

**WEST HOLLYWOOD SENIOR ADVISORY BOARD
MINUTES**

WEDNESDAY, February 23, 2011
City Hall

8300 Santa Monica Boulevard, West Hollywood 90069

I. CALL TO ORDER

The meeting was called to order at 2:03 p.m. by Chairperson Dixon.

A. PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was recited.

B. ROLL CALL

Members present: Esther Baum, Sofiya Gelman, Werner Haas, Barbara Krupa, Efim Kutz, Rita Norton, Ric Rickles, Muriel Schoichet, Mark Skibinsky

Members absent: Bernice Levin

Staff present: Daphne Dennis

C. POSTING OF THE AGENDA

Daphne Dennis stated that the agenda was posted at all the usual places.

D. PROCEDURE FOR PUBLIC COMMENT

Chairperson Dixon stated the procedure for public comment.

E. APPROVAL OF AGENDA

The agenda was approved.

II. APPROVAL OF MINUTES

The minutes of the January 26, 2011 meeting were approved.

III. ITEMS FROM THE PUBLIC

Olivia Walker, the City's new Recreation Manager, introduced herself to the Board.

IV. ITEMS FROM THE SENIOR CENTER'S ACTIVITY PROGRAM

Bernice Levin was absent from the meeting. Daphne suggested that Board members give Bernice a call if they do not have the Spotlight to refer to for trips and class information.

V. UNFINISHED BUSINESS

David Giugni reported on the recommendations of the Human Services Commission's task force on marketing and outreach. Board members recommended that person-to-person outreach be used in addition to all the traditional marketing approaches.

Perri Sloane Goodman reported on phase 1 recommendations for changes to the City's subsidized transportation programs for Seniors and people with disabilities.

Jeff Book reported on the initiative on the City's local election ballot regarding taxes on billboards and approval of tall wall signs on buildings on Santa Monica and Beverly Boulevards.

VI. NEW BUSINESS

The banking fees item was tabled to the March meeting.

Board members suggested that Christine Minihan and Helyne Meschar be invited to attend the special televised Senior Board meeting in May to discuss housing and state financing issues, respectively. Members suggested that City Channel TV be at the Health Fair to televise.

VII. ITEMS FROM CITY STAFF

Daphne Dennis reminded the Board to vote in the City election

VIII. ITEMS FROM THE BOARD

Ric Rickles reported that the parking structure dedication will be Saturday at 11. Pat Dixon reported that the Laurel Park dedication was very nice. Rita Norton attended the NCJW panel on domestic violence and it was excellent.

IX. PUBLIC COMMENT

There was no further public comment.

IX. ADJOURNMENT

The Senior Advisory Board meeting was adjourned to the next meeting to be held on Wednesday, March 23, 2011 at 2:00 p.m. in the Community Conference Room of City Hall.



Chairperson – Pat Dixon