

## **MINUTES**

### **COUNCIL ON AGING - SENIOR CENTER EXPANSION OUTREACH COMMITTEE**

**DATE:** December 11, 2018

**PUBLIC BODY:** Council on Aging Senior Center – Senior Center Expansion Outreach Committee

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

**ATTENDANCE:** Nancy Curry, Matt Curry, Tom Halliday, Sandy Sutherland, Barry Cornwall, Maureen Rosenberg, Barbara Van Houten and Carol Hamilton

**ABSENCE EXCUSED:** Ann Marie Roth

**GUESTS:** Deborah Cornwall, Ray Joyal

**QUORUM:** A quorum was present

**CALL TO ORDER:** The meeting was called to order at 1:03 PM

**APPROVAL OF MINUTES:** Barbara moved to approve the minutes of the November 27, 2018 meeting. Seconded by Tom. Barry abstained due to absence from November 27<sup>th</sup> meeting. Motion passed.

#### **DISCUSSIONS:**

The meeting began with the introduction of our guests, Mrs. Deborah Cornwall and Mr. Ray Joyal. Ray is President of Marshfield Sowing Seeds and he also represents the group Marshfield Helping Marshfield. Ray gave a history of Sowing Seeds starting with its inception in 1993. Over the years, Sowing Seeds has an active group of nearly 150 volunteers and supporters. They service the Marshfield Community with a clothing bank, transportation to medical appointments, legal aid, overview of individual and family need and many more services.

How do we best reach out to the Marshfield community for their support at Town Meeting in expanding the Senior Center? Ray suggested to the group that Social Media plays a major role in outreach. Use Facebook by posting often in the many Marshfield groups to get help spread the word that we need their support at Town Meeting for expansion of the building. Add to the list we have already for Facebook, **Marshfield Gifting**. Deb Cornwall suggested outreach to all community counsels as was done with Sowing Seeds. Reach out to the Food Pantry, Molly Fund, etc., small groups in Marshfield that help. Out of this Marshfield Helping Marshfield was formed. Ray will share e-mails from the list of organizations that he works to assist the Outreach Expansion Committee. Thank you to Roy and Deb for attending our meeting and sharing their experiences, thoughts, input and much needed advice for expansion.

#### **ARCHITECT:**

Carol gave a brief update on the Architect. A plan from the Architect was just received and Carol is in the process of reviewing and will present to the Executive Committee at their meeting December 12, 2018.

**PRESENTATION FOR TOWN MEETING:** The group discussed steps to get to the Town Meeting. The Warrant Article on the Senior Center Expansion needs to be submitted to the Town between January 7<sup>th</sup> and January 28<sup>th</sup>. The warrant article will be reviewed by town officials, town counsel, town moderator, the Advisory Board the capital budget for possible revisions and approval. The other issue will be the placement of the warrant article for town meeting? Will the Senior Center Expansion Article be on the Special Town Meeting or the regular town meeting? It would be helpful if we could have it presented on the first night of town meeting as was done for the original Senior Center article. How do we accomplish this? Future discussions with the Town Administrator and the Board of Selectmen will help to determine the answer to this question. We anticipate that the Expansion Committee and Sub-Committees' work will begin sometime early February. This means reaching out to the Community in various ways such as group meetings, distributing flyers, signs, etc. The fund raising portion of the project is a separate issue and will be worked on at a later date in consultation with the COA Boosters.

**FLYER FOR DISTRIBUTION TO MARSHFIELD COMMUNITY:** Tom presented a draft flyer we will use for distribution to the community. This flyer outlines our need for Senior Center Expansion, lists the current programs and need for growth (suggestion

to add the number of people in these classes). Questions to be answered - when to release the flyer, use the Mariner, how do we get the message out for support were all discussed. Should we combine the Flyer and Fact Sheet??

**FACT SHEET (Barry):** Barry prepared a draft titled "Expanded Senior Center Fact Sheet". Target Audiences are for the Town Boards/ Committees, Departments, Town Meeting and on the ballot box day.

The Fact Sheet consists of fourteen (14) potential areas where questions may be asked regarding senior center expansion, such as *Need, Expansion Alternatives, Financing, Warrant, Why Now?*, Construction Schedule-we need a plan on how we will keep the center opened during construction, *what is happening in other communities (expansion trends), how will the center be staffed etc.* We need to be prepared to answer these questions!! This Fact Sheet is similar to the one drafted in January 07 for the construction of the current Senior Center which was passed out to the committee. Barry will continue to update and ***we need a plan to be able to answer any and all questions asked regarding expansion.***

Barry suggested a Focus Group to review these questions, express thoughts and ideas on outreach. Planning – what is the plan for the center? Not so much a floor plan, but a visual. The word "Retirement" may not be the best word to use rather it is individuals who are transitioning into a different phase of life. Maybe Life Transition Center? Also, we may combine some of the content from the Flyer and the Fact Sheet to make one document. More to come on this.

