

MINUTES

Council on Aging Strategic Planning Committee

March 14, 2022

Senior Center 230 Webster St., Marshfield, Ma 02050

ATTENDANCE: Dave Cheney – At Large, Maureen Sanders, Janice Fletcher, Fred Monaco, Carol Hamilton and Barbara Van Houten

A quorum was present.

CALL TO ORDER: The meeting was called to order at 10:04 am.

APPROVAL OF MINUTES: Maureen moves to approve the minutes of the meeting for January 10th, 2022 and David seconds the motion. The motion passes.

MEETING OBJECTIVE – Prioritize our 2022 strategic planning tracker's activities.

MEETING OUTCOME

1. Review of our Strategic Planning annual calendar of activities
 - a. We reviewed our required activities for completing our 2022 annual update.
2. Board meeting, January 19th, 2022
 - a. Our annual Strategic Plan update was approved by our COA Board, including:
 - i. Creation of an executive summary page
 - ii. Six additional objectives resulting from our Strength/Weaknesses/Opportunities/Threats (SWOT) analysis
 - iii. Prioritization of our tracker's Areas of Operation
3. Project Tracker, Objectives – Refinement of our 2022 prioritizations:
 - a. We agreed to the following prioritizations for 2022:
 - i. Operating Budget – Ensure budget is adequate:
 1. Budget Committee will lead this initiative.
 2. Next steps:
 - a. Schedule a May/June Budget Committee meeting at our March Board meeting.
 - b. Starting at the May/June meeting, the Budget committee will:
 - i. Define what an adequate budget is
 - ii. Develop a supporting plan
 1. Finalize plan by June 2022
 2. Our plan is to include the activities and milestones, for ensuring we have implemented an adequate budget.
 - iii. Align on how we will measure our success in “ensuring our budget is adequate”.
 - c. Include Boosters, to pursue programming money, after budget committee meeting.

ii. Focus Group:

1. Marketing will lead this event, with Evaluation's support
2. Next:
 - a. Schedule the next Marketing meeting at our March Board meeting
 - b. At the next Marketing meeting, outline the background, intended outcome, and supporting actions
 - c. Marketing will update our Strategic Planning team
 - i. Strategic Planning will track the high-level milestones

iii. Promo Video – Promote our senior center:

1. Marketing will lead this project
 - a. Due to resource constraints, timing may move out to later in 2022, or 2023
2. Next:
 - a. Align on the timing at the next Marketing meeting
 - b. Outline the intended results, develop a supporting plan
 - i. Identify supporting resources
 - c. Outline our method for assessing the results

4. Central repository for COA documents

- a. We discussed the outcome of the January 19th review with the Board
- b. Next: We will plan to complete a training session at the April Board meeting

NEXT MEETING: Our next meeting will be scheduled after our Marketing meeting is scheduled

The quarterly review for the Strategic Plan should be done in January, April, July, and October.

ADJOURNMENT: The meeting was adjourned at 11:10 am. Janice makes the motion and Dave seconds the motion. Passes unanimously.

Respectfully Submitted,
Carol Hamilton, Director Council on Aging