

STAFF REPORT



ITEM NO. 16
CITY OF OCEANSIDE

DATE: July 16, 2008
TO: Honorable Mayor and City Councilmembers
FROM: Neighborhood Services Department
SUBJECT: **APPROVAL OF THE SENIOR CITIZENS COMMISSION FISCAL YEAR 2008-10 WORKPLAN**

SYNOPSIS

Staff and the Senior Citizens Commission recommend that the City Council approve the Senior Citizens Commission fiscal year 2008-10 Workplan.

BACKGROUND

As specified in the Senior Citizens Commission Bylaws, the Senior Citizens Commission develops a workplan for consideration and approval by the City Council. The workplan outlines objectives, tasks and guidelines for the fiscal years 2008-09 and 2009-10 respectively.

The Commission serves in an advisory capacity to the City Council, considering and making recommendations to the Council on senior citizen-related issues in the community. The Commission provides an avenue for senior citizens to express their concerns to City officials, and encourages and promotes the involvement of senior citizens in City activities.

ANALYSIS

The Senior Citizens Commission submits a workplan to the City Council for review and approval. Commission goals include hosting the annual Senior Expo on the second Saturday of October each year; participation in the development process and fundraising efforts for the El Corazon Senior Center; and the assessment of a variety of programs and services that serve to enhance the quality of life for Oceanside's senior residents for City Council consideration.

FISCAL IMPACT

The Commission does not have its own budget. There is no fiscal impact beyond the staff cost to support the Commission.

COMMISSION OR COMMITTEE REPORT

The Senior Citizens Commission unanimously approved the proposed FY 2008-10 Workplan at its May 13, 2008 meeting.

CITY ATTORNEY'S ANALYSIS

City Attorney Analysis does not apply

RECOMMENDATION

Staff and the Senior Citizens Commission recommend that the City Council approve the Senior Citizens Commission FY 2008-10 Workplan.

PREPARED BY:


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SUBMITTED BY:


Peter A. Wiess
City Manager

REVIEWED BY:

Margery Pierce, Neighborhood Services Director



Michelle Skaggs Lawrence, Deputy City Manager



Teri Ferro, Financial Services Director



Attachment: Senior Citizens Commission FY 2008-10 Workplan

SENIOR CITIZENS COMMISSION
FY 2008-2010 WORKPLAN
(JULY 1, 2008 – JUNE 30, 2010)

MISSION STATEMENT

The Senior Citizens Commission considers and makes recommendations to the City Council on senior citizen-related issues in the community. The Commission serves in an advisory capacity to the City Council.

COMPOSITION

The Commission is comprised of nine (9) regular and two (2) alternate members.

Present Commissioners:

Chair – Viessa Lyons-Ferrell
Vice Chair – Catherine Duff
Joseph Barreras
Richard Olson
James Spearman
Carl Souza
Pat Raetz
Terecita Bernal
Ann Marie Clayton
Alternate 1: Myla Hampton

PURPOSE:

Functions as set by City Council Resolution

1. Encourage and promote senior citizen involvement and participation in City activities.
2. Provide an avenue for senior citizens to express their concerns to City officials.
3. Provide input regarding senior citizen-related problems in the community.
4. Make recommendations to the City Council on issues pertaining to seniors in the community.

Goals 2008-2010 (identified by the Commission for consideration by the City Council)

1. The Senior Citizens Commission will convene adhoc committees to address areas of needs within the Senior Community of Oceanside. Each adhoc committee will develop its objectives and specific action plans. Adhoc committees 2008-2010:

Elder Abuse/Hospital/Tri-City Services to Seniors*
Outreach/Promotions
Housing
Second Senior Center
Senior Expo 2008 & 09
Transportation
Work Plan

** this does not address the Tri-City Hospital Bond information/issues*

2. Review the Senior Citizens' Center annual budget and make recommendations to the City Council on prioritization and/or funding (process begins in February 2010).
3. Maintain, update and publish the resource guide, website and write articles for Senior Spotlight created especially for Oceanside seniors through the Health & Wellness Outreach/Promotions Adhoc. Distribute information to the senior community via Commissioners, the Senior Center and all other appropriate public venues (on-going).
4. Recognize National Senior Health & Fitness Day, annually in coordination with Oceanside Senior Citizens' Center Staff.
5. Work with the Oceanside Senior Citizens' Center staff, building on the successes from the 2007 Senior Citizen Expo, to sponsor, plan and implement the next two Senior Expo in both 2008 and 2009. The adhoc committee will participate in the planning of the events as well as coordinate the overall volunteer opportunities for the Commission members.
6. Request that the City Council proclaim the 2008 and 2009 Senior Exposition dates as the eleventh and twelfth annual Senior Citizens Days in the City of Oceanside.
7. Maintain a quarterly review of the City Council Senior Transportation Task Force. Continue to ensure the Senior Commissions' lead in this effort. Request from staff that quarterly updates on all Senior Transportation services offered by the City.

8. Address senior housing needs through a housing adhoc committee and provide quarterly reports to the Senior Citizens Commission.
9. Address hospital care, services and medical response as it relates to seniors through the Elder Abuse/Tri-City/Hospital Services Adhoc Committee. The focus for the 2008-10 workplan will be to address medical services to seniors as it relates to elder abuse.
10. Continue to lead the City's effort in the development of the El Corazon Senior Center at West of Rancho Del Oro Road and North of Oceanside Boulevard through the Second Senior Center Adhoc. Ensure that the programming projection meets the future needs of seniors. Participate in the tile fundraising implementation process for additional funding for the facility. Participate in the planning and implementation of opening day ceremonies, anticipated to take place in late spring 2009.
11. Request that the City's Parks and Recreation Staff provide quarterly updates on the availability and status of senior-related funding sources and assist in Commission fundraising efforts and donation possibilities through the Division's non-profit, OPARC.
12. Ensure effective communication between Senior Citizen's Commission and City staff that impact the senior community.
13. Refer any inquiries and/or complaints made to the Senior Citizens Commission to the appropriate authority.
14. Address salient issues impacting the senior citizens community by holding a public presentation facilitated by the Elder Abuse Adhoc.
15. Work with other Senior Citizens Commissions, as appropriate, on senior-related issues.
16. Work with the Parks and Recreation Senior Services staff to enhance the public awareness, outreach, and promotion of the services for the aging population in Oceanside. Promote awareness of the commission and its purpose through the formation of an Outreach Adhoc Committee.