

MINUTES

Council on Aging Strategic Planning Committee

July 19, 2016

Senior Center

230 Webster St., Marshfield, Ma 02050

ATTENDANCE: Joan Butler, Carol Hamilton, Bill Lyons and Paul Winget.

CALL TO ORDER: The meeting was called to order at 1:34 PM.

APPROVAL OF MINUTES: Bill moves to approve the minutes of the April 19, 2016 meeting. Joan seconds the motion. Paul abstains. Motion passes.

DISCUSSION: This is the third review of the Strategic Plan in the quarterly review for 2016, as recommended by the Accreditation Committee. The Committee reviewed the Strategic Long Range Plan and went through each main section to update the plan, dated April 19th. We will send Joan a copy of the corrections that were made today and amend date of the plan to July 19, 2016. Joan will keep copies of each stage of the plan with the new dates.

- 1) Increase Outdoor Parking Capacity & Outdoor Recreation – Under action plan add hire a design firm, prepare bid documents, hire a construction firm and begin work in fall 2016 into spring of 2017. Add that Annual Town meeting approved funding. Change target date to 2017-2018.
- 2) Increase Program Space through Expansion of the Senior Center – Add that funding was approved for design for 2nd floor. Under the action plan add steps meet with town leaders, TA, BOS, and facilities manager. Add hire an architect. Add present design and cost estimate to the town meeting once completed.
- 3) Apply for national Accreditation – Add under the status section that the Accreditation Committee met in April and put together a timeline to complete accreditation by June of 2017. Add that a date was set for the next CIC meeting on July 13, 2016 for the Human Resources Standard. Add under action plan to schedule a CIC every 6 to 8 weeks.
- 4) Enhance and Increase Fundraising Capacity – nothing added
- 5) Expand Financial assistance to elders – nothing added
- 6) Increase Awareness and Visibility of the COA Programs – Under actions Add student intern to the marketing committee and engage her in any outreach efforts.
- 7) Increase Awareness and Expand Nutrition Options and Services –Add to status update that the viability of vending machines were discussed but not implemented. Under action plan add the incorporation of a café area in the design of the 2nd floor.

The committee had a discussion about the Nutrition Options Section. Both Bill and Joan volunteered to collect some information about vending machines. Joan checked various sources for information such as senior centers, health centers, Town Hall and other facilities. There was only one senior center that had vending machines and not a lot of information was available. It was not necessarily a revenue generator. Perhaps we could offer a café option in the future.

NEXT MEETING: The next meeting was scheduled for Tuesday, October 18, 2016 @ 1:30 pm for the purpose of a quarterly review of the Strategic Plan. The reviews should be done in January, April, July and October.

ADJOURNMENT The meeting was adjourned at 2:45 pm.

Respectfully Submitted,
Carol Hamilton, Director
Council on Aging