

MINUTES

Council on Aging Strategic Planning Committee

July 10, 2018

Senior Center

230 Webster St., Marshfield, Ma 02050

ATTENDANCE: Carol Hamilton, Fred Monaco, and Paul Winget.

CALL TO ORDER: The meeting was called to order at 11:07 am.

APPROVAL OF MINUTES: Paul moves to approve the minutes of the meeting for April 3, 2018. Fred seconds the motion. The motion passes unanimously.

DISCUSSION:

The strategic plan was last updated on April 3, 2018. The committee suggested the following updates for this meeting;

- 1) Increase Parking and Outdoor Recreation – Add #5 to read; that the spring town meeting approved the request for \$625,000 for phase III of the outdoor recreation plan. Add # 6 to read; trees were removed for final site cleanup by DPW and in-kind work. Add # 7 to read; that the COA met with TA to discuss procurement of phase III.
- 2) Increase Program Space – Add that an RFQ was advertised to do a preliminary design. There were 4 proposals that were received. The proposals were reviewed and a finalist was chosen. The TA will negotiate a contract and price. The goal is for the preliminary design and cost estimate to be completed in September. Add that the Umass study draft was completed on June 4th, with edits being worked on for release.
- 3) Apply for Accreditation – Add a section to read; Accreditation's final standard and the CIC group has been delayed. Submittal is slated for September.
- 4) Enhance Fundraising Capacity – Add another section to read; that the Boosters are planning a fashion show for August 4th. The Boosters have surpassed their fund raising goal from the previous year and raised over \$12,000.
- 5) Expand and Improve Financial Assistance to Elders - Add that a subsidized Veterans Housing Project has received approval at STM. This will include older veterans who might apply. Add that seniors successfully advocated and supported an amendment for a lower rate of 2% on tax deferrals than the 8% that was being proposed. This will assist elder homeowners.
- 6) Increase Awareness and Visibility – Add # 8 to read that the marketing committee and staff plan to meet with the editor of the Mariner to discuss logistics of submitting publicity and how to improve communication. The staff is now posting special events on the town hall monitor which should increase visibility. Add that the Marshfield COA was featured in the Blue Cross Blue Shield newsletter which highlighted numerous fitness opportunities.
- 7) Expand Nutrition Options – Add #6 to read that we received positive feedback from the Umass survey on adding a café option to the Senior Center programming. Add #7 to read; that the COA plans to seek data from MCOA on research they have done on cafes. Add #8 to read; that a café space will be created in the new expansion design plan.

- 8) Program Planning and Evaluation – Add # 7 to read; that the April Fire Drill was successfully executed. Add # 8 to read that the Evaluation Committee will meet on August 22, 2018 to review the evaluation plan.
- 9) Develop an Age Friendly and Dementia Friendly Plan and Initiatives - this was added as a new category at the last meeting. There has been quite a bit of activity regarding this category. Add that the COA Walking Group recognized Alzheimer's and Brain Awareness in June by wearing purple scarfs. The COA also made a donation to the Alzheimer's association during the month of June. Add # 4 to read; that the Marshfield COA was awarded a \$300 grant to establish a "Family Friendly Walk" on September 22, 2018. Add # 5 to read that the COA offered a 6 week program a Savvy Caregiver Course with South Shore Elder Services. This 6 week course was well attended and well received by the attendees. Add # 6 to read that the COA is working on an application to present to the leadership which will make Marshfield an "emerging community".

NEXT MEETING: The next meeting was not set but needs to be scheduled sometime in October. The quarterly review for the Strategic Plan should be done in January, April, July and October.

ADJOURNMENT The meeting was adjourned at 12:30 pm.

Respectfully Submitted,

Carol Hamilton, Director
Council on Aging