

- The IHSSAC Report to the Community has been sent to all Providers and Recipients on the program. Connie Muller reported she has received confirmation from community members that the report was received.

LEGISLATIVE UPDATE

- The budget was approved by the legislature. There was a cut to APS monies, over \$12 million dollars were vetoed, which causes a big impact at the county level. Egon Stammer explained that these monies have been flat for quite a few years, so the costs of doing business have continued to increase, but funding has not.
- Jeff reported on bills that have been “enrolled”. This means the bills have passed both houses, and are waiting to be signed by the governor. The following are enrolled:
- AB8 – Healthcare Reform (Nunez). It is expected that the governor will veto this bill and re-group, presenting another bill to the legislature. This bill would require employers to contribute up to 7.5% of payroll to health insurance. This would impact Public Authorities, and result in an approximately \$1.2 million dollar increase to overall health care costs.
- SB945 – NOA to Providers (Notice “Lite”). This bill would require IHSS Providers be notified of any changes to the hours authorized for Recipients they care for.
- AB182 – Standardized Training for Public Authorities. This would require all Public Authorities to offer a core curriculum of training.
- AB1674 – IHSS 5 County Pilot Project. This allowed counties to decide whether to offer IHSS registry services through the Public Authority or a contracting agency.
- SB434 was HELD – this was the bill requesting the State increase participation in wages and benefits to a maximum of \$15.35 and contribute additional monies to the health insurance pool.
- SB692 was HELD – this was the bill regarding Criminal Background Checks for non-IHSS providers. Non-IHSS participants could have access to fingerprinting and background checks through the Public Authorities for a reasonable fee.

COMMUNITY MARKETING UPDATE

- A handout was given to community members of the ad that was suggested for outreach. The ad focuses on Advisory Committee membership. Connie Muller recommended the \$30 amount be taken off the ad, but Kenny felt it should stay. Connie also suggested putting on the ad that transportation is available. Committee agreed that transportation item should be added, and the rest of ad was approved as is.
- Jeff reported that the StART bus transit is willing to place the committee ads inside the buses for free, but the committee would have to pay the production costs for the ad. The committee felt this was a good means of advertising, and approved placement.
- Jeff reviewed the handout regarding pricing for different types of advertising in the community. The committee decided that interior ads on MAX buses would be a good means of advertising.
- The committee discussed the benefits of mailing a postcard directly to IHSS participants. Kenny recommended using NetPost for any mass mailings to the community. Kenny will spearhead the design for a postcard, and get further information and pricing regarding NetPost.
- Connie Muller suggested the bus bench would be a better means of advertising to our target audience than the bus exteriors. She suggested using the same ad presented, but cutting the second paragraph. Other members expressed an interest in this, and requested Jeff re-work the ad for the bus benches, and return with more information at the next meeting.
- Connie made a motion to approve interior bus ads for StART and MAX, Rose seconded, motion passed.
- Connie made a motion to send a postcard to IHSS Recipients and Providers once a design is finished (using the lowest postage costs available to us). Jose Acosta seconded the motion, motion passed.

RETREAT PLANNING

- Jennifer presented three options for meeting locations. The committee voted and approved Appetez restaurant in Modesto. The committee agreed that the retreat should be scheduled for January 12th from 10am to 3pm. Jennifer will confirm the date and time with the restaurant, and reserve the space if it is available.
- Jeff requested input on the agenda for the retreat. Suggestions included: Action Items for the upcoming year, review of ad responses (that are now in progress), and either a new member introduction portion or a new member outreach portion, depending on success of ad campaign. Committee members will discuss retreat topics and logistics in depth next month.

GENERAL UPDATE

- Kenny reported that using the DRS departments at Stan State and MJC would be a great place to advertise committee membership. He stated students may be able to get college credits for participating.

