

COMMISSION ON AGING MEETING MINUTES

Tuesday, March 7, 2017

Stoughton Room, Stoughton Area Senior Center

Present: Bob Barnett, Ros Gausman, Lou Havlik, Nancy Hoffman, Dennis Kittleson, Don Mix, Faith Schuck, Jeanne Schwass-Long, David Sharpe, Charlotte Snow, Sue Wollin

Staff Present: Cindy McGlynn, Hollee Camacho

Absent & Excused: Mary Onsager

Introductions: Welcomed our newest members

Faith Schuck, representing Pleasant Springs and Sue Wollin, representing Rutland

Call to order: J. Schwass-Long called the meeting to order at 11:00 AM.

February Minutes: Moved by D. Mix, seconded by L. Havlik to approve; passed unanimously.

Director Comments

- The Wisconsin Association of Senior Centers (WASC) Spring Training is April 21 in Appleton. All COA members are encouraged to go. If you would like to attend, fill out the registration form (handed out and emailed) and give to Cindy. Some form of car pooling is planned.
- The old canoe rack and one of the docks have been removed to make room for new river rock. A new 2-tier canoe rack will be installed and we'll also purchase some kayaks.
- Erin Bleck, our new full-time Case Manager will begin March 14.
- Our other new employees are working well.
- Kelly Janda, our only current long-term Case Manager has been in charge of training and doing great. To ease the training process, we still have a 2-week waiting list for new clients.

Marketing Plan: COA reviewed the Public Relations Committee's revisions to the plan:

- Updates to description of services and amenities
- Increase in current population statistics
- Noted we've been reaccredited every five years since 2001, and we are only one of 4 nationally accredited senior centers in the State.
- Updated the current trends to include an increase in the complexity of services (i.e. mental health, dementia, chronic conditions, alcohol and other drug abuse), in number of frail living in community for longer years, and role of caregivers has increased.
- 1200 newsletters are printed monthly; Facebook has 236 likes, feature stories vary, and will add the Hub's online calendar and outdoor digital sign to the list of media types.
- **J. Schwass-Long motioned to approve and C. Snow seconded to approve the plan as updated; and with the amendments to the Other Opportunities section of adding "Civic Groups" and changing religious activities to "Faith Communities."**

COA Action Plan 1.3: COA discussed how a combined accreditation/strategic process will look

- We are due for national re-accreditation in 2018; this will entail a 12-member committee comprised of various people from the community (from City, Townships, schools,

businesses, etc) and at least three COA members. The committee should be set to begin meeting twice/month by this Fall.

- Instead of two 5-year alternating processes, it was decided to piggyback the re-accreditation process with the strategic plan going forward. Once next year's accreditation process is complete the COA will evaluate whether any new action plans should be added to this combined 5-year plan.
- The next 5-year cycle (in 2023 or 2024), will likely be more in-depth with more focus groups and/or additional committee members.

Committee Reports: Once committees have put together their action plans, Cindy asks members to bring them to share and make sure there are no overlaps with other committees.

Evaluation: Hollee Camacho

Next meeting: TBD

- Thanks for COA members email feedback on the online survey.
- The survey link will be ready to go public: www.surveymonkey.com/r/SASCSurvey
- COA members are encouraged to take the survey again so their responses are tallied.
- It will be in the *Yahara Senior News*, our website, Facebook page, the City's *Tower Times* in April, the Town of Dunn's next newsletter, as well as the other Town's websites.

Public Relations: Nan Hoffman

Next meeting: April 4, 10AM (before COA)

- Reviewed the Marketing Plan once more this morning.
- Discussed ways to enhance exposure of our events on Facebook; will look into adding our events to the Chamber calendar if we can find a volunteer to assist.
- Considering requesting help from the high school with our logo as a contest.
- Updating the Friendly Visitor brochure

Fund Development: Lou Havlik

Next meeting: March 21, 10AM

- Looking at working with Chorus to host two fundraising events/year; will have committees for each event. Also, Viking Brew Pub may still help with an Oktoberfest-type fundraiser.
- Updating a separate planned giving brochure to give to agencies that help with wills, etc., also considering an envelope option for funeral homes.
- Discussed how past fundraisers during Syttende Mai were not lucrative and difficult with so many volunteers busy helping in other areas of town. However, we will continue to encourage and consider new ideas.

Volunteer: Dave Sharpe

Next meeting: Thursday 9:30AM

- Devised a separate survey to evaluate different groups of Senior Center volunteers; Hollee distributed one for all COA members to complete based on their volunteer work on COA. Please leave completed surveys at the front desk.
- Beginning to review/update/downsize the Volunteer Handbook.

Program: Jeanne Schwass-Long

Next meeting: TBD

- Created and prioritized eight action plans; distributed and will also be emails.

Committees, as you complete your action plans, please email them to Hollee to input in one list.

Legislative Update: Cindy will email handouts from WASC's Legislative Committee on Medicaid Block Grants, which speculate whether they will lessen the amount of funding that goes to programs like Family Care and Senior Care. No decisions have been made. Contacts are on the forms if you would like more information.

Meeting Adjourned: Moved by L. Havlik, seconded by D. Sharpe to adjourn the meeting. Carried unanimously. Meeting adjourned at 12:00 PM.

Next Meeting: Tuesday, April 4 at 11:00 AM