

COMMISSION ON AGING MEETING MINUTES

Tuesday, June 6, 2017

Stoughton Room, Stoughton Area Senior Center

Present: Bob Barnett, Roz Gausman, Lou Havlik, Nancy Hoffman, Mary Onsager, Faith Schuck, Jeanne Schwass-Long, David Sharpe

Staff Present: Cindy McGlynn, Hollee Camacho

Absent & Excused: Dennis Kittleson, Don Mix, Charlotte Snow, Sue Wollin

Call to order: J. Schwass-Long called the meeting to order at 11:03 AM.

Elections of COA Officers:

- **Chair:** Motion by D. Sharpe to re-elect **Jeanne Schwass-Long**, seconded by B. Barnett; carried unanimously. (A motion was also made by L. Havlik to nominate Nan Hoffman. However, Nan voiced hesitancy to accept this year.)
- **Vice Chair:** Motion by N. Hoffman to elect **Lou Havlik**, seconded by B. Barnett; carried unanimously. (A motion was also made and withdrawn by B. Barnett to nominate Nan Hoffman.)

April Minutes: J. Schwass-Long reviewed two typos. Moved by B. Barnett, seconded by R. Gausman to approve minutes as amended; passed unanimously.

Director Comments

- The Senior Center's riverfront is complete; the canoe rack is coming soon. Canoes are only available for renting during the Center's open hours Monday- Friday 8:00 AM-4:30 PM.
- This September we are slated to begin the NCOA re-accreditation process. Already Cindy has received some suggestions for Accreditation Committee members, but is still on the lookout for interested folks. We like to have COA members on the Committee, especially new COA members. It is a great way to learn about what we do by going through the 9 standard's worksheets. The 6-9 month process entails monthly meetings or more depending on the committee/standard sections with which you are involved. Cindy hopes for a large enough group (12-15 people) so tasks can be split.
- Senior Center staff received official "Dementia Friendly" training in March. Through a partnership between the Center, Stoughton Library, Stoughton Hospital and other members of the Stoughton Dementia Friendly Coalition, Stoughton now has its own Memory Café. Thirteen attended the first group in May. Group meets 1st Tues. 9:30-11:30am at the Library.
- The ad-hoc Fundraising Committee is looking at the cost of venues to provide a couple of fun events to raise awareness and money. They are looking to charge at the door, offer 50/50 raffles, and general donations. No big speeches, but informational pieces around the room.
- Cindy asked for advice on the ideas she received for a new Senior Center logo. COA discussed that it will need more Senior Center representation. The group likes the idea of having the Senior Center building along the River, with oaks instead of pines (to represent Stoughton's Oak Opening) and perhaps stalks of corn (to represent rural areas), and for the City Hall Clocktower (City's logo) to either be more in the background or below near the

word Stoughton (to represent how we're a department of the City). Cindy will email COA the new drafts as soon as they are available. Brochures are on hold until the logo is determined.

- Distributed the Annual Report and service statistic breakdowns by participant residency and age. Cindy will send these to City Council and Township representatives.

COA Self-Survey:

- Distributed the survey used in 2016 for COA members to evaluation the Commission.
- Cindy appreciates your input and valuable time you provide to the Center, and requests you to be honest with your feedback. We want the group to run as effectively as possible.
- Please leave your surveys in the folder at the front desk or scan and email them to Cindy.

Evaluation Plan:

- Group discussed updates to the Evaluation Plan that were suggested by current staff and Evaluation Committee members.
- Five typos were described and noted by Hollee. Moved by R. Gausman, seconded by N. Hoffman to approve plan as updated and amended by COA; passed unanimously.

Survey Update:

- We had 135 respondents with the general Senior Center survey. Thanks to Survey Monkey, we have a thorough, 10-page report of the results which was emailed to COA members.
- Some highlights were noted in June's newsletter. The Evaluation Committee suggests posting them also on Facebook and the website, sharing them with City Council and Township representatives, and emailing them to Senior Center list groups.
- After discussion, COA recommends that:
 - for the next few months, we dedicate a small box in the newsletter (as well as posts to Facebook) to tying portions of our survey responses to changes our staff will try.
 - staff send the highlights used in June's newsletter to City Council and Townships reps. along with our service statistic age/residency breakdown reports, with a note to contact your local COA representative if you would have questions or would like to see the full 10-page survey results report.
 - staff do some checking about how/whether folks want us to use the emails they have shared with us. Cindy doesn't want to bog inboxes with non-requested news.
 - there be an Executive Summary in the Courier-Hub as a news article
 - also, on a side, a request was made to report monthly on the number of Facebook hits or "likes" we have.
- Winner of the \$25 prize was Kathleen Hoppe.

Committee Reports:

Public Relations: Nan Hoffman

Next meeting: TBD on logo progress

- Met this morning to discuss graphic artist's logo ideas (see Cindy's above comments)
- Friendly Visitor brochure transfer to a one-panel insert for easy insert into a general brochure, is the Committee's next priority.
- Talked about PR's role with a Speaker's Bureau. Currently, if someone calls for a speaker, depending on the subject, Cindy usually does it or arranges it with another staff member.

It would be nice to have volunteers available to talk on programs of their interest. D. Sharpe mentioned that it is a goal of the Volunteer Committee to identify leaders to arrange this. PR is willing to then, publicize by sending letters to organizations and service groups once people and topics are identified.

- PR is also looking at how to better organize emails into groups so we are not flooding people with information they didn't sign up for.

Program: Mary Onsager

Next meeting: June 13 and July 11, 10AM

- Mary Onsager organized a field trip to the Stoughton Center for Performing Arts, and may plan others to Stoughton Village Players and the Youth Center.
- Mary shared her experience with the Middle School's Stoughton Interview program; 45 people were interviewed, much was learned between both students and interviewees!

Volunteer: Lou Havlik

Next meeting: June 7 and July 6, 9:30AM

- Still considering monthly orientations for volunteers and new participants; reviewing Beaver Dam Senior Center's model.
- Reviewing Volunteer Survey results.
- Continuing to review and update the Volunteer Handbook and shortening job descriptions.

Fund Development: Lou Havlik

Next meeting: Wednesday, June 28

- Committee has created a rough draft of a case statement to support the 2018 City Budget request to increase hours for the Volunteer/Program Coordinator position, which staff is now reviewing.
- An ad hoc committee met to discuss two fundraisers (see Cindy's comments above).
- Waiting to see a draft (dependent on logo) of a separate planned giving brochure to give to agencies that help with wills, etc., also considering an envelope option for funeral homes.

Evaluation: Hollee Camacho

Next meeting: Fall (Holley's return from Baby Leave)

- See above Evaluation Plan and Survey Update

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

Legislative Update: no report

Meeting Adjourned: Moved by D. Sharpe, seconded by B. Bennet to adjourn the meeting. Carried unanimously. Meeting adjourned at 12:10 PM.

Next Meeting: Tuesday, July 11 at 11:00 AM (note: not the 4th of July!)