

MINUTES

DATE: October 25, 2018

PUBLIC BODY: Council on Aging - Senior Center Expansion Outreach Committee

PLACE: Senior Center 230 Webster St., Marshfield, Ma 02050

ATTENDANCE: Barry Cornwall, Nancy Curry, Matt Curry, Tom Halliday, Ann Roth, Sandy Sutherland, Maureen Rosenberg, Barbara Van Houten, Carol Hamilton, Sheila Gagnon, Bill Scott

ABSENT EXCUSED: Steve Derman

QUORUM: A quorum was present.

CALL TO ORDER: The meeting was called to order at 10:05 am.

APPROVAL OF MINUTES: No minutes presented because this was the first meeting of the Committee.

DISCUSSION: The meeting began with each of the committee members introducing themselves and all were welcomed into the committee.

Review of the Charge/Mission of the Senior Center Expansion Outreach Committee:

A Charge/Mission Statement was written and presented to the group as follows: "To educate and inform residents about the growing senior population, the increased demand for programs and services at the Senior Center and to enlist their support at town meeting and the polls." After discussion by the group, it was agreed that we needed to revisit and include what our needs are to be clearer in our mission. Maureen and Barbara will address this and present to the committee.

UMASS STUDY:

Carol distributed the UMass Study to the committee members for their review. Discussion surrounded how the UMass Study adds to our outreach project. Parts of the study should be incorporated into the presentation such as demographic information, growing senior population, more needed space to accommodate requests for additional or new programs, overcrowding of current classes. Define the key takeaways and add them in our presentations to various departments and groups within the town.

SENIOR CENTER PROMOTIONAL VIDEO:

The Senior Center Promotional Video was played for the committee. Great response to the video but for the purposes of using it in our outreach efforts and Town Meeting (limit of 5 minutes), the committee felt it should be pared down to five minutes and should definitely include what our needs are – more space for one!

ESTABLISH A PROCESS:

Brainstorming - discussed different way that we could run this outreach project such as Power Points, Video, flyers, signs, funding. More to come on this as we continue to meet.

ESTABLISH A TIMELINE:

As this was our first meeting, the group decided we first need to define what our steps should be so we can better define the timeline. What is the Action Plan? Highlight our programs; we are not just a Senior Center but also a Community Center serving the people with our Shine Program, Fuel Assistance, and many more. The group requested to see a copy of our Marketing Committee Plan which was distributed at the meeting. Marketing is one of the key elements of this project. Tom Halliday suggested – how to we get their attention – what are we trying to accomplish and who benefits – Tom will start to put together a plan to present at our next meeting. Nancy suggested that we get our goals and timelines down and work should start after the Warrant is presented. January, February, March. A copy of the Town of Marshfield Warrant Schedule was distributed to the committee by Carol. We need to run a campaign of awareness to town committees, leaders and citizens. Do we need to address every Town Board such as BOS, DPW, Planning, etc.? As a committee, we need to be prepared for any and all questions, including the negatives! Sheila suggested – there are seven precincts in town. Should we present to all seven precincts? Should there a Special Town Meeting for this? Sheila will research this and reach out to the BOS if needed. Bill distributed to the committee for their review, a draft outline for development and discussion purposes that he had written along with a sample of what a power point presentation may look like. Document contains sample objective, sub-objectives, supporting activities, history of the COA in Marshfield.

SUB-COMMITTEES:

Sub-Committees will be needed but it was felt we need to wait until our Action/Project Plan is in place to determine what sub-committees should be formed. A Building Committee is definitely one of them along with Funding (Boosters).

NEXT STEPS:

Action Plan

Marketing Plan

Time Lines

Define Sub-Committees – Building Committee, Advisory Board, Fund Raising

NEXT MEETING: The next meeting will be Tuesday, October 30, 2018 @ 1:00 pm.

ADJOURMENT: Meeting was adjourned at 12:30 PM.

Respectfully submitted,

Barbara Van Houten, Co-Chair and Secretary