

## COMMISSION ON AGING MEETING MINUTES

**Tuesday, October 5, 2010**

**Stoughton Room, Stoughton Area Senior Center**

**Present:** Edna Cloutier, Kelli Krcma, Don Mix, Mary Onsager, Jeanne Schwass-Long, David Sharpe, Betty Thompson Larry Weiss

**Staff Present:** Cindy McGlynn, Hollee Camacho

**Absent & Excused:** David Bacon, Kay Davis, Carol Heidenway, Charlotte Snow

**Call to order:** J. Schwass-Long called the meeting to order at 10:00 AM.

### **Minutes of September 7, 2010:**

Moved by D. Mix and, seconded by K. Krcma, to approve minutes; passed unanimously.

### **Compliments & Concerns:**

- Thanks to Ruby Cabibbo for bringing in biscotti!
- Parking lot construction seems to be right on target; should be complete by end of month.
- Flu shots (110) lower than usual at our site this year due mainly to multiple sites in the area.

### **Director Comments: Cindy McGlynn**

- **Early Dismissal:** C. McGlynn and H. Camacho will leave early to attend a funeral.
- **Medicare Part D:** open enrollment begins Nov. 15. Many plans, such as Dean Rx are discontinuing; of the 40 current plans in the State, about 25 will be available after the 15<sup>th</sup>.
- **Student Intern:** We now have a social work graduate student intern (Natalie Raemisch) to assist us until May! Natalie is accompanying case managers with some of their visits and providing intake for new referrals; she will be also be assisting our Case Managers and their clients with Medicare Part D; the Dane Co. Disaster Assistance Registry and is considering a class project that will give the Center a lasting change.
- **Senior Expo:** The Senior Center will have a booth at the Senior Expo October 13, 2010; Lisa Resch from the Magic Root, LLC will share our space to provide free chair massages.
- **Volunteers:** Hollee Camacho has been taking on the bulk of the responsibilities of volunteer coordination. Finding the proper placement and training for new volunteers is a time-consuming feat on top of her normal responsibilities. The plans from the Strategic Plan are vital to help make this job more effective and efficient.
- **Fundraiser:** Information is available downstairs for next travel opportunity to Amsterdam, Coast of Norway, and Arctic Circle. Fourteen-day trip beginning in July for \$314/day/person to include food, shelter, and travel. A percentage of the cost of trip benefits the Senior Center.

### **Assistant Director Comments: Hollee Camacho**

- **Medicare Part D:** two volunteers have been trained by CWAG staff to assist clients with navigating the medicare.gov website. Staff will be holding talks near the plans open enrollment date (Nov. 15) to provide more information; watch newsletter for details.
- **Volunteers:** students are beginning to accumulate community service hours for school.
  - A student from MATC is assisting in the kitchen; has started a walking group; is completing our volunteer job descriptions; and will interview volunteers for a new piece highlighting volunteers for the newsletter.
  - A UW-School of Ed. graduate student is documenting our resource room inventory and may provide health topic info. sessions.

- An alternative high school student will begin cleaning our loan closet equipment weekly.
- **Veterans Affairs On-Site:** Tom Hay, a representative from the County VA office now offers office hours at the Senior Center on Fridays. He has a full schedule; appointments needed.
- **Coming up:** Living Well with Chronic Conditions class, Talks on Timebank & Legal Docs.

