



**CICA** California In-Home Supportive  
Services Consumer Alliance

Strategic Planning Meeting Minutes from January 21-22, 2011  
San Diego Public Library, Allied Gardens Branch

**1. Call to Order – Friday, January 21**

Meeting was called to order by Cindy Calderon at 10:05AM.

**2. Welcome and Introductions**

**Members Present**

Shirley & Tiffany Adams, Southern Region  
Cindy Calderon, Northern Region  
Tim Davis, Mountain/Valley Region  
Janet Heinritz-Canterbury, Southern Region  
Chris Otero, Treasurer  
William Reed, Northern Region  
Michelle Rousey, Central Region  
Sandy Varga, Southern Region  
Janie Whiteford, President  
Lawrence Zynda, Southern Region

**CICA Support Staff**

Amy Olsen, CICA Administration  
John Stansbury, Consultant

**3. 2010 Conference Review**

- Amy gave a review on conference feedback. Specific need for training of presenters and more CICA/consumer speaker participation. Great feedback on certification session, but need to establish what we sell, give away, etc.
- Sandy asked for scanned copies of the session feedback from the fraud session.
- It was decided that the conference would be tabled due to a more urgent need to discuss the current California budget proposals. We should know by end of February whether AC's will be funded again. Possibility of doing the conference every other year instead.

**4. California Budget Proposal**

- Janie did a review on the budget proposal.
- Janie commented that the fight needs to be on the budgetary mode – not the philosophical mode. Need to show the costs involved.
- Sandy commented that this is a county issue. It's not time for everyone to go and talk with their BOS.

- Cindy said that on the call consumers are looking to CICA for talking points and a direction on the proposal.
- Talking points - No matter what happens, AC's provide a needed and robust consumer voice so that you can hear and listen so that it can inform the decisions that you make so you know how much harm you will be doing to people.
- CICA needs a committee that writes letters and forms talking points and language representing the orgs position.

**TALKING POINTS DECIDED:**

1. CICA represents a needed and robust consumer voice that informs the decisions that you make and how they affect people receiving services.
2. Make the 12% cut real with examples. Need statistic on cost. For example, if Sue has a provider that comes on Monday, Wed, Fri (used to come five days a week but is now cut to three days due to cuts in service) and therefore wound care is only done three days a week by the provider. The other four days, Sue has to go to emergency room or wound care clinic. This is going to cost (\$). Sue's doctor visits have been cut to 10 visits a year. If the wound is untreated and leads to sepsis, then Sue is looking at hospital stay. Give your own example as well.
3. Losing money for family member or roommate forces the provider to go back into the workforce and the consumer has no provider. 2) The potential intimidation of force on the roommate or family member ...
4. Utilizes the bare minimum of allowable visits. If 450,000 consumers go to the doctor to get certified for participation in IHSS at \$100 per visit, cost equates to \$... Social worker is already trained to do it and the doctors do not know what the home environment or living situation is.
5. Go back to #1 – loss of consumer voice. Newsletter sponsored by AC for education and information. Urgent care/emergency registry which was initiated from consumer input and Advisory Committee, has saved much money for counties and states. For example, Sandy was hospitalized for 22 days, 12 in ICU. Bill was \$154,000. This was due to providers now showing up for two days. Could have been avoided. Medi-Cal cuts – wrap up everything

John will draft a document. And bring tomorrow for review. Committee will be Janie, Cindy, Janet, Chris, Michelle. John will work toward 2 pages plus an appendix of examples.

**Strategy**

1. Have Regional VP's call all of the contacts at AC's in their region and disseminate talking points. Make sure the AC member commits to call their fellow AC members – not wait until the next meeting.
2. Janie will disseminate talking points to CICA allies.
3. William will distribute to UDW
4. Cindy will get to CUHW and CFILC.
5. Give people a strategy of what to do with the talking points once the person has them.
6. Regional VP's will put together what they can in terms of phone meetings or regional meetings for training. Karen Keeslar and Mary Tinker would receive feedback from AC's and legislators for them to take back to legislators.

