

MINUTES

Council on Aging Strategic Planning Committee

October 25, 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 1:42 PM.

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

DISCUSSION: This is the forth 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 July 19th 2016. Joan will keep copies of each stage of the plan with the new dates.

- 1) Increase Outdoor Parking Capacity & Outdoor Recreation – In the target section change the date to 2018. Under the status section add: Take out the old #1, #2 & #3. Starting the new #1 - Add that CPC and Annual Town meeting approved \$144,900 for 21 spaces in the upper parking lot and new stairs and railings or phase 2.. The new #2 will read; The COA completed the contract with Weston & Sampson to begin design, survey work and construction late fall 2016 and spring 2017 for phase 2. For # 3 COA submitted application for phase 3, outdoor recreation plan for \$895,000. Capitalize the word request. The new # 4 The COA was denied funding for parking for 18 spaces across the access road, by the capital budget in FY 2017 and will reapply in FY 2018.
- 2) Increase Program Space through Expansion of the Senior Center – Under Status Section Add: to # 1 that funding was approved for design for 2nd floor. New # 2 Made 2nd request to Town Administrator for a leadership/strategy meeting on plans for the 2nd floor. The new #3 met with the architect and provided preliminary list and program needs and walked the space.
- 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 in # 6; Accreditation committee completed the Program and Planning Section of Accreditation and will move ahead to the Evaluation Section in the fall of 2016.
- 4) Enhance and Increase Fundraising Capacity – Under the Action plan take out # 5 that references formation of a business advisory under the Boosters. Also under the updated status section take out #'s 1-7. Instead add a new #1 to read; created a request list and met with the Boosters in July 2016 on the COA's funding priorities for the next year. Add a new # 2; to read; briefly discussed the capital campaign and use of a professional fundraising consultant. Move target date to 2018.
- 5) Expand financial assistance to elders – Change the updated status and change #1 to read: Marketing Committee finalized a marketing plan in June of 2015, and added the Social Service Coordinator to the group. l#3 The COA is hosting a student intern from Bridgewater who will be

involved with the Marketing and Outreach Committee. This includes development re-introduction of the benefits checkup program and outreach efforts such as fuel assistance and the Shine Program.

- 6) Increase Awareness and Visibility of the COA Programs – Increase Awareness and Visibility of the COA Programs – Change date or implementation for marketing plan to 2017. Add on the status update; # 8 development of a new friendly visiting and phone call program. Add under #9 for the action plan: Consideration for development of a technology subcommittee under the COA Board.
- 7) Increase Awareness and Expand Nutrition Options and Services – Increase Awareness and Expand Nutrition Options and Services – Add # 6 under the action plan to develop a café survey and then poll local senior centers that have cafes and ask some specific questions. The committee could then tally the results to see if we can come up with a formula for success. Take out the old # 1 under the status instead. Take out # 4 on vending machines. Add # 4 spoke to the Architect about café design and committee will meet to finalize a survey, regarding implementation of a café.

Due to accreditation it was suggested that we add an eighth category to our Strategic Planning. It will be for Program Planning and Evaluation.

- 8) Program Planning and Evaluation – The objective would be to develop a written plan to describe the elements of program planning and evaluation. The individuals responsible would be the Strategic Planning Committee, Evaluation Committee, the COA staff and Board. The action needed would be to design a work plan to develop, implement and evaluate all senior center programs and services in an organized fashion. The status section would talk about the addition of this category to this plan. The evaluation committee would then review the grid periodically and would present it to the COA Board for feedback.
- 9) **NEXT MEETING:** The next meeting was scheduled for November 15, 2016 @ 1:30 pm for the purpose of developing a café survey. The next quarterly review of the Strategic Plan will take place on Tuesday, January 10, 2016 @ 1:30. The reviews should be done in January, April, July and October.

ADJOURNMENT The meeting was adjourned at 3:00 pm.

Respectfully Submitted,

Carol Hamilton, Director
Council on Aging

