



## CITY OF HEALDSBURG SENIOR CITIZENS ADVISORY COMMISSION REGULAR MEETING AGENDA

City Council Chambers  
401 Grove Street  
Healdsburg, California 95448

Meeting Date: February 22, 2023  
Time: 4:00 P.M.  
Date Posted: February 17, 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**

To maximize public safety while maintaining transparency and public access, the Senior Citizens Advisory Commission will be using Zoom Webinar service to allow remote participation. Members of the public who only wish to watch the meeting live or recorded can do so by using the link <http://healdsburgca.igam2.com/Citizens/default.aspx> or watching it on the City's Facebook Page [www.facebook.com/cityofhealdsburg](http://www.facebook.com/cityofhealdsburg).

#### **To Watch the Meeting and Submit Public Comment as Part of the Zoom Webinar:**

To join by computer, tablet, or mobile device:

1. Go to <https://zoom.us/join> and type in the Webinar ID: 825 6455 3853 or follow this link: <https://cityofhealdsburg-org.zoom.us/j/82564553853> (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".
3. If the meeting host has started the Webinar, you should join automatically. If the meeting host has not started the Webinar, remain in the Webinar and it will start shortly.

To join by phone:

1. Dial 669-900-9128 or 253-215-8782 or 346-248-7799.
2. Enter the meeting ID: 825 6455 3853 and press # #.
3. If the meeting host has started the meeting, you should join automatically. If the meeting host has not started the meeting, remain in the meeting and it will start shortly.

#### **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.

**Americans with Disabilities Act Accommodations**

Any member of the public who needs accommodations should email Community Services at [communityservices@healdsburg.gov](mailto:communityservices@healdsburg.gov) or by calling 707-431-3301. Staff will use their best efforts to provide reasonable accommodations to provide as much accessibility as possible while also maintaining public safety in accordance with the city procedure for resolving reasonable accommodation requests. All reasonable accommodations offered will be listed on the city website at <https://www.ci.healdsburg.ca.us/406/ada---public-accessibility>.

**Agenda**

1. CALL TO ORDER
  - a) Roll Call
  - b) Pledge of Allegiance
  - c) Changes (Deletions) from Agenda
2. ELECTION OF CHAIR AND VICE CHAIR FOR 2023
3. CITY COUNCIL LIAISON REPORT  
*City Council Liaison Ron Edwards*
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 requests during this comment period.*
5. OLD BUSINESS
  - a) Communications Ad-Hoc Committee  
*Receive an update on the Communications initiative and recommendation for next steps*
  - b) Bistro Program Update  
*Receive an update on the Senior Center nutrition program financial status and discuss future operational aspects*
  - c) 2023 Commission Goals  
*Review and adopt 2023 Commission goals and consider committee assignments*
6. NEW BUSINESS

7. INFORMATION AND REPORT OF COMMUNITY SERVICES ACTIVITIES (*Staff, Information Only*)
8. COMMISSION REPORTS ON MATTERS OF INTEREST OCCURRING SINCE PREVIOUS REGULAR MEETING
9. 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)



## HEALDSBURG SENIOR CITIZEN ADVISORY COMMISSION

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<b>AGENDA ITEM:</b>	<b>5.a. Communications Ad-Hoc Committee Update</b>
<b>MEETING DATE:</b>	<b>February 22, 2023</b>
<b>PREPARED BY:</b>	<b>Anna Grant, Senior Services Supervisor</b>
<b>REQUESTED ACTION:</b>	<b><i>Receive an update on the Communications initiative and recommendation for next steps</i></b>

### **BACKGROUND:**

The Commission discussed 2022 goals at their December 2021 meeting and developed a preliminary list of goals. One of the areas identified in the goal-setting session was Commission Engagement and Communication, intending to develop a strategy to increase the community's awareness and participation with the Senior Citizens Advisory Commission.

### **DISCUSSION/ANALYSIS**

Since the goal-setting session, staff created an interactive survey for Senior Center users to participate in to help push the goal objectives forward. Over 200 comments were received in the survey and the data is being compiled for a detailed update at a future meeting.

