

## **MINUTES**

**January 18, 2017**

### **Council on Aging Board**

Senior Center

230 Webster Street, Marshfield, Ma 02050

**ATTENDANCE:** Martine Anderson, Marcy Amore, Joan Butler, Sheila Gagnon, Maureen Rosenberg, Carol Hamilton, Bill Lyons, Bill Scott, Barbara VanHouten, Paul Winget

**ABSENCE EXCUSED:**

**QUORUM:** A quorum was present

**CALL TO ORDER:** Meeting was called to order at 3:03 PM.

**APPROVAL OF MINUTES:** Sheila moved to approve the minutes of the November 16, 2016 meeting. Seconded by Joan. Martine abstained. Motion passed.

### **LIAISON REPORTS:**

#### **COA BOOSTERS:**

Carol passed out the January 4, 2017 Boosters Meeting Agenda to the COA Board members in attendance for their information. The Boosters held a Ribbon Cutting Ceremony on Monday, December 12, 2016 to present the new flat screen TV that they donated to the COA. The ceremony was well attended and the TV very much appreciated! The Boosters also have replenished the Discretionary Fund for use by COA. Among other events, A St. Patrick's Day Raffle is being planned.

It was discussed that a Planning Meeting be held between the COA and the Boosters to discuss future plans/events, along with a 'getting acquainted' get-together between the two groups. Sheila suggested an agenda be prepared for this meeting.

**OCES:** No report. Carol spoke with regard to OCES who has merged with Mayflower RSVP (Retired Senior Volunteer Program). The RSVP is an established program that supports and promotes volunteerism. OCES is working with the COA to encourage the COA volunteers to sign up with RSVP. This partnership would strengthen both organizations and offer volunteers additional insurance and recognition.

**OCPC:** No report. Carol passed out an OCPC Advisory Committee Meeting Agenda to be held on Thursday, January 26, 2017 at the Pembroke Council on Aging. Martine will attend and represent the COA Board at this meeting.

### **COMMITTEE ASSIGNMENTS AND REPORTS:**

#### **ACCREDITATION:**

Marcy presented an updated on Accreditation. Currently we are working on two standards simultaneously which are Facility and Evaluation. The Facility Standard, done by Carol, is nearly completed. In approximately one month, we will be ready to set up a CIC Meeting for this standard.

The Evaluation Standard is challenging. The Evaluation Committee has collected quite a bit of survey data on programs which will be the first step for several Outcome based studies. An Evaluation Plan needs to be created which should be similar to our Long Range and Marketing Plans. Program Evaluation needs to be an ongoing part of running the Senior Center.

We have welcomed help by Lynn who is presently orienting herself to the accreditation process and the Evaluation Standard along with Rita, the leader of the CI-CO Program. Rita and Marci will be doing a results-based study on the CI-CO Program (Calories In-Calories Out).

**GOOD NEWS:** We are going to be able to apply for an extension to the Accreditation Project. As of now, our work on the standards is due on May 29<sup>th</sup> with a peer reviewer to visit as soon as a month after that. Carol called NCOA and learned that we can get up to a year's extension. Our plan is to apply for the entire year and continue to work at the standards which will allow us the extra time to prepare for the site visit.

**BUDGET/STAFFING/FISCAL MANAGEMENT:**

Carol submitted three budgets to the town, but at the request of Rocco, a Needs Budget was requested. The Needs Budget, in part, outlined staffing issues, work hours, etc. As part of the budget....A meeting with Jim Fitzgerald, a selectman liaison, was also held and among other topics, spoke regarding the expansion of the second floor at the Senior Center, upgrading a clerical position, transportation going to six days instead of five. It was decided that a proposal be presented for a new position rather than upgrading the current position.

**GOVERNANCE:**

The Passenger Transportation and Electronic Equipment Policies had a 30 day review from the Board and are slated approval at this January 18, 2017 meeting. Bill entertained a motion to approve both policies. Sheila moved to approve and Marcy seconded. Motion was approved unanimously.

**GROUND:** No Report.

**EVALUATION:** The evaluation committee did not meet since the last Board meeting. But Bill did mention that the Annual Evaluation/Assessment for Volunteers that was recently mailed to the community the end of December has so far returned forty-four replies. All surveyed reported their experience as excellent or very good, there were numerous suggestions and reports of favorable volunteer experiences. Several volunteers commented favorably on our volunteer Coordinator, Donna. The surveys will be reviewed and tabulated, with results reported in more detail.

**EVENTS**—No Report.

**MARKETING/ OUTREACH:**

The Marketing Committee has met both on December 2, 2016 and January 12, 2017. At the December meeting the Committee reviewed the current Marketing Plan and Carol will update the plan with new activities that have taken place since last reviewed in 2015. The Committee agreed that the focus of the work at this time would be to gain support from the community for the building expansion. It was suggested to reach out to members of the group that worked on gaining support for the new high school to benefit from their experience.