Meeting adjourned @ 1:56 PM,
Jennifer DeSanto, Recorder

IHSS AC Ad Costs 9-07

Type	Length of Ad	Approx. Cost	Description	15 day cost
Newspapers				
Turlock Journal	Daily Rate	\$425	1/4 page ad, (Approx. \$3000 for 7 days) Published 2x per week	\$6,375
Ceres Courier	Daily Rate	\$205	1/4 page ad, (Approx. \$3000 for 14 days) Published Weds.	\$3,075
Manteca Bulletin	Daily Rate	\$205	1/4 page ad, (Approx. \$3000 for 14 days) Published daily	\$3,075
Oakdale Leader	Daily Rate	\$135	1/4 page ad, (Approx. \$3000 for 22 days) Published Weds.	\$2,025
Escalon Times	Daily Rate	\$100	1/4 page ad, (Approx. \$3000 for 30 days) Published Weds.	\$1,500
Riverbank News	Daily Rate	\$100	1/4 page ad, (Approx. \$3000 for 30 days) Published Weds.	\$1,500
Patterson Irrigator	Daily Rate	\$155	1/4 page ad, (Approx. \$3000 for 19 days) Published 2x per week	\$2,325
Modesto Bee	Sunday	\$2,500	1/4 page Classified section ad (non-"Modular")	\$37,500
Modesto Bee	Sunday	\$1,725	1/4 page Classified ad (Modular"-will run within a 30 day period, not a set date)	\$25,875
Modesto Bee	M-Sat	\$1,725	1/4 page Classified ad (quote doesn't specify if Modular or not)	\$25,875
Modesto Bee	Daily	\$500	1/8 page in "Life" section, standby (within 30 days)	\$7,500
Modesto Bee	Sunday	\$650	1/8 page in "Life" section, set date	\$9,750
Modesto Bee	M-F	\$620	1/8 page in "Life" section, set date	\$9,300
Penny Saver	Weekly	\$1,344	1/4 page ad, 300,000 circulation (All of Stanislaus, and some bordering towns)	\$2,600
Sporting Events				
Modesto Nuts	Outdoor Field	\$5,750	9x18 ad board on the fence by the field, installation included (not production)	
<i>*All quotes are for the season, Apr. through Aug/Sept.</i>	Scoreboard	\$7,500	Requires 3 year commitment, is on lower part of scoreboard by pitch count	
	1/2 Inning	\$2,000	"Sponsor" half an inning, where logo only is displayed at each game for 1/2 inning	
	Concourse	\$3,750	Displayed near concession stand	
	Ramp Runner	\$2,500	Displayed on ramps to field	
	Print Ads		Full color, full page in program \$4000, 1/2 page \$2000	
Other Media				
Radio Ads	3 months	\$4500-\$5000	60-75 60 second spots per month, professional voice production	
Billboard	Monthly	\$675	In Oakdale, one time production and installation fee of \$660	
Billboard	Monthly	\$500	On Hwy 132/Maze near Hwy 99, one time fee of \$355	
Billboard	Monthly	\$1500-1800	On Hwy 99, one time production fee of approx. \$1400 depending on board	
			12 mo. contract, breakable w/30 day notice. Will give 3 mos. free with 12 month contract (15 mo. total) Cost for "board" ad is one time of approx. \$140 depending on complexity. Churning is free.	
Bus Bench	Monthly	\$75		
Bus Ads Interior	Monthly	\$300	11x17 Ads run in 50 buses for this one fee. Dittos will do ads for all buses for under \$100	
Bus Ad Exterior	3 months	\$5,000	8 buses, "King Display" on drivers side, includes production and install	
Bus Ad Exterior	3 months	\$4,050	8 buses, "Queen Display" on curb side, includes production and install	
Bus Ad Exterior	3 months	\$3,360	8 buses, "Tail Display" on back of bus, includes production and install	
Postcards	1 mailing		Mailing of 8,000 postcards w/labels (postage would be \$2080 @ .26 ea)	

*Note bus advertisers recommend running ads in English & Spanish. Many will allow both with no additional fee.

**Want to make a Difference in your Community?
Get involved with the In-Home Supportive Services
Advisory Committee!**

Committee members make recommendations to the Stanislaus County Board of Supervisors about the In-Home Supportive Services program. By joining, you can help make a difference for the elderly and disabled members of our community.



The Committee meets the second Friday of each month, and is open to the public. Members are paid a \$30 stipend for each meeting they attend. Call us at 558-4787 for more information.



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