The four questions included in the survey were:

1. How do you Currently receive information about Senior Center programs?
  - a. Newsletter
  - b. Social media
  - c. Email
  - d. Bulletin Board
  - e. Recreation Guide
  - f. Other\_\_\_\_\_
2. How would you like to receive information about Senior Center programs?
  - a. Participants wrote in their preferences.
3. How do you engage with the Senior Commission and the City Council?
  - a. I go to meetings.
  - b. I do by \_\_\_\_\_.
  - c. I don't know how.
  - d. I do not because\_\_\_\_\_.
4. Tell us one thing you want us to know?
  - a. Participants filled in their questions/statements.

Staff has begun compiling the detailed survey data. To date preliminary responses show that:

1. The main way seniors receive information on programming is by the Newsletter, followed by the bulletin boards at the Center, and the word of mouth.
2. Participants show large interest in receiving email notifications of information for the Senior Center.
3. Survey participants do not participate in Council and Commission meetings.
  - a. Multiple participants did not know that there was a Senior Citizens Advisory Commission, where they met, or if the public was invited.
  - b. Seniors who participated in the survey stated they do not attend City Council meetings because of lack of interest, or a common perception that their voices not being heard.

Staff recommends the continuation of a monthly newsletter as a communication tool and, the addition of an email communication platform to keep members abreast of events and activities occurring at the Senior Center and across the City.



## HEALDSBURG SENIOR CITIZEN ADVISORY COMMISSION

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<b>AGENDA ITEM:</b>	<b>5.b. Bistro Program Update</b>
<b>MEETING DATE:</b>	<b>February 22, 2023</b>
<b>PREPARED BY:</b>	<b>Anna Grant, Active Adult and Senior Supervisor</b>
<b>REQUESTED ACTION:</b>	<b><i>Receive an update on the Senior Center nutrition program financial status and discuss future operational aspects</i></b>

### **BACKGROUND:**

The City launched the Senior Center dining program, “The Bistro on Matheson” on April 15, 2022. The program was launched as a pilot program to gauge community interest in an onsite congregate meal program for older adults.

Since its launch on April 15, 2022 The Bistro on Matheson has served over 3,000 meals. Attendance has grown each month that the program has been in operation, and currently averages approximately 300 meals per month. The popularity of the Bistro has increased membership at the Senior Center, and volunteer participation in Senior Center programs.

The program is currently expending approximately \$7,250/month. Based on current attendance, and program popularity, the budgeted funds for The Bistro on Matheson are projected to be expended by mid-March 2023. An additional \$50,000 in funding will become available from the FY23-24 budget on July 1, 2023, with the expenses anticipated to be \$80,000 - \$90,000 for the fiscal year.

### **DISCUSSION/ANALYSIS:**

At the December 2022 Senior Citizens Advisory Commission Meeting, the Commission suggested fundraising and external financial support for the program to continue through the fiscal year. Since December, staff has developed options to cover the gap in funding by reallocating operational budget that is not anticipated to be expended.

To continue this program through FY 23-24, staff is suggesting that a larger fundraising campaign be created to fund the balance of the program through the year. Staff will provide an update on the program and discuss next steps.



## HEALDSBURG SENIOR CITIZENS ADVISORY COMMISSION

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<b>AGENDA ITEM:</b>	<b>5.c. 2023 Commission Goals</b>
<b>MEETING DATE:</b>	<b>February 22, 2023</b>
<b>PREPARED BY:</b>	<b>Mark Themig, Community Services Director</b>
<b>REQUESTED ACTION:</b>	<b><i>Review and adopt 2023 Commission goals and consider committee assignments</i></b>

### **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.

### **Proposed 2023 Goals**

The Commission considered goals for 2023 at their January meeting and proposed the following goals:

- **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. The Commission proposes that work continue on this initiative.
- **Commission Engagement and Communication**  
The Commission has made progress in engagement with the community. The Commission proposes that work continue on this initiative.
- **Latinx Outreach & Inclusion**  
The City is actively working on diversity, equity, and inclusion throughout its services and programs. The Commission proposes to continue Latinx outreach and inclusion as a priority for the year.
- **Endowment Fund**

The future of the Senior Center endowment fund remains unclear. The Commission proposes that over the course of the year it will determine the future direction of the Endowment Fund and how proceeds should be used to support the Senior Center now and into the future.

The Commission has typically established work groups (ad-hoc committees) to work on specific initiatives. If the Commission desires to create committees again, staff suggests 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:**