

MINUTES

Council on Aging Strategic Planning Committee

January 18, 2019

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 9:25 am.

APPROVAL OF MINUTES: Fred moves to approve the minutes of the meeting for November 9, 2018

Paul seconds the motion. The motion passes unanimously.

DISCUSSION: The strategic plan was last updated on November 9, 2018. The committee suggested the following updates for this meeting;

- 1) Increase Parking and Outdoor Recreation #5 - Add # 4 Met with Engineers to discuss going forward with the QBS process.
- 2) Increase Program Space #2 - Take out # 1 and # 2. Add that the outreach expansion committee met on January 8, 2019. Take out #4. Add that the COA is drafting an annual warrant article for the expansion for spring town meeting. Add the architect's study was completed in January 2019.
- 3) Apply for Accreditation #3 - On # 3 change submission to late winter early spring. Add that the accreditation committee will meet on February 6, 2019 to review the last CIC meeting. Accreditation is in the final stages of preparing the submission book to NCOA.
- 4) Enhance Fundraising Capacity – #4 The COA plans to enlist an individual with grant writing experience through the tax work off program in 2019.
- 5) Expand and Improve Financial Assistance to Elders # 1 - Take off # 4 and # 5. Add that Shine services increased and served 482 people during open enrollment this past fall.
- 6) Increase Awareness and Visibility # 6 - Take out # 2. Add a line that says the town will investigate developing or refreshing a new website in 2019. Add that the new Outreach Expansion Committee is working on several documents to eventually distribute to the community. Add that a meeting is scheduled with the Campaign and Political Finance Committee to educate the Outreach Committee and the Board on how to appropriately inform the public about the Senior Center Expansion Project.
- 7) Expand Nutrition Options # 7 - Take out #1 and #3. Add a new line to read; Board and staff will develop a business plan to open a café once funding is approved for the expansion.
- 8) Program Planning and Evaluation # 8 – Take out #1 and #2. Add in that a suggestion box insert will be distributed in the Link on February 2019. Add a second new line to read that a technology survey was put in the February issue of the Link to better serve our residents. Add that a transportation survey was completed in the fall of 2018 regarding mall trips.
- 9) Develop an Age Friendly and Dementia Friendly Plan and Initiatives # 9 - Revise # 1 to reflect new dates for the memory café i.e. December, January and February. Add a line to say that the COA met with North community Church regarding the LGBT Aging community and potential programs for the spring.

NEXT MEETING: The next meeting is scheduled for April 9, @ 9:30 am. The quarterly review for the Strategic Plan should be done in January, April, July and October.

ADJOURNMENT The meeting was adjourned at 10:30 am

Respectfully Submitted,

Carol Hamilton, Director Council on Aging