

**WEST HOLLYWOOD SENIOR ADVISORY BOARD  
MINUTES**

WEDNESDAY, October 22, 2014

West Hollywood Library-Community Meeting Room  
625 N. San Vicente Blvd., West Hollywood, CA 90069

I. CALL TO ORDER

The meeting was called to order by Chairwoman Pat Dixon at 2:05 PM.

A. PLEDGE OF ALLEGIANCE

Rob Winrader, West Hollywood, recited the Pledge of Allegiance.

B. ROLL CALL

Members present: Esther Baum, Richard Blons, Pat Dixon, Sophia Gelman, Bernice Levin, Rita Norton, Muriel Schoichet, Lee Walkup

Members absent: Barbara Krupa

Staff present: Corey Roskin, Leslie Isenberg

C. POSTING OF THE AGENDA

Corey Roskin stated that the agenda was posted at Plummer Park, West Hollywood Park, West Hollywood Library, West Hollywood Sheriff's Station, and West Hollywood City Hall.

D. APPROVAL OF AGENDA

The agenda was unanimously approved.

II. APPROVAL OF MINUTES

The minutes of the September 24, 2014 meeting were unanimously approved with two amendments:

1. Under "VII. Items from City Staff," the date noted as October 12, 2014 will be changed to November 12, 2014

2. Under "VIII. Items from The Public," the 2<sup>nd</sup> paragraph will be changed to read as follows:

Marcy Norton, West Hollywood, mentioned the elder abuse and senior scams prevention event hosted by NCJW that the SAB will co-sponsor. She also spoke about some of the discussion that took place regarding pedestrian crosswalks in West Hollywood at the joint meeting of the Transportation Commission and Public Safety Commission on September 15<sup>th</sup>.

III. ITEMS FROM THE PUBLIC

There were no items from the public.

#### IV. ITEMS FROM SENIOR CENTER ACTIVITY PROGRAM

Nancy Desser provided the Board with a brief description of upcoming trips, lectures, and events that are being sponsored by the West Hollywood Comprehensive Service Center. She highlighted some of the upcoming activities she talked about at the previous SAB meeting.

#### V. NEW BUSINESS

A. Francisco Contreras, the City of West Hollywood's Innovation & Strategic Initiatives Manager, provided an update on the City's capitol projects (1343 N. Laurel Ave., West Hollywood Park – Phase II, Plummer Park, and the Automated Parking Garage and Community Plaza behind City Hall).

B. Toni Broaddus, Campaign Director of Compassion and Choices/Care and Choice at the End of Life, spoke about the organization and the work it does to improve care and expand choices at the end of life. In addition, one of the organization's supporters (Faye Mayo) spoke on behalf of choices she made when her husband was in the last stages of his life.

In conjunction with this item, the Senior Advisory Board voted unanimously to support a resolution sponsored by Councilmember Duran's office that will be on the next City Council agenda urging the County District Attorney to deprioritize prosecution of physicians and family members supporting death with dignity decisions of terminally ill, mentally competent individuals. The motion was made by Pat Dixon with a 2<sup>nd</sup> by Richard Blons.

C. City of West Hollywood employees Perri Goodman (Social Services and Transit Program Administrator) and Rob Winrader (Taxi Specialist) discussed proposed modification to the City's Taxi Subsidy Program. The SAB voted unanimously to support the following with a motion made by Esther Baum and seconded by Pat Dixon:

- Absorb the current "Social Services Taxi Program" into the fare subsidy program.
- Increase purchase increment from \$28 per month to \$50 per month
- Increase "cap" to \$25 per trip from \$14
- Promote a more positive experience for passengers by adopting a "Driver Recognition" Program and continually pursuing passenger complaints.

#### VI. ITEMS FROM THE BOARD

Lee Walkup reminded the SAB that November elections are coming up. He also discussed the Disability Awards month events taking place in October including the Health Screenings event and the televised meeting of the Disabilities Advisory Board featuring the presentation of the annual Disability Service Awards.

Lee also indicated that as the liaison to the Lesbian and Gay Advisory Board (LGAB), he was impressed with their last meeting where the LGAB had a very productive discussion of their goals for the coming year, how to reach their goals, budget, etc. Lee suggested that the Senior Advisory Board might want to consider doing this at an upcoming meeting.

Lee also expressed concerns that events happening in the City that create an impact should be noted in the City Calendar (e.g. the recent City of Hope event at the Pacific Design Center). He also indicated that he feels that City sponsored events should have more prominent City logo placement.

VII. ITEMS FROM CITY STAFF

Leslie Isenberg reminded the SAB of the upcoming Elder Abuse Forum sponsored by the SAB and NCJW on November 12. She also passed out a flyer with information about a series of upcoming fire safety/emergency preparedness presentations in West Hollywood for seniors, low income families, and people living with disabilities.

Corey Roskin indicated that he had a handout from Jeff Book with information about the upcoming propositions on the November ballot. In addition, he discussed with the SAB the possibility of changing the date/time for the next SAB meeting in lieu of the meeting falling so close to Thanksgiving. The SAB unanimously voted to change the meeting date/time to November 19 from Noon-2:00pm.

VIII. ITEMS FROM THE PUBLIC

Marcy Norton, West Hollywood, reiterated information about the upcoming elder abuse and senior scams prevention event at NCJW. She also spoke as liaison from the Public Safety Commission and mentioned that the Commission continues to discuss crosswalk safety and that two crosswalks off of Santa Monica Blvd. east of Fairfax will be combined to make one safer crosswalk.

XI. ADJOURNMENT

The meeting was adjourned in memory of Oscar De La Renta at 4:00 pm to the next meeting to be held on Wednesday, November 19, 2014 at Noon in the Community Room at the West Hollywood Library.



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Chairperson – Pat Dixon