



SENIOR COMMISSION AGENDA REPORT

MEETING DATE May 12, 2015

ITEM NUMBER: 11a

SUBJECT: REVISION OF "THE CHRONICLE"

DATE: May 12, 2015

FROM: PARKS & COMMUNITY SERVICES / RECREATION DIVISION

PRESENTATION BY: YVETTE AGUILAR, SENIOR CENTER PROGRAM ADMINISTRATOR

FOR FURTHER INFORMATION CONTACT: YVETTE AGUILAR @ 949-645-2356

RECOMMENDATION

Staff recommends the existing monthly newsletter for the Senior Center be revised, including the layout (Attachment 1) and title. Staff recommends the title be changed to "The Buzz on 19th Street".

BACKGROUND

The current monthly newsletter title, "The Chronicle," was named by the former non-profit corporation. The layout of the newsletter has not changed in many years. In September 2014, the City assumed full responsibility of the operations and programming of the Senior Center. At that time, the Senior Center underwent renovations and programming was enhanced. In order to be consistent with the improvements and revitalization of the Senior Center, staff are proposing to improve the current newsletter by giving it a new name and overall look.

ANALYSIS

As the City begins to plan and implement new programs at the Senior Center, the existing monthly newsletter will begin to evolve to accommodate the new program/class detail. The new name and look of the newsletter will be representative of the future of the Costa Mesa Senior Center. The revised layout of the newsletter would also make information easier to read and find, and would highlight certain activities and senior center participants.

The monthly newsletter is currently distributed to individuals who are registered as a member with the Senior Center. The newsletter is generally mailed out the first week of the month. Currently, there are 1455 registered members at the Senior Center. The newsletter is mailed out to all members, and an additional 300+/- newsletters are ordered for distribution. The newsletters are disseminated at the Recreation Department, Neighborhood Community Center (NCC), Downtown Recreation Center (DRC), and the Senior Center. Beginning in June,

participants wishing to distribute newsletters on the City's behalf to local community partners may request a few newsletters from the front office to reach out to other seniors in the area.

The changes would be implemented beginning with the June 2015 issue. The revised newsletter will include:

1. Activity of the Month - Showcase new/popular classes at the Senior Center.
2. Volunteer Highlight - Recognize individuals whose volunteerism are essential to the success of the Senior Center
3. Senior Spotlight - Introduce members of the Senior Center to create a sense of community.

The update of the existing newsletter is an overall benefit with features that would encourage a sense of community by introducing volunteers and members. The highlighted class or activity would encourage program participants to be more proactive and find out about the latest addition of programs and attract new members.

FISCAL REVIEW

There is no fiscal impact as a result of the changes to the newsletter. The costs are already included in the City's budget.

LEGAL REVIEW

No legal review is required for this item.

ALTERNATIVES CONSIDERED

1. The current newsletter title, "The Chronicle," and layout could remain. The layout format would need to change eventually, however, to better accommodate the changes in programs and activities at the Senior Center.
2. The Commission could propose an alternate name.
3. The Commission could deny the recommendation and direct staff to bring this change back to the Commission at a later date for discussion.

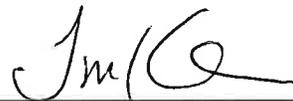
CONCLUSION

The staff recommends that the newsletter be updated and revised is an overall benefit for all members of the Costa Mesa Senior Center.



Yvette E. Aguilar

Senior Center Program Administrator



Travis M. Karlen

Recreation Manager



Tamara S. Letorneau

Assistant Chief Executive Officer

Attachment 1: Sample Front Page

COSTA MESA SENIOR CENTER
P.O. Box 1200
Costa Mesa CA 92628-1200
RETURN SERVICE REQUESTED



NEVER FORGET ★ ALWAYS HONOR

PRE MEMORIAL DAY BARBECUE

FRIDAY
May 22ND
11:30 a.m. - 1 p.m.

ENJOY
LIVE ENTERTAINMENT
Highway 91

SeniorServ lunch program meal featuring hot dogs, potato salad, Boston baked beans and watermelon. Normal SeniorServ pricing applies.

PRE-REGISTER at the front counter. Space is limited.

FOOD ★ FUN ★ FRIENDS

MOVIE MONDAY

APRIL 13: UNDER THE TUSCAN SUN

When Frances Mayes learns her husband is cheating on her from a writer to whom she gave a bad review, her life is turned upside down. In an attempt to bring her out of a deep depression, her best friend, Patti, encourages Frances to take a tour of Italy. During the trip, the new divorcee impulsively decides to purchase a rural Tuscan villa and struggles to start her life anew amid colorful local characters.



Enriching lives through HEALTH, WELLNESS, VOLUNTEERISM, and SOCIALIZATION

12:45 p.m.

APRIL 27: UPI

Carl Fredricksen, a 78-year-old balloon salesman, is about to fulfill a lifelong dream. Tying thousands of balloons to his house, he flies away to the South American wilderness. But curmudgeonly Carl's worst nightmare comes true when he discovers a little boy named Russell is a stowaway aboard the balloon-



POPCORN WILL BE PROVIDED