

STATE OF NEW YORK

1170

2007-2008 Regular Sessions

IN ASSEMBLY

(Prefiled)

January 3, 2007

Introduced by M. of A. GUNTHER, AUBERTINE, LIFTON, LUPARDO -- read once and referred to the Committee on Aging

AN ACT to amend the elder law, in relation to establishing a program to encourage retirees to make their homes in New York state

The People of the State of New York, represented in Senate and Assembly, do enact as follows:

1 Section 1. The elder law is amended by adding a new section 209-a to
2 read as follows:

3 § 209-a. New York certified retirement community program. 1. For the
4 purposes of this section, "certified retirement community" shall mean
5 any city, town, village, or portion thereof, that contains or has
6 conveniently available those amenities that are of particular need or
7 interest to persons who are retired or who plan to retire, and has been
8 so designated by the director of the office for the aging. Such desig-
9 nation shall be for a duration of not less than five years, and may be
10 renewed thereafter by making application to such director.

11 2. The director of the office for the aging shall, within such office,
12 establish a New York certified retirement community program. The purpose
13 of such program shall be to:

14 (a) promote the cities, towns, villages and portions thereof as
15 retirement destinations to retirees and prospective retirees, for
16 purposes of community and economic development, and as a means of
17 enriching the state and its communities; and

18 (b) assist such cities, towns, villages and portions thereof in
19 providing amenities that retirees would find attractive.

20 3. The director of the office for the aging shall adopt rules and
21 regulations providing for the manner in which a city, town, village or
22 portion thereof may be designated and retain its status as a certified
23 retirement community. When adopting such rules and regulations, such
24 director shall consult with the department of economic development, the

EXPLANATION--Matter in italics (underscored) is new; matter in brackets
[-] is old law to be omitted.

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1 department of health, the division of housing and community renewal, the
2 New York state tourism council and other appropriate agencies.

3 4. In order to be designated as a certified retirement program pursu-
4 ant to this section, the governing body of a city, town or village shall
5 submit an application, upon such form as shall be established therefor
6 by the director of the office for the aging, accompanied by a resolution

7 of such body stating its intent to be certified as a retirement communi-
8 ty, together with supporting data that shall state the ability of the
9 community to provide such amenities as adult education, employment
10 opportunities, shopping, recreation, cultural opportunities, safety,
11 transportation, housing, and a continuum of health care, assisted living
12 and community-based services appropriate to retirees.

13 5. Upon designation of a city, town, village or portion thereof as a
14 certified retirement community, the city, town, village or portion ther-
15 eof shall establish a retirement community steering committee and not
16 less than four subcommittees as follows:

17 (a) a "community amenities subcommittee", which shall develop a port-
18 folio containing an unbiased inventory of community amenities as
19 provided in this section;

20 (b) a "community relations/fundraising subcommittee" which shall raise
21 funds required to conduct the program, organize special events, and
22 promote and coordinate the program with local entities;

23 (c) a "marketing and promotion subcommittee" which shall develop a
24 marketing plan, and coordinate advertising and public relations; and

25 (d) an "ambassadors subcommittee" which shall maintain contact with
26 prospective retirees, respond to inquiries from such prospects, log
27 contacts made, provide tours and invite prospects to special community
28 events.

29 6. Upon being designated as a certified retirement community, the
30 director of the office for the aging shall, within funds appropriated to
31 the New York certified retirement community program, provide such commu-
32 nity such ongoing assistance as:

33 (a) training of local staff and volunteers;

34 (b) oversight and guidance in marketing, and updating on national
35 retirement trends;

36 (c) promoting the community through inclusion in the state's national
37 advertising and public relations campaigns, travel show promotions and
38 on appropriate state Internet web sites; and

39 (d) financial assistance for brochures, support material and advertis-
40 ing.

41 7. The director of the office for the aging shall include in the annu-
42 al report of such office, an update on the designation and status of
43 certified retirement communities within the state.

44 8. The director of the office for the aging may seek and shall be
45 entitled to receive from other state agencies such assistance as may be
46 required to perform such director's duties pursuant to this section.

47 § 2. This act shall take effect on the first of July of the calendar
48 year next succeeding the year in which it shall have become a law.