



CITY OF HEALDSBURG SENIOR CITIZENS ADVISORY COMMISSION REGULAR MEETING AGENDA

City Council Chambers
401 Grove Street
Healdsburg, California 95448

Meeting Date: January 25, 2023
Time: 4:00 P.M.
Date Posted: January 21, 2023

CORONAVIRUS (COVID-19) ADVISORY NOTICE

Consistent with Government Code section 54953(e), Senior Citizens Advisory Commission members will be participating in this meeting either via Zoom Webinar or in person in the Council Chamber at 401 Grove Street.

How to Observe the Meetings

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1. Go to <https://zoom.us/join> and type in the Webinar ID: 857 5410 0572 or follow this link: <https://cityofhealdsburg-org.zoom.us/j/85754100572> (Pre-registration for the meeting is not required.)
2. Fill in your full name, verify you are not a robot (if required), and click "Join".
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1. Dial 669-900-9128 or 253-215-8782 or 346-248-7799.
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To Submit Public Comment

By computer, tablet, or mobile device:

1. In the bottom center of the screen is a hand icon, click on "Raise Hand". The hand icon will place you in line to speak.
2. When it is your turn to comment, the meeting moderator will call upon you to comment. State your first name, last name, address, and comment. Each speaker will be given no more than three (3) minutes to make your comment.

SB 343 - DOCUMENTS RELATED TO OPEN SESSION AGENDAS: Any writings or documents provided to a majority of the City Parks and Recreation 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.

3. When you are done commenting, please remember to lower hand.

By phone:

1. Press *9 to raise your hand.
2. When it is your turn to comment, the meeting moderator will call the last four digits of your phone number. Press *6 to speak at that time. State your first name, last name, address, and comment. Each speaker will be given no more than three (3) minutes to make your comment.
3. At the conclusion of your comments or when three minutes has passed, the meeting host will remove your ability to talk.

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Agenda

1. CALL TO ORDER
 - a) Roll Call and Welcome New Commissioner Susan Graf and City Council Liaison Edwards
 - b) Pledge of Allegiance
 - c) Changes (Deletions) from Agenda
 - d) Approve Minutes
 - December 14, 2022 Special Meeting
2. CITY COUNCIL LIAISON REPORT
City Council Liaison Ron Edwards
3. PUBLIC COMMENT ON NON AGENDA ITEMS
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.
4. OLD BUSINESS
5. NEW BUSINESS
 - a) 2023 Commission Goals
Discuss 2023 Commission Goals
6. INFORMATION AND REPORT OF COMMUNITY SERVICES ACTIVITIES (*Staff, Information Only*)
7. COMMISSION REPORTS ON MATTERS OF INTEREST OCCURRING SINCE PREVIOUS REGULAR MEETING

8. ADJOURNMENT

Commission Members

Cindi Brown (Term Expires 1/1/24)

Linda Go (Term Expires 1/1/25)

Susan Graf (Term Expires 1/1/26)

Dave Hoppes, Chair (Term Expires 1/1/23)

Donna O'Brien, Vice Chair (Term Expires 1/1/24)

Don Taylor (Term Expires 1/1/25)

Vacant (Term Expires 1/1/24)

**CITY OF HEALDSBURG
SENIOR CITIZENS ADVISORY COMMISSION
SPECIAL MEETING MINUTES
VIA TELECONFERENCE**

**December 14, 2022
City Hall Council Chambers
401 Grove Street, Healdsburg, CA 95448**

Chair Hoppes called the Senior Citizen Advisory Commission meeting to order at 4:24 p.m.

1. CALL TO ORDER

1.a. Roll Call and Welcome New Commissioners Linda Go

Present Commissioners: Brown, Farkas, Fitzgerald, Go, Hoppes, O'Brien, and Taylor

Absent Commissioners: None

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

Incoming Commissioner, Linda Go, was introduced to the group. She is honored to be part of the group and has a deep admiration for the staff and the Commission. She looks forward to contributing to the group; she volunteers for AARP Tax Aide with Corazon Healdsburg.

1.b. Pledge of Allegiance

1.c. Changes (Deletions) from Agenda

None

1.d. Approval of Minutes

Commissioner Fitzgerald, seconded by Farkas made a motion to approve the July 27, 2022, regular meeting minutes as presented. Motion made on a voice vote. (Ayes – 7, Noes – 0)

2. RECOGNITION OF OUTGOING COMMISSIONERS

Recognition of outgoing Commissioners Jane Farkas and Mary Fitzgerald

Chair Hoppes thanked Commissioners Farkas and Fitzgerald for their service to the city and community. Director Themig and Supervisor Grant recognized the two commissioners for their work and contributions to the commission. Grant presented them with a gift and spoke about their advocacy with the dining program and ensuring the welfare of community members. Staff has

enjoyed working with them and hopes that they will continue to participate in the Center's activities.

