

**WEST HOLLYWOOD SENIOR ADVISORY BOARD
MINUTES**

WEDNESDAY, March 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, Bernice Levin, Rita Norton, Ric Rickles, Muriel Schoichet, Mark Skibinsky

Members absent: None

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 February 23, 2011 meeting were approved.

III. ITEMS FROM THE PUBLIC

There were no items from the public.

IV. ITEMS FROM THE SENIOR CENTER'S ACTIVITY PROGRAM

Bernice Levin reported on the trips, lectures and special events planned for Senior Month and this quarter by the Activity Program.

V. UNFINISHED BUSINESS

Nancy Desser, new Senior Center Activity Program Director, introduced herself to the Board and indicated her interest in working with the members in her new capacity at JFS

Andrea Lovano, Social Services intern, introduced herself to the Board.

Roz Helfand announced that the 10th annual Book Fair and Library Grand Opening will be held on Saturday, October 1st. She sought ideas from the Board about ways to involve the community in the events. Members suggested putting the information in the Spotlight, holding readings with the authors who contributed to the "Senior Moments" publication, having information on the City Channel, organizing oral histories to be filmed at the Fair, holding a book sale at the Friends of the Library store.

Perri Sloane Goodman provided an update on the proposed changes to the City's transportation programs for Seniors and people living with disabilities, including standardizing the eligibility to age 62, producing a new Cityline map, expanding Dial a Ride destinations, and the possibility of conversion of the taxi program to a swipe card.

VI. NEW BUSINESS

The Board discussed the importance of checking to see what banks are charging in fees for one's accounts and asked that staff refer the issue to the Business License Commission.

Board members discussed the possibility of holding a Senior talent show as a fund raiser for the new Library.

Board members indicated interest in knowing how to support the Japanese earthquake and tsunami relief efforts.

VII. ITEMS FROM CITY STAFF

Daphne Dennis announced that the Kids' Fair will be held on Saturday, April 9 and that people could attend that and the Women's Leadership Conference!

VIII. ITEMS FROM THE BOARD

Ric Rickles reported that he attended the Government Affairs committee of the Chamber.

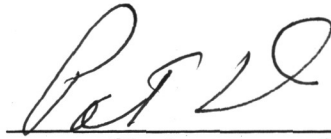
A book discussion group will begin on April 5th from 7-8:30 in the Senior Lounge at Plummer Park. The first book to be discussed will be "The Help."

IX. PUBLIC COMMENT

Marcy Norton announced the events for Women's History Month, including the Women in Leadership Awards, film screening on April 8th and Leadership Conference on April 9th, with a \$15 discounted price for Seniors. She mentioned that a shelf in the new Library can be named in someone's honor for a donation of \$150.

IX. ADJOURNMENT

The Senior Advisory Board meeting was adjourned to the next meeting to be held on Wednesday, April 27, 2011 at 2:00 p.m. in the Community Conference Room of City Hall.



Chairperson – Pat Dixon

G:\human\soc-svcs\sab\minutes03/11