

City of Culver City, California
Agenda Item Report

Meeting Date: <u>05/03/11</u>		Item Number: <u>A-4</u>	
PRCS COMMISSION AGENDA ITEM: Discussion Regarding the Presentation, "ELDER ABUSE: How It Affects You, Your Family and Your Neighbors," on the June 7, 2011 Parks, Recreation and Community Services Commission Meeting Agenda.			
Contact Person/Dept.: Dan Hernandez, PRCS Director		Phone Number: (310) 253-6655	
Fiscal Impact: Yes ☐ No ☒		General Fund: Yes ☐ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☐	
Public Notification: (Email) Meetings and Agendas – Parks, Recreation and Community Services Commission (04/28/11).			
Department Approval: Dan Hernandez (04/27/11)		City Attorney Approval: N/A	
Chief Financial Officer Approval: N/A		City Manager Approval: N/A	
<u>RECOMMENDATION:</u> Staff recommends that the Parks, Recreation and Community Services (PRCS) Commission discuss the presentation, "ELDER ABUSE: How It Affects You, Your Family and Your Neighbors," on the June 7, 2011 Commission Meeting Agenda and make recommendations as deemed appropriate. <u>BACKGROUND:</u> On October 21, 2010 the members of the Human Relations Subcommittee, Commissioners Daly Redholtz and Greene, met with Acting PRCS Director Pam Robinson to discuss various Human Relations related topics. At that meeting, the members of the Subcommittee agreed that it is important that the PRCS Commission take a proactive stance in imparting information and education to the public on human relations related issues of relevance to the community. It was determined that the Human Relations Subcommittee would present a report to the PRCS Commission at the next meeting and recommend options for hosting a Human Relations related event and/or program. At the February 1, 2011 PRCS Commission meeting, a "Words Matter" presentation was hosted by the Commission, with Dr. Sikivu Hutchinson joining Dr. Earl Ofari Hutchinson as a presenter. The general consensus of the Commission was that the "Words Matter" presentation was an informative and valuable experience that laid an excellent foundation for other human relations related presentations to follow.			

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At the March 1, 2011 PRCS Commission meeting, Commissioner Daly Redholtz announced that the Human Relations Subcommittee would meet before the April 5, 2011 Commission meeting to consider topics for a human relations related presentation at an upcoming meeting. On March 30, 2011 the Human Relations Subcommittee and staff discussed on the following points, subject to the support of the full PRCS Commission:

- The Commission will host a presentation on Elder Abuse at the June meeting
- The presenters table will be angled so the audience and commission can see them
- Commissioner Daly Redholtz will make arrangement with the presenter
- Commissioner Daly Redholtz will ask Commissioner Stuart to create the flyer
- The PRCS Sr. Management Analyst will do email blast noticing the presentation and attach the flyer
- PRCS staff will post the flyer at various park/site locations
- The Senior and Social Services Manager will route the flyer to other service providers

At the April 5, 2011 meeting, the Commission took action to agendize the presentation, "ELDER ABUSE: How It Affects You, Your Family and Your Neighbors," by Ernie Powell, Senior Manager of Advocacy / AARP California, on the June 7, 2011 Commission Meeting Agenda.

Public Outreach

The flyer for the presentation was emailed to staff on April 21, 2011. On that same day, an email announcement with the flyer attached was sent via GovDelivery, the City's automated email system, to 2,548 subscribers. The announcement and flyer were posted in two prominent places on the City's website on Monday, April 24, 2011. The Commission was informed via email of the following plans for additional public outreach:

- Staff will send additional emails on May 9th and May 30th encouraging both the community and City staff to attend the presentation.
- Staff will post the flyer at Parks and Recreation facilities and City Hall during the week of May 9th, to remain posted until the day after the meeting.
- The Senior and Social Services Manager will be notifying his contacts about the presentation.
- The June 7, 2011 PRCS Commission Meeting Agenda containing this item will be noticed on June 2nd.

DISCUSSION:

This Agenda Item has been prepared to give the PRCS Commission the opportunity to discuss and make recommendations regarding the "Elder Abuse" presentation to be held at the June 7, 2011 Commission meeting.

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FISCAL ANALYSIS:

There is no fiscal impact associated with the discussion of this Agenda Item. If the "Elder Abuse" presentation is conducted in a manner similar to "Words Matter," it is expected that costs to the City associated with the presentation will be nominal and thus will be absorbed by the current PRCS Department budget.

MOTIONS:

That the Parks, Recreation and Community Services Commission:

1. Discuss the presentation, "ELDER ABUSE: How It Affects You, Your Family and Your Neighbors," on the June 7, 2011 Commission Meeting Agenda; and,
2. Make recommendations as deemed appropriate.