidays. The developer for the Comstock project would like to bring a presentation to the group, Themig will need to follow-up with the Commission once a date is confirmed.

**9. ADJOURNMENT**

There being no further business to discuss, the regular meeting adjourned at 5:07 P.M.

APPROVED:

ATTEST:

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Terry Kemp,  
Chairperson

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Mark Themig,  
Community Services Director



## HEALDSBURG SENIOR CITIZEN ADVISORY COMMISSION

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<b>AGENDA ITEM:</b>	<b>3.a DASH Volunteer Driving Program Update</b>
<b>MEETING DATE:</b>	<b>February 26, 2020</b>
<b>PREPARED BY:</b>	<b>Anna Grant, Active Adult and Senior Supervisor</b>
<b>REQUESTED ACTION:</b>	<b><i>Receive an informational presentation on the DASH Volunteer Driver Program and its transition from a pilot program to an ongoing service</i></b>

### **BACKGROUND**

The Senior Citizens Advisory Commission identified “development of a transportation program for older adults that incorporates volunteers” as one of their goals and key focus areas for 2019. On June 26, 2019 the DASH Volunteer Driving Program officially launched as a pilot program in Healdsburg. Staff identified the first 6-months of the program as a pilot period, at which point the program would be evaluated for transition into an ongoing program.

### **DISCUSSION:**

#### Summary of services:

The DASH Volunteer Program has been in operation since June 26, 2019. During that timeframe, City Staff has enrolled a total of 106 riders and 28 drivers into the program. Drivers have provided 553 rides totaling 3,825 miles and 415 hours of service to senior citizens in need of transportation within the community. Staff collected location and satisfaction data from both riders and drivers during the six-month period.

#### Destinations:

During the pilot phase of the DASH Driving Program, the majority of DASH rides have been to three main locations: medical appointments, The Healdsburg Senior Center, and shopping/errands/misc. Medical appointments totaled 300 rides. Most medical rides were to offices located outside of the City with Kaiser being the #1 destination, followed by Sutter, and lastly private doctors. The second most popular destination was the Healdsburg Senior Center with a total of 151 rides. Social, shopping and other miscellaneous errands were the final category of rides with a total of 102 such rides completed. The most common locations within this category include the bank, pharmacy and convenience stores.

#### Community Discussions and Feedback:

Supervisor Grant and Coordinator O’Brien hosted 10 public meetings on the DASH program between January 2019 and September 2019. The program was introduced to community service clubs including Healdsburg Rotary Club Noon and Sunrise and the Kiwanis club. DASH vehicles were displayed at the Tuesday Concert Series, Healdsburg Business Showcase, The Age-Friendly Picnic in the Plaza, Senior Night at the Prune Packers game, and an educational session at a local senior housing complex. Several newspaper articles and the local public access channel ran features on the DASH program as well.

Rider and driver response have been consistently positive. Rider satisfaction is very high according to the written evaluations that each rider is requested to fill out at the completion of each ride. Rider comments include gratitude for the door-thru-door service, helpful drivers, the comfortable cars, and appreciation to the City for the service. Volunteer drivers appreciate the opportunity to serve the senior community in such a direct way.

Several comments received from the public asked for out-of-town shopping (Costco and Wal-Mart specifically). Additional requests include transportation to the Sonoma County Airport and the SMART train station located at the airport.

Of the 106 enrolled riders, 52 riders are current members of the Healdsburg Senior Center, demonstrating widespread outreach efforts throughout the community have had a positive impact on ridership. Staff will focus the next year on continued outreach to seniors in the community to maximize the amount of persons who are able to utilize the service.

#### Program Evaluation:

During the pilot phase, staff made adjustments to better align program operations and community needs. Some of these changes include:

- Adding a GPS tracking system to each vehicle, which allows the Volunteer Coordinator to efficiently collect trip data and provide accurate driver arrival and departure information
- Providing services to individuals who are outside City limits but are part of the greater Healdsburg community
- Working with riders to adjust out of town appointments in order maximize driver and vehicle efficiency
- Increasing flexibility with ride scheduling as driver and vehicle availability allows

Due to the success of DASH during the first six months, the program has transitioned out of the pilot phase and into an ongoing service. Operations will continue as currently outlined, but staff will continue to monitor and make adjustments to the program in order to best suit driver and rider needs. Staff will increase public outreach in the coming year and provide status updates to the Senior Advisory Commission as the program evolves.