**Strategic Plan Presentation:** Bill Rizzo, Dane County UW-Extension Office

- The Senior Center Planning Committee was most enjoyable and fun to work with; members were experienced with strategic planning and “always on the ball.” The group met 5 times in beginning in June 2010.
- Reviewed the final report:
  - Stakeholder Analysis –conducted seven focus groups with communities of interest (i.e. aging network, local business, City government, frail elderly, newly-retired, SASC volunteers & School District) & identified 6 issues/themes needing focus in the community.
    1. Perception/Image: SASC caters primarily to individuals of Norwegian decent and to “old people” where the word “old” tended to have a negative connotation.
    2. Outreach to Towns: many didn’t know about SASC (or knew very little) and/or faced barriers (i.e. lack of info, misinformation, lack of access to transportation) which made it difficult or impossible to use the SASC.
    3. Program Needs/Assessment: diversity among potential rural (non-City) constituents were increasing, reflecting a number of unmet needs that were linked to issues such as age, race/ethnicity, new roles some people are finding themselves in (parenting their grandchildren) and need for education to help use computers/email.
    4. Volunteerism: clear that there’s a great need to increase SASC volunteers; Center would benefit from engaging existing volunteers more to learn what they need to stay motivated and how to more effectively reach out to potential volunteers in the community.
    5. Emerging Issues/Challenges: declining revenues; need to generate programs that are relevant to emerging, diverse populations; impact of computer technology and teaching seniors how to use to increase life quality
    6. Collaboration: many untapped opportunities exist across SASC service area for collaboration (Churches, schools, other senior centers, nursing and assisted living facilities, service clubs, etc.) to reduce program choice, reduce or avoid program duplication, increase program quality and participation, and reduce program cost.
  - Mission & Mandates –brief discussion resulted in decision not to make changes.
  - Identified 5 Strategic Issues
    1. What do we need to do to maintain financial stability?
    2. What do we need to do to become more effective in our outreach efforts?
    3. What do we need to do to expand our pool of volunteers?
    4. What do we need to do to attract a more diverse younger-older adult population?
    5. What do we need to do to begin and expand collaborative activities?
  - Strategy Development: priority strategy initiatives and action ideas were generated for each strategic issue (five pages of report reflect this work).
  - Implementation Planning: Cindy will assign action plans to COA committees and SASC staff for work to begin now through the next three years.
- C. McGlynn extended her thanks to Bill for his fantastic leadership. She is confident the Committee learned a lot and has identified the key issues needing priority and staff focus.
- D. Sharpe asked if it is the COA’s role to oversee that the actions get done, which C. McGlynn replied with yes; SASC will prioritize and assign the new action plans to COA Committees to do the bulk of the work.

### **Budget Update: Cindy McGlynn**

- The Mayor has proposed a 2.82% increase in next year's budget; which is below the allowable 3% increase within the levy limit. The budget must be adopted by early November.
- City Council is not happy with the 2.8% increase, which amounts to \$24/year/person tax increase. Instead they are talking about \$200,000 cut to personnel.
- Cuts to our department would mean a complete change to our services.
- The next City Council meeting is October 12, 2010; no date has been set for a public hearing.
- It has been a stressful time for department heads to consistently be told to be more efficient with an ever-increasing amount of work.
- C. McGlynn says she is embarrassed that the Center is not run as well as last year after having lost two positions last year; staff struggle with finding time to recruit new volunteers and the attention time that current volunteers deserve.
- C. McGlynn feels staff are overworked and feel stressed because they want to do a better job, but don't have the time that's necessary.
- L. Weiss, as an alderman, would have liked to have accepted the budget a month ago. He stated it's stupid, arrogant position for the City Council member to feel they understand the work Dept. Heads better than they do; it's a prime example of micro-managing. He feels the majority of City Council feel the same way.
- L. Weiss announced it's on the table to perform a study on staff and services. He suggests we wait for the results instead of cutting staff before we know it's appropriate.
- D. Sharpe suggests that everyone email their alderpersons or Tim Carter, President of City Council. He added paying \$4/month to maintain current services isn't asking much of taxpayers. Older adults would be worse served if lost services. He commends our Dept. Heads for stepping up to the plate and working off a budget that was already lean.
- Seniors are encouraged to send letters or emails to City Council members, and to attend the next public hearing.

**COMMITTEE REPORTS:** Committees will resume meetings once staff assign action plans.

### **Closing Announcements:**

**J. Schwass-Long:** Questioned when there would be more meetings about Township costs.

C. McGlynn is available speak to Townships about the incremental increase to the funding formula.

**M. Onsager:** schools are continuing to decorate placemats for Center's meal site.

**J. Schwass-Long:** Cooking class with the developmentally delayed population is going well.

**Meeting Adjourned:** Moved E. Cloutier, seconded by M. Onsager to adjourn the meeting. Carried unanimously. Meeting adjourned at 10:53 AM by J. Schwass-Long

**Next Meeting: Tuesday, November 2, 2010 at 10:00 a.m**