

## MINUTES

Council on Aging Strategic Planning Committee

August 3, 2020

Senior Center

230 Webster St., Marshfield, Ma 02050

**ATTENDANCE:** Carol Hamilton, Fred Monaco, and Maureen Saunders.

Absent: Dave Cheney

**CALL TO ORDER:** The meeting was called to order at 10:13 am.

**APPROVAL OF MINUTES:** Fred moves to approve the minutes of the meeting of January 14, 2020 and Maureen seconds the motion. The motion passes.

**DISCUSSION:** The strategic plan was last updated on January 14, 2020. The committee suggested the following updates at this meeting;

- 1) Increase Parking and Outdoor Recreation # 5 – Take out #1. Change #2 to read that Armory Engineers have designed the project but a final contract has not been sent to the town as of August 3 2020. Take out # 3, #4. Change # 5 to be the new # 3 and read that Armory went out to bid in the spring of 2020 and a contractor – the Marini Corporation was hired. The job began on July 13, 2020 and will take 2-3 months to complete. The project is expected to be finished by early fall. Amend # 6 to reflect the proper date.
- 2) Increase Program Space #2 – Take out #1, #2, #3 #4 & #5. Replace with a new # 1 to say that an architectural firm Caolo and Bienek was hired in February of 2020. #2 A building committee was appointed to work with the Architect and project manager on the design development for the building expansion. Add that design development is more than 50% completed. Bid Documents to be completed late August or early September. The committee is currently working on hiring an interior designer. The town's Facilities Manager, Assistant Facilities Manager and Project Manager will review bid documents prepared by the Architect before the project goes out to bid.
- 3) Apply for Accreditation #3 – Take out # 1 and # 3. Put in that the accreditation celebration has been postponed due to the pandemic and may be combine with another celebration. Keep # 2 in regarding putting together a plan to keep everything in order for the 5 year re-accreditation. Add that we will set up an accreditation meeting to review the letter from NCOA that references improvements needed.
- 4) Enhance Fundraising Capacity #4 – Change # 1 to read that the Grant Writer is no longer employed by the town due to budget constraints. Take out #2. Change # 3 to read that the COA had postponed joining the snap reimbursement program and is in an inactive status at present. Change # 4 to read that the COA received \$650 grant from the Cultural Council and has gotten an extension to use the money in 2021 due to the pandemic. Change # 5 to read that the COA has completed all work under the state earmark grant and is waiting for reimbursement from the state for \$75,000. Take out # 6. Add a new number to say that the Boosters are working with the COA to

form a separate fundraising committee for F.F. & E. for the new expansion. Actual fundraising is not expected to take place until 2021 due to the economic downturn and we are waiting on a budget from the interior designer.

- 5) Expand and Improve Financial Assistance to Elders #1 Take out # 1, 3, 4 and 5. Change # 2 to say that the Snap Reimbursement Program was put in an inactive status in order to devote more time to current projects and in light of the pandemic. Change # 4 to read that the Tax Work-Off Program was halted due to the pandemic. A few limited placements have resumed but most have not been able to put in hours due to town closures. Change # 7 to read that the AARP program was shut down in March, due to the pandemic. Take out # 8. Add a new # to read that the COA did hire a part time Social Service Worker through the Formula Grant who is Shine certified. Add that the Social Service Staff continued to assist with benefits on a virtual platform.
- 6) Increase Awareness and Visibility # 6 Take out # 1, #2 needs to stay and an analysis still needs to be done on comparing other websites. Take out #3, 4, 5, and 6. Add a new # and state that the COA has written up a standard press release to send to the local Mariner. The coverage for the COA has not been very visible. The marketing committee needs to meet again. Add that the staff has been working on updating the COA brochure as requested by the marketing committee. The revised brochure will be ready by the middle of August.
- 7) Expand Nutrition Options # 7 – Add to # 1 that the building committee has been working on developing the design and programming for the new café. The board and staff still has to come up with a business plan for the café to open. Take out # 4. Add that due to the pandemic the congregate lunch program has been closed since March. Add that the staff is exploring a drive by meal program. Once hundred seniors have received commodity foods provided by OCES and distributed by the COA. The COA has utilized volunteers to deliver food from the food pantry during the pandemic. The Meals on Wheels program has continued through the pandemic in partnership with OCES, volunteers and staff. The numbers of meals on wheels clients saw a dramatic increase in the # of new requests starting in March but have more recently leveled off.
- 8) Program Planning and Evaluation # 8 – Change # 1 to read; that the Senior Center was closed as of March 13<sup>th</sup> including the health fair, lifelong learning and all other events. Take out #'s 2, 3, and 4. Change #5 to read that the results of the bi annual volunteer evaluations have not been discussed by the evaluation committee. The evaluation committee should meet to review any evaluations and the evaluation plan. Add a line to read that in the last few months, the staff has successfully put together both virtual and outdoor programming to substitute for in person programming.
- 9) Develop an Age Friendly and Dementia Friendly Plan #9 – Change #1 to read that the Memory Café has not met since March due to the pandemic. Change # 2 to read that the Age Friendly Committee last met on 1/30/2020 to review goals and objectives. Add a new # to read that the COA has received some limited funding from Ever source and OCPC to offer a respite social day program. Some of the funding was used to draw up a draft plan as to how to go about offering a social day care program. This plan is still under review. Add to # 4 that Marshfield had to cancel hosting a regional LGBT event due to the pandemic but has been sharing and publicizing information about Duxbury's virtual LGBT programming such as a bingo program in September.

It was discussed that some of the goals on the Strategic Plan are in progress and will be accomplished within the next year. These goals will come off of the plan and at that point we will need to rethink the plan. MCOA had developed a manual to assist COA's in conducting a comprehensive strategic plan. The COA can choose to do this with a volunteer who has experience in strategic planning or is a professional consultant. Now that the expansion and outdoor recreation are well underway the board might consider revamping the strategic plan within the next year. We have not done a SWOT analysis for several years and this could be part of that process as well. The Strategic Planning Committee thought this was a good idea.

**NEXT MEETING:** The next meeting was not scheduled but should take place in October.

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

**ADJOURNMENT** The meeting was adjourned at 11:30 am

Respectfully Submitted,

Carol Hamilton, Director Council on Aging