#### **SOCIAL MEDIA SUB-COMMITTEE:**

Social Media Sub-Committee held their meeting on November 30, 2018.

The group has agreed to the following:

Senior Center Facebook Page – post frequently the program(s) of the day, on the various Marshfield Groups. Example: Marshfield MA Forum, Marshfield Forum, Marshfield Connect, South Shore Forum, etc. (ADD: Marshfield Gifting).

Twitter – It was agreed that we will use Twitter to communicate our Expansion messages.

Lynn will reach out to Jonathan Nash, Marshfield IT Manager to create a SC Twitter account.

Instagram – It was agreed that we will use Instagram to communicate our Expansion Messages and post pictures of various events held at the Center. Lynn will reach out to Jonathan Nash, Marshfield IT Manager to create an Instagram account.

Marshfield Cable TV - The group discussed who should develop the content that would be posted on the various platforms. It was felt that a sub-committee should develop the content for all information going out to the public as information needs to be consistent across all of the media.

The Expansion Committee suggested that the Social Media Sub-Committee will prepare content for posting and be reviewed by possibly Maureen, Lynn, Carol or Sheila. Lynn will be responsible for posting to Social Media sites. Develop a timeline for posting.

#### **Facebook**

- Sent an email to Connie Kennedy regarding posting directly to Marshfield Forum as the Senior Center – still awaiting reply.
- Need to research further how pages can post to other pages.

#### **Twitter**

- Discussed creating an account with Jon Nash, no objections from Town perspective. Jon not sure if Town has account. Currently, blocked from accessing site through Town computers. Have asked Jon Nash, IT manager to allow access.

#### **Town Hall Newsfeed**

- Gained access to the above and can personally post messages to it.

#### **Instagram**

- No objection from Town in creating an account. Will work on this.

#### **THE LINK – GET THE WORD OUT: THE TAG.....**

It was decided at a previous meeting we need to begin the process of alerting our community that senior center expansion coming. Tom wrote the TAG, which was presented by the Expansion Committee. It was agreed that we would add a line to the original and submit this for the January Link by adding the line "Plans are Underway". So the new tag will read:

We hear you!  
We need more space.  
**Plans are underway.**  
We will need your support.  
Stay tuned....More to Come.

**TO DO LIST:**

Flyer for Distribution to Marshfield Community – *WORK IN PROGRESS*  
Fact Sheet – *WORK IN PROGRESS*  
Executive Committee to select Publicity Sub-Committee Members  
Executive Committee to contact Deb Cornwall – Publicity or Fund Raising Sub-Communities or Both  
Maureen and Barbara – Meet with Marshfield Cable TV  
Executive Committee – Begin draft wording for warrant on January 7<sup>th</sup>  
Ray will share the organizations, including their email that he works with so that we can.  
Plan on how to keep the Center open during construction.  
We should plan on how to answer expansion questions from the community.  
Time Line

Barry suggested a Focus Group to review these questions, express their thoughts and ideas on outreach. Planning – what is the plan for the center? Not so much a floor plan, but a visual

Social Media Sub-Committee – Meeting set for Monday, December 17, 2:00 pm.

Lynn Gaughan - Facebook

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Lynn Gaughan Town Hall Newsfeed

- Gained access to the above and can personally post messages to it.

Lynn Gaughan - Instagram

- No objection from Town in creating an account. Will work on this.

**TO DO LIST COMPLETED:**

Architect to present design and budget. – COMPLETED  
Maureen – invite Ray Joyal of Marshfield Helping Marshfield to our next Expansion Meeting of Dec. 12<sup>th</sup> COMPLETED  
Barbara – Meet with Lynn on posting on FB - COMPLETED

**AGENDA FOR NEXT MEETING –**

Flyer for Distribution to Marshfield Community –

Take away: The Expansion Committee will review Tom's draft flyer, make their suggestions and email back to Tom. A meeting among Tom, Barry, Maureen and Barbara was set for December 17<sup>th</sup> to finalize the flyer and present to the committee at the next meeting.

Fact Sheet (Barry)

Create Time Line for Expansion Project

Updates from Sub-Committees

**NEXT MEETING:** The next SC Expansion Outreach Committee Board meeting is scheduled for January 8, 2019.

**ADJOURNMENT:** Meeting was adjourned at 3:05 PM. It was moved by Barbara and seconded by Tom.  
Motion passed.

Respectfully submitted,

Barbara Van Houten, Expansion Board Secretary