

MINUTES

Council on Aging Strategic Planning Committee

October 2, 2017

Senior Center

230 Webster St., Marshfield, Ma 02050

ATTENDANCE: Joan Butler, Carol Hamilton, Fred Monaco, Maureen Rosenberg, and Paul Winget.

CALL TO ORDER: The meeting was called to order at 11:05 PM.

APPROVAL OF MINUTES: Joan moves to approve the minutes of the May 31, 2017 meeting. Paul seconds the motion. Maureen and Fred abstain. Motion passes.

DISCUSSION: The former members of the committee gave some history about the work that had been done on the café survey. Joan did a summary for today's meeting and shared it with the group. Joan and Paul visited the Duxbury and the Hingham Senior Centers. Joan also visited the Kingston Senior Center. In Duxbury, there is a separate and distinct café program where soup, sandwiches and other foods are served. The Duxbury program has been successful and is expanding. The Duxbury staff runs the café with their own staff. Kingston does not have a café but does have coffee and pastry available. The Hingham Senior Center does have a café located in the town hall which senior patrons utilize. There are coffee, muffins and lunch four days per week. It is not clear who runs the café.

The group concluded that we should share this information with UMass and see how they might incorporate questions from potential café users in the survey. The UMass Study is underway and will be conducted through next April.

The strategic plan was last updated on April 10, 2017. The committee suggested the following updates for the October meeting;

- 1) Increase Parking and Outdoor Recreation – Add in status – That phase II went out to bid and due back by September 28, 2017. Construction is expected to begin late fall of 2017. The COA plans to resubmit an application to CPC for funding of phase III of the outdoor recreation area. Change dates to 2017-2018
- 2) Increase Program Space – Add in status – Change dates to 2018-2019. Add that the COA has contracted with UMass Gerontology in September of 2017 to conduct a program and services survey to be completed April 2018. Add that the COA will work on getting the architectural study underway in 2017-2018.
- 3) Apply for Accreditation – Add in status – The COA has been granted an extension and is working on the last 3 standards. They expect to submit the application to NCOA in early winter 2018. Change the date to 2018.
- 4) Enhance Fundraising Capacity – Add in status – That the COA will explore hiring a professional fund raiser with the COA Boosters and discuss the availability of grants. Change the target dates to 2018-2019.
- 5) Expand and Improve Financial Assistance to Elders - Add in status – New student intern will implement Friendly Visitor Program and Outreach in 2017-2018.
- 6) Increase Awareness and Visibility – Add in status – Marketing Committee is working on a promotional video to unveil in November of 2017. Add that in August of 2017 a COA staff person and marketing Chairperson attending training on using social media marketing methods. The COA formed a technology club and will discuss improved methods of information sharing. COA Facebook page has been refreshed and is updated weekly.

- 7) Expand Nutrition Options – Add in status – Committee reviewed last 3 cafe surveys and decided to pass the information onto UMass for further review. The committee felt that the café idea was a priority in the new design and program planning. There is a trend toward the use of cafes as opposed to the traditional congregate lunch programs.
- 8) Under Program Planning and Evaluation – Add to status section – Change the dates to 2017-2018. The evaluation plan has been completed and was distributed to the Board in September of 2017. The governance just updated the evaluation policy and decided to keep it in conjunction with the evaluation plan. The CIC met in September to review the “Evaluation Standard” for accreditation.

NEXT MEETING: The next meeting is scheduled for Tuesday, January 9, 2018 @ 10:30. The quarterly review for the Strategic Plan should be done in January, April, July and October.

ADJOURNMENT The meeting was adjourned at 12:15pm

Respectfully Submitted,

Carol Hamilton, Director
Council on Aging