Matt and Nancy Currie attended the January 12, 2017 Marketing Meeting. The Currie's were instrumental in creating a marketing plan for the new high school. They discussed how they developed a Power Point Presentation that was used in the community with various boards, committees and in various areas of the town to educate and gain support for the initiative. It was suggested that Social Media should be pursued as a marketing tool, and discussed groups that might be targeted.

**PROJECT DEVELOPMENT:**

Carol, Bill and Sheila met with Jim Fitzgerald, Selectman Liaison to the COA, on various issues, one being expansion of the COA Center.

**STRATEGIC PLANNING:**

The Committee met on January 10, 2017 and reviewed some of the sections of the Strategic Plan including the areas of operation. For example one section discussed was on Fundraising Development and Capacity. One of the action steps in this section will be to meet with the Boosters to discuss the COA priorities as outlined in the long range plan.

Bill Lyons, Chair of the Strategic Planning Committee reported on work that had been done on the Café Survey. The committee developed a questionnaire which will be distributed to a number of COA's in the state. The Committee will determine which COA's will receive the survey and what method will be used to contact them. It was decided to schedule a separate meeting to accomplish this work. The Strategic Planning Committee will keep the Board informed.

**TRANSPORTATION:** No Report

**DIRECTOR'S REPORT:**

- 1) We have been experiencing difficulties with phone lines. We are working with Verizon and they have now scheduled us for a new Fiber Optics system early February. This was pushed up from January 16<sup>th</sup>.
- 2) New network card being installed for phone equipment, as we have been experiencing problems with voice mails on some of the phones.

- 3) We have a new dishwasher at the COA with the help of town for funding and for Brian and Tony for technical support and training. It was installed on Jan 3<sup>rd</sup> and 4<sup>th</sup> and training on January 17<sup>th</sup> with 10 staff and volunteers that attended.
- 4) Tax Work-Off Started in January. We have 23 applications and 7 requests from sites. The Program will run from January through mid-November. Seniors can work 100 hours @ \$11 per hour and earn a gross amount of \$1100.
- 5) Eagle Scout Project information will be in the February newsletter with a go fund me page to help pay for the cost of materials. The project was for a new planter under the Senior Center sign with two new benches.
- 6) Seniors can get reimbursed up to \$150 for fitness classes in 2016 depending on health insurance thru 3-31-17.
- 7) Income tax season will begin on Monday February 6<sup>th</sup> thru April 17, at the COA. New local coordinator Vern Chartran will work with approximately 6 volunteers.
- 8) We will offer a new pastel painting workshop starting March 1, 2017
- 9) LLL committee had first planning meeting for Spring Registration which will take place on April 11<sup>th</sup>.
- 10) Meeting with CPC this Wednesday night at 8:00 pm regarding the newest COA request for an outdoor recreation area. We are working with Weston and Sampson on the presentation.
- 11) We are working on a new friendly visitor program with our student intern. We are looking for volunteers and clients.
- 12) Job Seeking Group will meet on January 19<sup>th</sup> with topic of "Developing a Marketing Plan for Your Job Search".
- 13) Library books can now be distributed to home bound residents. The COA is working with the Ventress Library to spread the word about the program. Brochures sent to meals recipients.
- 14) We have acquired a new quilting group, displaced from the YWCA. Fortunately, we had the weekly space and time frame requested. It began on; Tuesday, January 3<sup>rd</sup> at 9:15.
- 15) Letter from the Friends Animal Shelter requesting space for a fundraiser.
- 16) Donation from the ABB Optical Group \$1306
- 17) Letter from the Reginal Shine Coordinator regarding a customer compliment.
- 18) New bus driver, Joe Hastry was hired to start in January to begin his training this month.
- 19) Distributed the Population #'s for seniors, students, the town, through 2030 from the Donahue Institute.
- 20) The Agricultural Commission has decided on March 4<sup>th</sup> for a date for their Backyard farm and garden workshop day.

**OLD BUSINESS: None**

**NEW BUSINESS: None**

**COA BOARD VOTES:**

- 1) The Passenger Transportation and Electronic Equipment Policies had a 30 day review from the Board and were slated for approval at this January 18, 2017 meeting. Bill entertained a motion to approve both policies. Sheila moved to approve and Marcy seconded. Motion was approved unanimously by the Board.
- 2) As part of the Director's Report, Item No. 15 - A letter from the Friends of the Animal Shelter requesting space for a fundraiser was discussed. It was agreed that the Senior Center would not be a place for this fundraiser to be held. Sheila made a motion to advise the group of other venues they may use. Bill seconded the motion. Motion passes unanimously

**NEXT MEETING:** The next COA Board meeting is scheduled for Wednesday, February 15, 2017 @ 3:00 P.M.

**ADJOURNMENT:** Meeting was adjourned at 4:45 PM. It was moved to adjourn by Marcy and seconded by Joan. Motion passed.

Respectfully submitted,

Barbara Van Houten  
Barbara Van Houten, COA Board Secretary