



SENIOR COMMISSION AGENDA REPORT

MEETING DATE July 14, 2015

ITEM NUMBER: 6a

SUBJECT: "The Chronicle" Title Contest
DATE: July 14, 2015
FROM: Parks and Community Services/Senior Division
PRESENTATION BY: Yvette Aguilar, Senior Center Program Administrator
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RECOMMENDATION

Staff recommend the Senior Commission direct staff to create ballot for final selection of monthly newsletter.

BACKGROUND

The Costa Mesa Senior Center, in response to senior residents' request, held a contest through June 30, 2015 to suggest changes for the title of the existing newsletter

ANALYSIS

The contest began June 1-June 30, 2015. A total of 33 entries were submitted, with a total of 19 different title suggestions. The list of suggested titles, with an explanation for the selection of the title, is attached (Attachment 1).

As stated in the contest rules, each commissioner will be allowed to select one (1) title from the list (Attachment 2).

FISCAL REVIEW

No fiscal review is required for this item.

LEGAL REVIEW

No legal review is required for this item.

ALTERNATIVES CONSIDERED

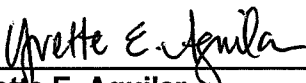
To include the following titles suggested by staff on the ballot:

1. The Buzz on 19th Street – The title is contemporary, and lends to the idea that there’s always something going on at the Costa Mesa Senior Center (on 19th Street).
2. The Breeze – The title gives the illusion of a free, fun, and light environment.
3. The Golden Gazette – The title is indicative of a “golden” age and time in one’s life, and ties in nicely with the newsletter.

CONCLUSION

Staff recommend the Senior Commission direct staff to release ballot to the Costa Mesa Senior Center members to vote on the title for the monthly newsletter. Furthermore, staff are seeking direction from the Senior Commission to determine which titles should be on the ballot from all submitted suggestions.

- Attachments:
1. Contest Rules
 2. Suggested titles for existing newsletter



Yvette E. Aguilar
Senior Center Program Administrator



Travis M. Karlen
Recreation Manager

EXTRA! EXTRA! Read all about it!

“The Chronicle” Monthly Newsletter Contest Rules

Per the direction of the Senior Commission, we are having a contest to determine the new title of the Senior Center monthly newsletter. If you have a suggestion on a title for the newsletter, please following the instructions below.

The following outlines the contest rules and how the contest will be held to ensure fairness and efficiency in selecting the new title:

1. Beginning June 2015, participants will be allowed to share their suggestions by filling out a form (below) requiring they fill out their name, contact number, suggested title, and reason for their suggested title. Only entries with complete information will be accepted. **Entries missing any of the information listed will not be accepted.**
2. Entries for title suggestions will be taken until Tuesday, June 30, 2015, 4 p.m. Entries will not be accepted after this deadline.
3. All suggested titles will be shared with the commissioners at the Tuesday, July 14, 2015 Senior Commission meeting. During this meeting, each commissioner will be allowed to select one (1) entry as their top pick.
4. After each commissioner selects their top pick for the newsletter title, the titles will all be put on a ballot for final selection, along with the option to keep the existing title, “The Chronicle.” The minimum number of entries that can be placed on the ballot is two (2), and the maximum number of entries that can be placed on the ballot is eight (8).
5. Beginning Monday, August 3, 2015, 8 a.m. through Friday, August 21, 2015, 4 p.m., members of the Costa Mesa Senior Center will be allowed to request a ballot for voting. Members will need to check in with staff and provide their name to staff for check-in. Staff will then provide the member with a ballot. All ballots will be counted after the Friday, August 21, 2015 deadline.

The ballot will include the selected titles by the commissioners, along with artwork, and the option to keep the existing title, “The Chronicle.” The final title and artwork will be selected based on the highest number of votes received for any one (1) title and artwork. The final selected title will be presented at the Tuesday, September 9, 2015 Senior Committee meeting. In the event of a tie, the final selections will be taken to the Senior Commission at the Tuesday, September 9, 2015 meeting, where the commission will vote on the final title of the newsletter.

6. The new newsletter title, with updated artwork, will debut October 2015.

Official Entry Submission for “The Chronicle” Title Change

Participant’s Name: _____ Contact Phone Number: _____

Suggested Title: _____

Reason for Suggested Title: _____

Suggested Title	Reason
Bulletin	It "shoots" the news to all
Costa Mesa Chronicle	There's an old adage..."If it ain't broke, don't fix it." I love your logo and the red, white, and blue print. Adding the name Costa Mesa above the name "Chronicle" identifies the City while retaining the name "Chronicle." It sounds phonetic and There are nine letters in each word.
Costa Mesa Senior Community Calendar	Clear, concise, and says exactly what it is
Costa Mesa Seniors "Round Up"	A friendly place to meet friendly people
Costa Mesa Spectrum	Our center and its newsletter offers a broad spectrum of activities, classes, seminars, etc., for socialization, health and fun!
Giddy Up and Go	You have to get yourself up and go and get out.
Heritage	Because heritage is what seniors will leave behind us, it's our inheritance to the world we leave behind. No matter who you are, color, nation or religious believe you have. It's our past and other's beginning.
My Home, Your Home	The Senior Center - it's for me home away from home.
Prospects	Prospects means a looking forward. Prospects menas outlook for the future. California connection: Prospects came for gold.
Senior Chronicle	It is recognizable as belonging to the Senior Center, and people won't think it's trash and not throw it out.

<p style="text-align: center;">Senior Living</p>	<p>Seniors need reasons to get out of their four walls.</p>
<p style="text-align: center;">The "New" Chronicle</p>	<p>"Chronicle" describes the events at the Senior Center appropriately - without prejudice, inclusively, and worthy of attention. The Senior Center needs to be serious about its new name!</p>
<p style="text-align: center;">The Banner</p>	<p>In replica with our theme, "Proud Senior."</p>
<p style="text-align: center;">The Bulletin</p>	<p>It's pertinent to what the paper provides, is self-explanatory, bridges age groups, and hopefully will be a recognition term 15-20 years from now. Also, it will fit on the front in the same space</p>
<p style="text-align: center;">The Chronicle</p>	<p>It is the perfect name. It covers everything. It is like a newspaper. Covers travel, fitness, workshops, arts, etc.</p> <p>Remain the same as Costa Mesa residents recognize it.</p> <p>No change needed.</p> <p>I like it. Keep it the same chronicle.</p> <p>It has always been called, "The Chronicle." It could be confusing for seniors if changed.</p> <p>It describes our current and future events.</p> <p>Keep it the same! Too many changes now - we volunteered for 20 years would like some things to stay the same. I'm 81 years old, volunteered for 15+ years.</p> <p>I'm happy with the present title - can't think of a better title.</p> <p>There have been too many changes and everyone (me) is used to this. No busy bee.</p> <p>I like the present name.</p>

The Chronicle/The Senior Chronicle	Leave as is or change to "The Senior Chronicle"
The Chronicle/The Senior Chronicle	I like the name, we don't need a change
The Eagles	Because eagles sore, they are the USA bird and the most elegant bird in the whole world. They take care of their own and it's in the Bible many times.
The Friendliest Senior Center	Because it is true. I haven't met anyone, volunteer or staff nor security that isn't friendly. Where as other senior centers I've been to not as friendly.
The Geysers Guide	Guess!
The Golden Age	Our galaxy has only one sun. Therefore everything has two sides: bright and dark, positive/negative, including our human nature. Being old, the same. Let's focuse on the bright side. It's trully a "Golden Age."
Time Piece	Dictionary definition: To keep time with great accuracy