3. PRESENTATIONS

Public safety update by Healdsburg Police Chief Matt Jenkins

Chief Jenkins provided a safety update regarding the Police Department. He shared that the PowerPoint presentation has information that is dated as data is collected at the end of the year for the department. He reviewed statistics on the number of calls they receive, charges filed, false alarm calls, and evidence numbers. They have seen a thirteen percent increase since 2020.

The department has eighteen total officers, a few are in training and others are out due to job injuries, leaving only eleven out on the field. There are four dispatchers who are currently working overtime each week, due to two vacancies.

He provided an overview on the response times, calls for service, drug related crime, homeless and gang related activity. The department transitioned to the use of Uniform Crime Reports (UCR) which is the way the FBI collects data. Overall, there is a downward trend in crime. He reviewed the crime trends for 2021 and mentioned that the department has a Community Oriented & Equity Policing Team. Their focus has been working with mental health, homelessness, non-criminal neighborhood complaints, and family and juvenile related calls.

Commissioner Fitzgerald asked if the L&M Motel will help mitigate some of the issues with the homelessness, Jenkins mentioned it will allow for the department to provide them with services. She inquired about the increase in gang tagging and activity. Themig shared that during the springtime the department sees an increase those activities. Themig thanked Jenkins and let the group know that the Community Service Department works closely with the Police Department and are appreciative of the staff.

4. PUBLIC COMMENT ON NON-AGENDA ITEMS

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 request during this comment period.

None

5. OLD BUSINESS

5.a. Senior Center Dining Program Update

Receive an update on the Senior Center dining program, The Bistro on Matheson, and discuss considerations for funding the program.

Supervisor Grant provided background information on the Senior Center Dining Program which began in April 2022. Since the program began 2,554 meals have been served to mostly Healdsburg residents and the attendance continues to grow. The program was launched with financial support from Healdsburg Forever who contributed \$50,000. Current operations for the program cost

approximately \$7,200 the current balance for the program is approximately \$24,000. She expects the program to expend of those funds by February or March.

Due to the dining program popularity staff has seen an increase in memberships and additional inquiries regarding information and resources. Grant spoke about several different options to continue the program operations.

- Reduce 3 days of operations to twice per week (approximately \$1,500)
- Increase participation fees
- Use funds from other Senior Service budget areas
- Seek external support
- Continue normal operations and allow the program to end when funds run out

Commissioners spoke about the options which included seeking additional TOT funds, contributions from organizations and individuals. O'Brien suggested adding sustainable funding as part of the Commission's goals.

Valerie White spoke about the income inequality across the country and in Healdsburg. She suggested having a tiered fee structure for those struggling financially.

5.b. Communications Ad-Hoc Committee Update

Receive an update on the Communications Initiative and next steps

In 2022, the Commission adopted a goal to increase participation and awareness with the Commission. Staff connected with Corazón's Comite to help engage the Latinx community and two Coffee with the Commissioner meetings have taken place. Plans for 2023 include additional meetings with the Commissioners featuring the City Council liaison. Staff will be looking at the best ways to share information regarding the Center's events, classes, and news. Mayor Kelley plans to hold a lunch with the seniors and there is additional desire for more meeting opportunities.

Valerie White suggested that the Commission members write short bios about themselves and have that posted on the website so that the public can learn a bit more about their background and interest in serving the community.

5.c. Latinx Engagement Ad-Hoc Committee Update

Receive an update on the Latinx Outreach and Inclusion initiative and next steps

Staff has seen a small increase in Latinx participation in the Bistro Program and a few members took advantage of the cooling center. The efforts to engage with the Latinx community include a full-time bilingual staff member, partnership with Corazón to increase awareness of the Bistro and DASH Programs and general outreach. The Senior Center Newsletter is both in English and Spanish and has been distributed to local stores and locations. Themig shared that the city entered into an agreement with Corazón that will help with outreach and engagement. O'Brien added that membership is not required to participate in programs and spoke about some of the benefits of being a member.

