THE CITY OF COSTA MESA
SPECIAL MEETING OF THE
SENIOR COMMISSION

June 2, 2016

The Senior Commission of the City of Costa Mesa, California met in special session at 9:00 a.m. on Thursday, June 2nd, 2016 at the Senior Center, 695 19th Street, Costa Mesa, California.

1. **Call to Order: Chair Feeney**
2. **Pledge of Allegiance: Chair Feeney**
3. **Roll Call**

Commissioners Present:	Chair Feeney Vice Chair Perry Commissioner Bauermeister Commissioner Krochman Commissioner McGlinn
Commissioners Absent:	Commissioner Healey
Staff Present:	Tamara Letourneau, Assistant CEO Justin Martin, Interim Recreation Manager Yvette Aguilar, Senior Center Program Administrator Samantha Hall, Administrative Secretary

4. **Public Comment**

None

5. **New Business**

a) Goals & Objectives

Yvette Aguilar presents presentation.

Discussion ensued on age demographics, verification of age criteria, CDBG grant funds, current percentage vs. CDBG percentage requirements, amount of members that are Costa Mesa residents, CDBG residency requirements, goal setting, and prioritization of setting goals or values first.

Commissioner McGlinn asks staff what current problems they see that need to be addressed to make the Senior Center grow.

Discussion ensued on expanding programming for the 50 – 59-year-old age range, refining existing programming and services, meeting expectations and needs of those currently being served, expansion of hours, cost per member, recruitment of volunteers, increasing membership, working with local partners, upcoming surveys, member tracking, and the current Mission Statement.

Commissioner McGlinn spoke on The National Council of Aging and the six dimensions of aging [spiritual, social, physical, emotional, intellectual, and occupational well-being], 1-year goal proposal of Job Training Referral Center to be co-located in the Senior Center, 1-year goal proposal of expanding hours at the Senior Center to increase participation in the 55 – 65 year-old age range, security and automated method for member tracking, lobby display with current/relevant info, NMUSD school/Senior Center joint programming, storytelling assistance/classes, and the Aging Mastery Program Initiative (series of ten classes) by The National Council of Aging.

Discussion ensued on which of Commissioner McGlinn's goals might be considered classes and considered as one goal, the format of the staff report regarding the Goals & Objectives, and child/senior interactions.

Commissioner Krochman spoke on the meeting format, the inability to finalize the Goals & Objectives in one session, and the need to define the niche and direction of the Senior Center.

Discussion ensued on adding evening hours, the lack of service to the 50-55 age group, the evening programs that have been offered, whether 50 year olds consider themselves seniors, an advertising strategy to that age demographic, a goal of increasing participation in that age group by 10%, whether reaching the 50 to 60-year-old age range should even be a goal, the decreased membership, key performance indicators, the reasons why the members didn't renew, [potential members] hesitation to provide the increased/required information needed for membership, the amount of members that stated the [required] form as the reason for not renewing, a goal of researching what the optimal age should be for the Senior Center, the 2.8% of seniors currently being served, the price per head, understanding the client base, why the city chose the age 50, and the initial open house roster that the [previous] 1,500 membership number derived from.

Commissioner Bauermeister spoke on his goals based on the Senior Center's mission and vision:

	Goal	Objective
1	Increase two-way communication from the Senior Center to seniors, and from the seniors to the Senior Center	How do we accomplish? Print, Social Media, etc.
2	Increase Senior Center membership by 10%	What we do for each demographic
3	Expand health and wellness opportunities by 10%	What do we do under health, what do we do under wellness

4	Increase volunteer opportunities for seniors by 10%	How we would reach that goal
5	Each Costa Mesa High School sponsor one event at the Senior Center for next year	

Vice Chair Perry spoke on meeting the needs of seniors, increasing offerings to seniors that are at the Senior Center, announcing the age requirement when reaching out to younger seniors, increasing advertising at public spaces, free banner and page in Estancia High School football program, membership sign up information in *The Chronicle, The Chronicle* in all public buildings, developing an outreach team that goes to community events, improve/expand our ability for seniors to be involved in the community, transportation to City Council meetings, City staff giving lectures explaining their job, tours of City Hall, activities that include Costa Mesa schools (ex. play previews) and active enjoyable pastimes (putting contests, bowling, softball), and more evening and weekend programs.

Chair Feeney spoke on one year goals: the estimated population per age group, the need for a 2nd bus, OCTA funding for the 2nd bus, primary purpose of the bus, bus driver denying rides, pre-arranged transport plans, events being held on different days other than Friday, request to mail *The Chronicle* two times per year to all addresses that the Recreation Guide is mailed to, the previous volunteer greeter, and a survey to be sent to all seniors.

Discussion ensued on a 2nd senior that was denied bus transport.

Chair Feeney spoke on behalf of absent Commissioner Healey's goals, requested fire drill for Senior Center, requested Costa Mesa residency count regarding membership, and recommended that the bus driver be removed from making transportation appointments.

Discussion ensued on changing the definition/age of a senior, the demographic breakdown of the 62+ age group, the cost per member, seniors potentially attending classes in the Recreation Guide rather than the Senior Center and thus their needs being met, current grant applications, grant writing as a three-year goal, requested FY 16/17 budget at July Senior Commission meeting and [a report on] generated revenue at the Senior Center.

Justin Martin spoke on the objectives presented and the adoption of goals at the July Senior Commission meeting.

Discussion ensued on city events and city booths, and a picture board.

Public Comment:

1. Charlene Ashendorf, Costa Mesa, spoke on 25 years of participation with the Senior Center, the importance of not leaving behind the 50-year-old

age group, the critical need to create a place for families, friends, and others, being relevant and part of the digital age with innovation and great hours, core values, and friends of the center.

2. Jay Humphrey, Costa Mesa, spoke on 50-year-old services, lack of information, slanted surveys, and data collection.

Discussion ensued on 'Mocktail' Party and the lack of alcohol.

6. Commissioner Comments

None.

7. Adjournment

The meeting was adjourned at 10:47 am by Chair Feeney. The next regular scheduled Commission meeting is scheduled for July 12, 2016 at 9 a.m. at the Senior Center.

Prepared by Samantha Hall
PRC Secretary

Submitted by Justin Martin
Recreation Manager