

SENIOR SERVICES COMMISSION
Minutes
Regular Meeting
October 11, 2011

The Senior Services Commission meeting was called to order by Chair Rowe at 9:03 a.m.

A. ROLL CALL

Commissioners Present: N. Rowe, A. Esparza, R. Fischer, N. Kobashigawa, Dr. D. Thibeault, L. Villareal-Yu, P. Davis

Commissioners Absent:

Staff Present: Richard Arias, Recreation Supervisor
Julie Doi, Assistant City Attorney
Marisue Eastlake, RSVP Director
Martin Erickson, City Managers Office

B. APPROVAL OF MINUTES

Commissioner Thibeault moved to approve the minutes of September 13, 2011. Commissioner Fischer seconded. Motion passed.

C. PUBLIC COMMENTS

None

D. PRESENTATIONS

Measure O Survey - Martin Erickson, Special Assistant to City Manager, reviewed the development of the Measure "O" survey and its implementation process, which began in 2008. Erickson explained the main types of surveys and purposes along with sampling numbers, which come close to actual outcomes via a small sampling of the total community. City hired Fairbanks & Associates to provide a survey which gauged community interests. The survey cost \$26,000 for a sampling survey of 400 respondents. The City utilized the Internet, mailings and community meetings to disseminate surveys. The prediction of the survey (68% approval rating) was very close to the actual results (65% approval at polls).

Erickson noted the ability to either hire a professional firm to develop the senior survey to access and rank priorities for service and or work closely with Senior Services to provide support.

Erickson was open to questions from Commissioners.

Commissioner Davis questioned the spending of \$26,000 for a professional survey and stated reluctance to pay consultant fees. Commissioner Davis felt using Internet, Channel 10 and the newspaper offered a better return on investment.

Erickson noted advantages of using a consultant, including that the consultant would sample a representative cross section of the community so the results were not coming from a limited segment of the population.

Commissioner Rowe stated obtaining meaningful information was important, but analyzing survey results was also of importance.

Commissioner Kobashigawa stated surveys could be inserted with water bills and Erickson stated the cost would be nominal and urged the Commission to make sure they target seniors with the survey.

Commissioners Davis and Fischer both stated they were opposed to spending \$26,000 to hire a consultant to help with the survey process. Commissioner Davis also feels giving surveys to caregivers and all those who interact with seniors could allow for greater results.

Commissioner Thibeault, a member of the Measure “O” Oversight Committee, also reiterated the benefit of having Karen Burnham, Assistant City Manager, on board with seniors.

Congress of California Seniors – A statewide nonprofit advocacy organization which utilizes libraries and senior centers to provide services. Edith Brown, Regional Coordinator, & Ann Reeves, Bilingual Computer Instructor, made presentation on their free computer training for seniors.

Catholic Charities of Ventura County – Pat Essef, Program Director, explained the organization’s countywide programs and services. The volunteer program “OASIS – Older Adult Services and Intervention System” was the focus of presentation, which keeps seniors independent in their own homes.

FOOD Share – Commissioner Fischer reported that FOOD Share distributed 9 million pounds of food with 30,000 people served per month. FOOD Share receives funding through grants, private donations, foundations and through holiday food drives.

Shop Ahoy – Commissioner Rowe reported the organization is currently serving 20 Oxnard homebound seniors who are provided weekly grocery shopping by volunteers.

RSVP Bone Builders – Marisue Eastlake, RSVP Director, reported on the Bone Builders Program, which is an osteoporosis exercise and education program. The program can increase bone density with proven results. The program has (76) seventy-six trained instructors who provided 5,900 hours of instruction last year.