## 5. CICA Goals

The main goal focused on was saving the Advisory Committees.

- Need to get unions and other allies together to put all of their resources behind saving the program.
- Janie will meet with SEIU 521, Cindy doing Loretta at CUDW and CFILC, William meeting with UDW, Janet contacting Lafonsa Butler, will meet with specific union leaders with specific instructions on what we want them to do.
- Need to partner with groups that have resources to do a lot of outreach.
- Need to make sure there is a stronger consumer voice at the table in strategic meetings and hearings. Janie committed to contacting Deborah Doctor, Karen Keeslar, Deb Roth and finding out how we can get into the meetings.
- Target 10-12 legislators statewide to influence. Janet will put together a packet of instructions. People arrange meetings with targeted legislators, fills out feedback form after the meeting, then turns in to Janet after. This all needs to be preceded by training the people who will be doing the meetings to they know how to do it.
- Need to have a few sentence message of what to have them say.
- Tactics
  - (1) Targeted meetings
  - (2) Call in days – Feb. 14 for valentine’s day
  - (3) AC MEETINGS WITH LEGISLATORS

## 6. Budget Update

It was agreed to send invoices out NOW for 2011/2012 fiscal year. Amy reviewed the projected budget for the year on where we are to projections.

## 7. CICA Vision Statement

- 1) Discussion was presented around coming up with a vision statement for CICA. It was discussed that CICA will need to look at whether they exist with or without AC’s. Vision statement need was presented to be able solicit funding and easily present the organization.
  - CICA envisions a world in which its citizens have the opportunity to participate in a full and empowered manner in their community and the world no matter their age or disability and encourages a broad range of community based services that allow this to happen.
  - Language subcommittee will massage the vision statement and present to the full committee.

## 8. Membership Topics

- 1) How to increase Membership benefits
  - Now have Emeritus membership, \$25 each; consumer membership \$25; provider membership \$25.
- 2) How to get more \$ from the membership
- 3) Website Space
- 4) **Handbook**
  - **Need to revise the consumer handbook to take out the reference to a form at the back and include the stories from San Francisco.**
  - **Delete phone numbers from EC contacts**

- **Include counties within each region under the contact information.**

5) Target Counties

**9. Day One Adjournment**

Meeting adjourned at 4:00pm.

**10. Day Two Call to Order**

The meeting was called to order at 10:10am by Cindy Calderon.

**11. CICA Administration Revisions**

1) Election Process- Term Limits Officers

- Discussion took place about the bylaws and term limits. Change was made to by-laws to allow for up to 3 regional vice presidents per region but no term limits.

**12. Subcommittee Reports**

Reports were made on activity to date by subcommittees.

- Legislative training day subcommittee (will continue).
  - (a) Cindy and Janie and Melissa will work on this committee. Date is May 26. Michelle is on committee.
  - (b) Need to get the venue asap.
  - (c) Cindy chairing the committee
  - (d) Shirley and Tiffany will be on the committee
- Finance committee stays the same. Chris is the chair.
- Development
  - (1) Membership Cindy staying on as chair and reported on booklet. Lawrence will remain on the committee
- Grant committee – Janie’s son will research grant potentials.
  - (a) John Stansbury will work with Janet on grant options.
- Newsletter – Tim Davis joined as member, Sandy is chair and will call the meeting
- Conference committee – not determined if we are doing the conference yet. Sandy joined the committee. Lawrence joined the committee.
- Best Practices – John, Lawrence, Janie. Janie has sent an outline already.
- Policies and Procedures – Chris still acting chair

**13. 2011 Regional Training Plans**

- Setting this aside until we know what is happening with the budget.
- Janet had a proposal for regional meetings. Need to train people in organizing, strategic thinking, public speaking. The main idea is to have a common topic that everyone needs to know and have one person who goes to each region delivering the training.

**14. Adjournment**

Day two adjourned at 2pm.

*Submitted by Amy Olsen*