Minutes
Planning Committee
Wednesday, May 20th, 2015
1:30 – 4:00 pm
6955 Foothill Blvd. Suite 300
Oakland, California

Committee Members Present:
Attendees: Karen Grimsich, Lara Calvert, Wendy Peterson, Phil Altman, Tighe Boyle, Donna Griggs-Murphy, Ruben Briones, Marlene Peterson, Deirdre Lasher, Sylvia Steadmire, Sister Answar,

Staff Present: Sarah Linville, Hollis Williams, Tracy Murray, Lillian Scheckner, John Garvey, Gerri Tablit

Guests: Allison Pratt, David Amarathitada

1. Call to Order/Welcome: Donna called meeting to order at 1:32 PM

2. Consent Calendar: Wendy asked for clarification on p 3 regarding “the committee will reconvene….” and questioned whether that meant that the committee will not meet until October. Staff clarified that the committee will continue to work through the summer and will amend the sentence to delete “reconvene.”

(M) Wendy Peterson (as amended)
(S) Karen Grimsich
Carried

3. Public Comment for items not on the Agenda: No comments

4. Alameda County Food Bank Presentation: Allison Pratt, Director of Policy and Services from Alameda County Food Bank, presented information regarding nutrition and seniors. Please see attached presentation materials. Allison noted that the Food Bank is very interested in partnering with senior service providers and is also interested in contributing to and sharing data regarding seniors and hunger. A lively question and answer period followed the presentation.

5. Vision/Issues/Goals: Staff presented a visual representation of the work of the previous month related to vision and issues. Committee members reviewed documents created through the “Wordle” application, which presents a visual cloud of word, based on the number of times particular words are used in documents. For “Vision” big picture ideas including Access, Housing & Services were represented, along with other ideas discussed. Committee members discussed the process of arriving at a vision statement. The discussion generated the following suggestions:

   - Don’t commit early
   - Give ourselves time to develop thinking
   - Don’t narrow two early.
   - It is helpful for staff to provide documents/statements for the committee to react to
- Vision should be a “compass”
- Vision should be aspiration, but real

For “Issues”, Access, Housing, & Isolation were dominant. Committee members provided feedback that other issues did not show up, but were related and/or important. For example, nutrition wasn’t highlighted through the Wordle cloud, but that may because it was on the wall during the discussion. Other observations included the following:
- seniors may not prioritize nutrition because they can’t pay the rent
- what if experts don’t think an issue is a priority, but seniors do?
- members expressed the interest in also taking time on understanding/prioritizing issues

6. Consumer Survey: Sarah provided background information regarding previous surveys and the consumer survey subcommittee’s approach to the new survey format, which follows the City of Fremont’s suggestion to use the World Health Organization’s 8 domains of healthy aging. The committee had an extended discussion and offered numerous suggestions including the following.
- Page 2, reframe to an “I” statement in the question and make sure that the answers are yes, no and unsure. Page 3. Change scale to Licher Scale and add a couple of questions re future, concerns,
- Change age from 60 to 55
- Non-serif font, larger font, increase margins, greater differentiation between rows
- P2. Rephrasing question 3 into first person perspective and changing answers to true/false
- P2. Add open ended questions re resources that respondent would like to see
- P3. Change scale to a 5 point Likert scale
- P3. Add Question re finding a healthcare providers
- P3. Revise volunteer question to determine if volunteering, or if interested in volunteering
- P3. Add question re top concerns for future
- P4. Collapse race using OMB broad race guidelines
- P4. Add primary language
- P4 Add declined to state and other for Gender and Sexuality
- P4. Current living arrangement: change myself to “no one”
- P5. Q 15 change into question form to provide more information re who drives
- Add question about how received survey

After discussion, the committee agreed to charge the consumer group survey to work with staff to incorporate suggestions where possible and complete the consumer survey. Staff committed to working with survey members and to provide copies of the finished document to the next meeting.

7. Next Steps: The committee discussed taking a break in June but decided that it was important to keep momentum. Next meeting date: Wednesday, June 17, 2015.