6. NEW BUSINESS

None

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

Senior Center Staff has been busy with meetings, potlucks, trips, and classes. The Center held its Annual Rotary Thanksgiving Lunch, Halloween, and Thanksgiving celebrations. An Antojitos Cultural Bilingual Lecture focusing on different regions and gastronomy of Mexico was held. Annual Senior Dinner held in December was a big success.

Staff has been receiving requests for low impact activities, they have seen an increase in participation with the Latinx population and the Friends of the Senior Center. On January 6th, a celebration for Día de Reyes and an Ask the Attorney session will be held. A new art display and opening reception will be taking place soon.

Themig shared that Garrett Perdigao was promoted to Recreation Manager and a new Capital Project Manager will be starting in January. The Recreation Supervisor position recruitment is in progress. The Senior Center door bid will be going to City Council at the next meeting.

Fitzgerald suggested that staff partner with the library to offer additional classes and programs that seniors would enjoy. Taylor inquired about offering scam courses and suggested staff find a way to recognize organizations for financial contributions. He was able to assist with a donation from the Masonic Lodge.

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

O'Brien shared that the Senior Dinner was very fun and a highlight for the community. It was a job well done. Hoppes attended the event for first time, shared it was a good event. Brown shared the boutique was a hit and attendees showed interest in the Center's programs.

9. ADJOURNMENT

Commissioner Taylor, seconded by Commissioner Brown made a motion to adjourn the meeting at 5:47pm. Motion made on a voice vote. (Ayes – 7, Noes – 0)

APPROVED:

ATTEST:

Dave Hoppes
Chairperson

Mark Themig,
Community Services Director



HEALDSBURG SENIOR CITIZENS ADVISORY COMMISSION

AGENDA ITEM:	5.a. 2022 Commission Goals and Projects
MEETING DATE:	January 25, 2023
PREPARED BY:	Anna Grant, Active Adult and Senior Services Supervisor Garrett Perdigao, Recreation Manager Mark Themig, Community Services Director
REQUESTED ACTION:	<i>Discuss 2023 Commission Goals</i>

BACKGROUND AND DISCUSSION:

The Commission has historically adopted a set of goals and strategies 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 is not uncommon for the Commission's existing goals to continue into the subsequent year. Some examples of Commission goals being accomplished include the following:

- Funding and implementation of the DASH volunteer driver program.
- Additional funding for programs and staffing.
- Being designated as an Age Friendly Community, the first City in Sonoma County to receive this designation
- Implementation of the Senior Center noontime dining program, the Bistro on Matheson.
- Significant support for our older adult community through the COVID-19 pandemic.

2022 Goals Review

The Commission adopted a set of goals at the January 2022 meeting, which are attached for your review. The following is an update on each of these goals.

1. Nutrition - IMPLEMENTED

Evaluate options for an on-site dining program that ensures our older adult community has access to nutritious food options throughout the year.

- *The City secured a \$50,000 grant from Healdsburg Forever to launch a pilot program to provide a noontime dining program. The program launched on April 15, 2022.*
- *With a demonstrated need and success, City Council approved \$50,000 in the FY22-23 and FY23-24 budget to continue the program.*
- *Staff is working on securing additional funding to continue the current program framework.*

2. Age-Friendly Community – LIMITED PROGRESS

Create a task force to develop the Age-Friendly Action Plan and implement age-friendly concepts across sectors of the community.

- *While the Commission did not form an actual task force, staff continues to implement age friendly concepts into programs and services on an ongoing basis when feasible. However, we have not moved the initiative out into the broader section of the community.*

3. Intergenerational Programming – LIMITED PROGRESS

Determine opportunities to create inclusive intergenerational programming including working with schools, City programs, civic groups, and other organizations.

- *Lingering COVID restrictions and concerns into the first half of 2022 limited the ability to make significant progress.*
- *An example of an opportunity implement included youth creating cards to help celebrate holidays that were distributed to senior center program participants, bistro diners, and Meals on Wheels recipients.*
- *Staff will continue to integrate intergenerational programming in the program planning and development process.*

4. Commission Engagement and Communication – IN PROCESS

Develop a strategy to increase the community’s awareness and participation with the Senior Citizens Advisory Commission.

- *The Commission held two Coffee With Commissioners in 2022, March and June.*
- *The Commission published a Commissioner Corner column in the Center Connections Newsletter April, May, June.*
- *We are currently conducting an interactive survey for Senior Center users to share their preferred method of communication and how best to engage with the Commission.*
- *Mayor Kelley will be holding a “Lunch with the Mayor” series beginning on February 15.*

5. Latinx Outreach & Inclusion – IN PROCESS

Work with community partners to identify opportunities to better engage the Latinx population in programs, events, and services.

