

**City of Millbrae**  
**Senior Advisory Committee**  
**Work Plan**  
**Fiscal Years 2025-2027**





# **Senior Advisory Committee**

## **Work Plan**

### **Fiscal Years 2025-2027**

**Chairperson:** Rochelle Mullen

**Vice Chair:** Vinita J. Ghosh

**Members:** Mary Ellen Pellegrini  
Mimi Lee  
Mimi Lin  
Patrick Cheng  
Marlene McBride

**Vacancies:** Alternate (1)

# I. Vision, Mission, and Values

## **The Vision Statement**

Enhancing the quality of life in our community, providing great services, encouraging community engagement, fostering economic growth, and embracing cultural diversity in a safe environment.

## **The Mission Statement**

The mission of the Committee is to advocate for and assist the City Council in providing creative and meaningful activities and services for older individuals and groups.

### Committee Duties and Goals:

1. To advise the City Council regarding activities, services, and volunteer community opportunities for older individuals and groups in Millbrae.
2. To provide and encourage opportunities to perform voluntary community service and disseminate information regarding available resources.
3. Enhance the community's quality of life.
4. To focus on the dissemination of information and advocacy regarding:
  - a. Recommended services for older adults in the areas of health information and referral, volunteer services, counseling, outreach to the home-bound, recreation, education, and other needed services;
  - b. Coordinate and strengthen public support for seniors and the multipurpose Community Center;
  - c. Formulate and recommend plans to assist in meeting the critical needs of older adults and adults with disabilities;
  - d. Provide a channel for the dissemination of information regarding senior programs, activities, and services;
  - e. Coordinate inter-generational activities, programs, and services.
5. To act as liaison with City organizations as follows:
  - a. To provide input to other City Commissions and Committees with respect to matters pertaining to older adults as may affect the City of Millbrae;
  - b. Establish an effective liaison with the Parks and Recreation Commission, Youth Advisory Committee, and the Community Enhancement Advisory Committee.
6. To act in concert with the City Council as follows:
  - a. The Committee shall perform such other duties as may be assigned to it by the City Council; and
  - b. No acts of the Committee shall be contrary to the established policy of the Council.

## **The Values Statement**

1. All meetings shall be conducted in a courteous, professional, and efficient manner, and all persons in attendance shall comport themselves in a manner befitting the proceedings.
2. Speaking without the Chair's permission or speaking out of turn in the course of any discussion is not acceptable and may be ruled out of order.
3. Obscene language or gestures, excessively loud tones, personal attacks, or any other threatening speech or actions are not acceptable and shall be ruled out of order.
4. Repetitive or unduly argumentative testimony or discussion is not acceptable and may be ruled out of order.

## **II. Achievements for FY 2024-2025**

1. Supported staff in publishing and distributing bi-monthly “Seniorline.”
2. Formed the task force to create and complete the Age-Friendly Action Plan for City Council approval.
3. Enhanced a database to facilitate birthday/wellness calls and sent monthly emails of matters concerning seniors.
4. Received and disseminated information from various senior organizations (i.e. Self-Help for the Elderly, Friendly Voices, San Mateo County Transit District (Senior Mobility Guide), San Mateo County Older Adult Committee and AARP via the Millbrae Seniorline.)
5. Support Monthly Senior Lunches which grew in numbers, with the largest being 130 when coordinated with Self Help for the Elderly.
6. Participated in City events.
7. Partnered with the San Mateo Journal in hosting the Millbrae Senior Showcase.
8. Maintained Senior Stories and expanded to now include Show and Tell.
9. Supported Recreation Staff in a selection of new programs. i.e. Bad Dad Jokes and Coffee, Walking in Millbrae, Movie Day, Bingo Night.

## III. Fiscal Year Work Plan

### ***Task 1 – Advisory Body to the City Council***

As an ongoing activity, serve as the recommending body for matters defined in Resolution No. 16-37.

**Timeline:** On-going

**Cost Estimate:** Staff time, services, and supplies budget for copying, noticing, and materials and supplies.

**Participants:** Senior Advisory Committee members

**Staff Role:** Provide support and liaison to the Senior Advisory Committee

### ***Task 2 – Promote Communication with Senior Community***

- Support staff in publishing and distributing bi-monthly “Seniorline.”
- Maintain a database of senior operations to facilitate monthly birthday/wellness calls/informational emails and distribution of matters concerning seniors. Facilitate outreach to bilingual citizens via communication. Continue the Senior Stories program.
- Support the San Mateo Daily Journal in the Senior Showcase annually by providing space in the Millbrae Recreation Center. The Senior Advisory Committee will hold a booth at the event to promote Millbrae Recreation activities for seniors.

**Timeline:** On-going

**Cost Estimate:** The Seniorline is part of the annual Recreation Department budget. There is no fiscal impact for the San Mateo Daily Journal Senior Showcase beyond room usage.

**Staff Lead:** Joanna Hafter

### ***Task 3 – Programs and Fees***

As an ongoing activity, review and make recommendations to the Parks and Recreation Commission and Recreation Staff for review by the City Council for Parks and Recreation operation and programming.

**Timeline:** On-going

**Cost Estimate:** No direct cost

**Primary Lead:** Rochelle Mullen

**Secondary Lead:** Vinita Ghosh

**Staff Lead:** Joanna Hafter

Work with Recreation Staff as needed to maintain the success of Senior Luncheon as an ongoing monthly activity.

**Timeline:** On-going; Second Tuesday monthly

**Cost Estimate:** The monthly senior lunches are funded by donations and Recreation annual budget.

**Primary Lead:** Rochelle Mullen

**Secondary Lead:** Vinita Ghosh

**Staff Lead:** Joanna Hafter

Allow up to 4 non-profits a year who wish to present information to seniors, the use of rooms at the Millbrae Recreation Center based on availability (except Great Hall on weekends) after review and SAC approval.

**Timeline:** One per quarter once approached by relevant non-profits.

**Cost Estimate:** Room usage at the Millbrae Recreation Center, but no direct cost.

**Primary Lead:** Rochelle Mullen

**Secondary Lead:** Vinita Ghosh

**Staff Lead:** Joanna Hafter

#### ***Task 4 – Build Relationships with Local Senior Organizations***

- Connect with local senior organizations to build relationships and increase communication and outreach within the senior community.
- Maintain relationship and provide support with Self-Help for the Elderly and investigate the feasibility of attending the San Mateo County older adults committee.

**Timeline:** On-going

**Cost Estimate:** No direct fiscal impact.

**Primary Lead:** Rochelle Mullen

**Secondary Lead:** Vinita Ghosh

**Staff Lead:** Joanna Hafter

#### ***Task 5 – Participate in joint activities with the Youth Advisory Committee based on their workplan.***

- Examples of joint programs will be tech classes and trivia nights.
- Work toward building a stronger relationship and sharing information.

**Timeline:** On-going

**Cost Estimate:** Costs are part of the Youth Advisory Committee approved budget.

**Primary Lead:** Rochelle Mullen

**Secondary Lead:** Vinita Ghosh

**Staff Lead:** Joanna Hafter

#### ***Task 6 – Age Friendly Certification***

- Continue collaboration with the City of Millbrae and their various city departments as well as the Millbrae Library to implement the Age-Friendly Action Plan.
- Reach out to CAFE to assist in implementing plan.

**Timeline:** On-going

**Cost Estimate:** Staff time and services approved as part specific department's annual budget.

**Primary Lead:** Rochelle Mullen

**Secondary Lead:** Vinita Ghosh

**Staff Lead:** Joanna Hafter