



## **SENIOR AFFAIRS ADVISORY BOARD**

### **Meeting Minutes**

WEDNESDAY, November 20, 2024

In Person Meeting: 12:00 p.m. – 1:30 p.m.

Location: **Park De La Cruz Community Center**  
**3901 Landis Street**  
**San Diego, CA 92107**

### **Agenda**

#### **Item 1: Call to Order**

Interim Chair Gwenmarie Hilleary Meeting called the Senior Affairs Advisory Board meeting to order at 12:04 p.m.

#### **Item 2: Roll Call**

Bob Prath, Michelle Matter, Gwenmarie Hilleary, Marissa Feliciano, Juan Sotelo, William Peetoom, Antoinette Alioto, and JB Robinson present.

Mary Scott Knolls arrived at 12:30 p.m.

Rosemary White Pope and Jacqueline Jackson absent.

#### **Item 3: Review and Approval of Minutes**

Chair Gwenmarie Hilleary introduced the item. Marissa Feliciano made a motion to approve the minutes of the October meeting. Juan Sotelo seconded the motion. The motion passed unanimously.

#### **Item 4: Discussion**

Jose Ysea, Media Services Manager for the City of San Diego Communications Department, presented on media opportunities for the Senior Affairs Advisory Board. He shared his extensive knowledge of media engagement and strategies, emphasizing the importance of having subject matter experts speak on topics relevant to aging. Jose noted that there is a high demand for content from the media in January, presenting a timely opportunity for the Board. He suggested

targeting media outlets such as KUSI and Fox 5 morning shows to cover introductory topics in aging initially, followed by more specific segments on issues like disaster preparedness or resources for older adults living alone.

Bob Prath shared that the city received a grant for traffic safety. He discussed the overrepresentation of older adults in traffic crashes and highlighted the need for targeted safety measures. Bob suggested that this could be an opportunity to consider how older adults can be better represented in safety initiatives.

Marissa Feliciano raised the question of the best way to share information and suggested that there should be a designated point person.

Jose Ysea concluded his remarks by offering to provide media training and sharing resources such as social media and the City of San Diego newsletter to promote Senior Affairs Advisory Board activities.

#### **Item 5: Staff Report**

Kristi Fenick requested that members read the code of conduct and sign an acknowledgement form. Juan Sotelo requested clarification on whether ethics training and Form 700 is required. The signed acknowledgement forms are attached to the minutes as part of the record from Mary Scott Knoll, Juan Sotelo, Gwenmarie Hilleary, Michelle Matter, Robert Prath, William Peetoom, JB Robinson, Marissa Feliciano, and Antoinette Alioto.

Kristi Fenick also shared newsletters from the Age Well Services program and requested that Board Members share with their clients. The program has received a grant from the San Diego Senior Community Foundation for “Holidays with Cheer”. Antoinette Alioto shared that JFS received a similar grant for a holiday night tour on the San Diego Trolley.

Gwenmarie Hilleary emphasized the importance of sharing emails to keep everyone in the loop and praised the group’s communication efforts.

#### **Item 6: Action - Bylaws**

The board discussed the proposed bylaws which were modeled after bylaws from the previous Senior Affairs Advisory Board. Juan Sotelo conducted an initial review input was provided by the Bylaws Committee.

Gwenmarie Hilleary requested that each section of the bylaws be reviewed. She mentioned that Articles 1 and 2 were very comprehensive but noted that some members were missing and may have comments. Key points raised during the discussion included that one-third of the Board should be comprised of members aged 60 years and older, personal politics should not influence the Board's decisions, and members should be prepared to give testimony at public hearings.

JB Robinson suggested changes to Article IV – Officers and Duties, specifically recommending the removal of the statement that the Legislative Officer will act as the Board’s primary liaison with government officials, legislators, and agencies involved in aging-related legislation. The

Board discussed the possibility of assigning a spokesperson and designating subject matter experts. Michelle Matter suggested editing the Secretary's responsibilities to remove the tasks of sending out meeting notices and filing copies of the minutes with the San Diego Office of Boards and Commissions.

Michelle Matter suggested changes to Article VI, specifically recommending the removal of the requirement that any member of the public must give prior notice to the Secretary to speak. The Board agreed that members of the public must fill out a speaker slip if they attend in person or email the Staff Liaison to have their public comment read aloud during meetings and included in the minutes.

Juan Sotelo led a discussion on Article VII, which resulted in streamlining the language describing standing committees.

There were no changes suggested to Articles VII, IX, and X. The bylaws are expected to be finalized at the December Board Meeting.

### **Item 7: Old Business – Election for Board Members**

**Election for Board Officers:** Marissa Feliciano made a motion for Bob Prath and William Peetoom to serve as the Nominating Committee. JB Robinson seconded the motion. The motion passed unanimously. The Committee will present a slate of officers for Chairman, Vice-Chairman, Secretary, and Legislative Officer at the December meeting, to be voted on in January 2025. Moving forward, the November agenda will include the selection of a Nominating Committee.

### **Item 8: New Business**

The following items were discussed:

- Marissa Feliciano suggested collaborating with Jose Ysea on developing a communications plan for the Board.
- JB Robinson will provide information on legislative action items and emphasize the importance of Members engaging with their City Council members to address relevant issues at the next Board meeting.
- William Peetoom discussed the potential for the City of San Diego to become a Blue Zone.
- Gwenmarie Hilleary suggested a formal announcement of the Senior Affairs Advisory Board Members and setting priorities for the next two years, which may include holding a special meeting for strategic planning.

### **Item 9: Action – Future Meetings**

The next meeting was scheduled for Wednesday, December 18, from 12:00 p.m. to 1:30 p.m. at Park De La Cruz Community Center. A discussion will take place at the next meeting to determine a permanent meeting location.

**Item 10: Non-Agenda Public Comment**

None.

William Peetoom made a motioned to adjourn the meeting. Bob Prath seconded the motion. The motion passed unanimously. The meeting was adjourned at 1:41 p.m.

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