



SENIOR COMMISSION AGENDA REPORT

MEETING DATE September 8, 2015

ITEM NUMBER:

SUBJECT: "The Chronicle" Title Contest
DATE: September 8, 2015
FROM: Parks and Community Services/Senior Division
PRESENTATION BY: Yvette Aguilar, Senior Center Program Administrator
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RECOMMENDATION

Staff recommend the Senior Commission to direct staff to keep "The Chronicle" as the title of the monthly senior newsletter.

BACKGROUND

At the May 2015 Senior Commission meeting, staff proposed changing the title and look of the monthly newsletter. The Senior Commission directed staff to hold a contest to solicit potential titles from seniors in the community. During the month of May and June, staff accepted title suggestions from the community. In July, staff provided the Senior Commission with an all-inclusive list of titles that had been received.

Each Commissioner selected their top choice from the list provided. The following titles were selected for the ballot: Senior Center Chronicle, Senior Living, Senior Chronicle, The Banner, The Bulletin, The Chronicle, and The New Chronicle.

ANALYSIS

A ballot with the final seven titles was created and members were allowed to vote from August 6-21, 2015. The contest rules indicated that title with the most votes would be selected (Attachment 1). A total of 42 votes were cast. The results of the vote are as follows:

Senior Center Chronicle	1
Senior Living	4
Senior Chronicle	13
The Banner	1
The Bulletin	1
The Chronicle (Current)	22
The New Chronicle	0
Total Votes	42

FISCAL REVIEW

No fiscal review is required for this item.

LEGAL REVIEW

No legal review is required for this item.

ALTERNATIVES CONSIDERED

1. Senior Center Chronicle
2. Senior Living
3. Senior Chronicle
4. The Banner
5. The Bulletin
6. The New Chronicle

CONCLUSION

As indicated in the contest rules, the title with the most votes would be designated as the title for the newsletter beginning October 2015. The Senior Newsletter will continue to be called "The Chronicle."

Yvette E. Aguilar
Senior Center Program Administrator

Travis M. Karlen
Recreation Manager

Tamara S. Letourneau
Assistant Chief Executive Officer