- *Staff transitioned all print and online materials for the Senior Center newsletter, flyers and social posts into bilingual English/Spanish for all activities and events.*
- *The Senior Center hosted a Latin series including Tortilla making and regional cuisine class.*
- *The Senior Center celebrated Mexican Independence Day with monthlong celebration with supper club, traditional crafts and educational classes.*

6. Funding Strategies – PARTIALLY COMPLETED

Explore long-term funding opportunities to support Senior Center members and older adult community.

- *The Senior Center operations secured new funding for the Bistro Program, the entrance improvement project, and the return to pre-COVID programming and services.*

Potential 2023 Goals

As the Commission considers its goals for the coming year, it may want to consider which goals should carry forward from 2022 and any new goals or projects the Commission would like to introduce. Staff is offering the following goals for consideration:

- Age-Friendly Community

In being designated an Age-Friendly Community, the City has made a commitment to continue to promote planning, programs, and services that will ensure our older adult community continue to be valued and vibrant. Staff proposes that work continue on this initiative.

- **Commission Engagement and Communication**
The Commission has made progress in engagement with the community. Staff proposes that work continue on this initiative.
- **Latinx Outreach & Inclusion**
The City is actively working on diversity, equity, and inclusion throughout it's services and programs. Staff proposes that the Commission continue Latinx outreach and inclusion as a priority for the year.
- **Endowment Fund**
The future of the Senior Center endowment fund remains unclear. Staff is proposing that the Commission work over the course of the year to determine the future direction of the Endowment Fund and how proceeds should be used to support the Senior Center now and into the future.
- **Your Ideas!**
What new programs, services, or initiatives should the Commission consider for 2023?

Staff will take the Commission's feedback and direction from this discussion and formulate a proposed goals list for your consideration at the February meeting. In addition, the Commission has typically established work groups (ad-hoc committees) to work on specific initiatives. If the Commission desires to create committees again, staff would suggest discussing committee assignments to align with the commission's proposed 2023 goals.

Finally, City Council typically adopts a set of goals in the late winter/early spring. While the Commission's goals can inform this process, there may be some goals that the Council would not support, or additional goals Council would like the Commission to focus on. Staff would bring back any changes as a future update.

ATTACHMENTS:
2022 Commission Goals



HEALDSBURG SENIOR CITIZENS ADVISORY COMMISSION 2022 Goals and Committee Assignments

1. Nutrition (Committee: Brown, Farkas, Hoppes)

Evaluate options for an on-site dining program that ensures our older adult community has access to nutritious food options throughout the year.

February: Evaluate Congregate Dining Opportunities and Funding Options

April: Launch Pilot Dining Program

October: Evaluate Pilot Program and Determine Future for Long-Term program

2. Age-Friendly Community (Committee: Farkas, Fitzgerald, O'Brien)

Create a task force to develop the Age-Friendly Action Plan and implement age-friendly concepts across sectors of the community.

February: Action Plan Kick-Off Meeting

March: Community Engagement

June: Assemble Draft Action Plan

August: Commission Review

September: Submit Action Plan to AARP and WHO

3. Intergenerational Programming (Committee: TBD)

Determine opportunities to create inclusive intergenerational programming including working with schools, City programs, civic groups, and other organizations.

April: Review Current Offerings and Identify New Partners and Opportunities

May: Community Partner Meeting

June: Develop Framework and Resources Needed

September: Implement With Start of 22-23 School Year

4. Commission Engagement and Communication (Committee: O'Brien, Taylor)

Develop a strategy to increase the community's awareness and participation with the Senior Citizens Advisory Commission.

February: Review Current Communication and Identify New Outreach Opportunities

March: Joint Discussion with Commission and Council Liaisons

Future: Community Outreach & Education

5. Latinx Outreach & Inclusion (Committee: Fitzgerald, Hoppes)

Work with community partners to identify opportunities to better engage the Latinx population in programs, events, and services.

March: Review Current Communication and Identify Potential Community Partners

April: Community Stakeholder Meeting

Future: Next Steps to be Determined by Community Feedback

6. Funding Strategies (Committee: Brown, Hoppes, Taylor)

Explore long-term funding opportunities to support Senior Center members and older adult community.

March: Review Funding Opportunities Including Future TOT, Endowment Fund, Other Sources

April: Develop List of Potential Projects

July: Define Long-Term Plan and Sustainable Fundraising Strategies

September: Commission Review

(Adopted 1.26.22)