## HEALDSBURG SENIOR CITIZEN ADVISORY COMMISSION

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<b>AGENDA ITEM:</b>	<b>3.b Endowment Fund ad-hoc Committee Update</b>
<b>MEETING DATE:</b>	<b>February 26, 2020</b>
<b>PREPARED BY:</b>	<b>Anna Grant, Active Adult and Senior Supervisor</b>
<b>REQUESTED ACTION:</b>	<b><i>Receive a status update from the Endowment Fund ad-hoc Committee and provide feedback as desired</i></b>

### **BACKGROUND:**

The Senior Citizens Advisory Commission identified The Senior Center Endowment Fund as a focus area and one of their key goals for the current year. Goal objectives include creation of an ad-hoc committee to analyze the current state of the fund, work collaboratively with the Friends of the Senior Center, and create a vision for how the funds will be monitored, increased, and/or expended to benefit users of the Healdsburg Senior Center.

### **DISCUSSION:**

The Endowment Fund ad-hoc committee met with representatives of the Friends of the Senior Center and City staff on January 9, 2020 to review the current state of the Endowment Fund, discuss procedures and rules for distribution and expenditures of funds, and begin a conversation about the future use of the fund. During the meeting, committee members decided it would be beneficial to solicit feedback from the community on potential project ideas and member needs/wants for the future of the Senior Center in which the Endowment Fund could support.

Committee members decided on two ways to initially collect information from the community and Senior Center members. The first data collection strategy was a paper survey included in the February Senior Center Newsletter, which was distributed to 450 Senior Center members. The second collection strategy was an interactive display board located in the Senior Center Dining Room. The display boards were designed to provide users an opportunity to communicate their future improvement interests in person. The display boards also educated users about the Center's mission statement, which was adopted by Senior Citizen Advisory Commission during their July 2019 meeting.

Community members had the opportunity to provide feedback via the paper survey and/or the interactive display board from January 27 - February 14. Staff collected twenty-six paper surveys and 177 interactive display survey comments. The paper survey and interactive display board focused on programs and service enhancements as well as the opportunity to "think big" by providing feedback on long-range or legacy projects at the Senior Center.

The Endowment Fund ad-hoc committee met again on February 20 to review feedback from the community. City staff and ad-hoc committee members will continue to collaborate with the Friends of the Senior Center to discuss how the Endowment Fund can best be utilized to positively impact current

and future users of the Senior Center. The community feedback will be assembled into a detailed report and a recommended strategy for use of the Endowment Fund will be presented to the Senior Citizens Advisory Commission at a future meeting.

**ATTACHMENT:**

Endowment Fund Fact Sheet 2020

## Senior Center Endowment Fund Fact Sheet 2020

### Background

- The Marie Sparks Memorial Endowment Fund (currently the: Senior Center Endowment Fund) was established in 1997 by Resolution No. 58-97 as a result of bequeaths made to the Healdsburg Senior Center totaling \$39,376.
- The fund was established as a formal endowment, with the City Finance Director serving as the Trustee.
- The SCAC is the decision-making body for the Endowment Fund
- Rules can be considered for amendment by the Community Foundation by the request of City Council provided that the change in the rules is consistent with the rules for the donors' intent
- Minimum balance of \$200,000 to begin utilizing the funds
  - The income earnings (3.75%) can be issued as grants.

### Endowment Fund

- Fund type: Fund is a quasi-endowed (C-Type) fund
  - 100% Invested into long-term pool in May 2012
- Earnings would benefit the Healdsburg Senior Center, but not supplant normal and recurring operating support.

### Distributions

- Annual Granting amount is calculated by the Community Foundation, and based on market values. This is a payout of 3.75% of the average balance of the fund over the past 12 months.
- No grant payout will be scheduled if that payout would reduce the fund balance to less than 80% of the historic gift value, which is the unadjusted value of all gifts into a fund.
- In the unlikely event of the dissolution of the City of Healdsburg Senior Center, the fund will convert into a permanent, endowed fund of the Community Foundation

### Current Fund

- Total Fund Balance: \$223,894.40 (as of 9/30/19)
- Available for grants: \$66,324.68 (as of 9/30/19)