E. OLD BUSINESS

Senior Services grant funds – Commissioners reviewed the applications received for Senior Services grant funds. They voted to make the following recommendations to the City Council for the award of these funds:

1. Among Friends – Taken off list (did not respond to request for presentation)
2. Camarillo Hospice - \$5,000
3. Caregivers Volunteers/Assisting the Elderly - \$5,000
4. Catholic Charities/Ventura County/Oasis - \$3,000
5. Congress of CA Seniors Education & Research Fund - \$3,000
6. County of Ventura Agency on Aging - \$4,000
7. Elderpride, Inc. - \$1,500
8. FOOD Share - \$7,000
9. Gold Coast Caregivers (Livingston Memorial VNA Health Corp) - \$3,000
10. Grey Law of Ventura County, Inc. - \$2,000
11. Long Term Care/Services of Ventura County Inc. - \$4,000
12. Oxnard Retired and Senior Volunteer Program (RSVP) - \$4,000
13. Oxnard Senior Garden - \$1,100
14. St. John's Regional Medical Center - \$2,000

Final Senior Services Survey – Commissioner Thibeault stated that the completed survey would go to Assistant City Manager Karen Burnham to develop a timeline. He recognized Commissioners were eager to move forward, but said there were many things in the works at once, including the survey, developing a senior master plan and potential construction, and it would all take time and had to follow protocol. He wants to invite Burnham, as the senior administrator overseeing Senior Services, to attend a meeting and share her philosophy at the next Commission meeting.

Commission will convene sub-committee to flush out and get into implementation (what, where, and how) to distribute survey.

Commissioner Davis warned against getting sidetracked by political agendas and said he was opposed to renovating the Wilson Senior Center because he said it is not retrofitted.

Safety at Senior Centers – Commissioner Kobashigawa expressed concern regarding lack of defibrillators at any senior center given that funding to purchase them was available 4-5 years ago. Richard Arias, Recreation Supervisor, explained the city’s position regarding liability and Oxnard Fire Department’s availability to respond to any emergency.

Commissioner Davis would like the city to revisit the policy of no defibrillators outside of Oxnard Fire. Arias will follow-up and report to the Commission.

Arias also shared information on the City’s participation in the Great California Shakeout, planned for October 20, 2011 at 10:20 a.m.

F. NEW BUSINESS

Update on upcoming Senior Services programs and activities – Eastlake reported on the new “Matter of Balance” programming which had 30 seniors attend the information meeting. Commissioner Kobashigawa participated was one of 20 randomly selected to participate in the first class.

The excursion program took three vans to the Chumash Casino today.

The RSVP Bone Builders Master Trainer will be here the week of October 17. She will provide a new instructors class, refresher course for current instructors and train a cadre of master trainers. Recreation/City Corps staff will videotape training. Trina Fontes, RSVP Bone Builders Coordinator, recently resigned.

The Camino Del Sol Community Garden is now open. Commissioners Kobashigawa and Rowe reported on their 30’x30’ plots. 95 plots are now taken with a waiting list for future participants. The garden has added the six seniors from the Oxnard Senior Garden waiting list.

Update on Measure “O” – Commissioner Thibeault, a member of the Measure O Oversight Committee, reported he had made a motion at their last meeting to ask the City Council to explore the feasibility of building a new senior center, and that the motion had been defeated.

Commissioner Thibeault reported the council will consider Measure “O” allotments by end of October or early November. Funding being considered for Senior Services includes \$1.5 million to rehabilitate Wilson Senior Center and \$.5 million to move the current outside restroom to the opposite side of Wilson Park

Commissioner Thibeault further said there was a need to continue involvement in the planning of the rehabilitation of the Wilson Senior Center. Arias told him the Commission would be consulted regarding needs at the center.

Commissioner Davis asked if the Measure O committee needed another senior on it so they could understand the needs of seniors more thoroughly. Commissioner Thibeault said Commissioners suggested Commissioners write letters, attend neighborhood council meetings and otherwise participate in public meetings to ensure the needs of seniors are well known.

Chair Rowe warned about overexposure and suggested Commissioners wait for any information blitz until after the Commission has made its planned presentation to the City Council.

Review current Commission goals and discuss potential future goals –
Commissioners continued this item to the next meeting.

G. SUBCOMMITTEE REPORTS/COMMISSION BUSINESS

Chair Rowe attended an Area Agency on Aging meeting in which they worked on that agency's strategic plan. It is not yet completed, but she will bring it to the Commission when it is finished.

H. FUTURE AGENDA ITEMS

Items mentioned for future agendas included further discussion of the senior survey and its distribution, discussion of Commission current and future goals and a Measure O report.

I. ADJOURNMENT

Commissioner Thibeault moved to adjourn, seconded by Commissioner Esparza. Meeting was adjourned @ 10:54 a.m.