

MINUTES

Council on Aging Strategic Planning Committee

April 3, 2018

Senior Center

230 Webster St., Marshfield, Ma 02050

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

CALL TO ORDER: The meeting was called to order at 11:00 am.

APPROVAL OF MINUTES: Fred moves to approve the minutes of the meeting for January 9, 2018. Paul seconds the motion. The motion passes unanimously.

DISCUSSION:

The strategic plan was last updated on January 9, 2018. The committee suggested the following updates for the October meeting;

- 1) Increase Parking and Outdoor Recreation – Add in status section- Add #6 to read that the CPC Committee approved \$625,000 for phase III pending T.M. approval in April. Make this #5 instead of #1, seeing that the action plan is well underway. Under the action plan add #4 Plan an opening day celebration at the completion of phase III outdoor recreation.
- 2) Increase Program Space – Add in status section – Add # 8 Completed Umass Study in March of 2018 and waiting for final report late spring. Add # 9 meeting regarding procurement of architect delayed due to staff changes at town hall. Add # 10 to read that the fall town meeting request for expansion was delayed until spring 2019.
- 3) Apply for Accreditation – Add in status section – Make # 4 a # 5 and # 5 a # 6 and # 6 a # 7. Add that the accreditation submission will be delayed until late spring early summer. Add # 11 to read that the next standard will be “facilities”.
- 4) Enhance Fundraising Capacity – Add in status section- Add # 5 to read that the Boosters invited a professional fundraiser to their meeting to gather ideas and information. Add that the COA has updated our funding priorities with the Boosters. Add that the town meeting for the Boosters has been delayed. Update the date under target date completion to 2018-2019.
- 5) Expand and Improve Financial Assistance to Elders - The committee felt that this should change to # 1 as objectives are being completed. Under the action plan add # 8 to say that the Social Service Coordinator attended a community meeting with other social service organizations along with one COA Board member. Add a # 9 in the action plan section to read; that we will support the new Veterans Housing Proposal at Town Meeting. New student intern starting in the fall of 2018 to assist social service with outreach.
- 6) Increase Awareness and Visibility – Add that the marketing plan was updated on February 22, 2018. Add # 8 that the Marketing Committee will meet April 5 2018 to develop better outreach and visibility and identify priorities for the COA. Add a # 9 to say that; several articles published in the newspaper about Senior Center Expansion, Friends Groups and the tax deferral programs. New aging well retirement program will be offered on Saturday, April 7, 2018. COA had added 2 early and 2 late fitness classes for working elders.
- 7) Expand Nutrition Options – Add that we will put the café discussion on a future agenda for the Board. The Strategic Planning Committee wondered whether or not we could offer a café program sooner rather than later, as the expansion has been delayed.

- 8) Under Program Planning and Evaluation – Add to status section a # 6 to read that a Fire Drill will be scheduled for April 2018. Add #3 to read that an evaluation meeting will take place on May 15th 2018 and will review classes and LLL evaluations for 2017.
- 9) Add a new category #9 - “Develop an Age Friendly and Dementia Friendly Plan and Initiatives” - add this as a new category and put that the individuals responsible would be the staff, the Board, Town Officials and the community. The action needed section should read TBA and the target date is 2019 - 2021.

Further discussion was around

NEXT MEETING: The next meeting is scheduled for Tuesday, July 10, 2018 @ 11:00 am. The quarterly review for the Strategic Plan should be done in January, April, July and October.

ADJOURNMENT The meeting was adjourned at 12:41 pm.

Respectfully Submitted,

Carol Hamilton, Director
Council on Aging