

MINUTES

Council on Aging Strategic Planning Committee

January 9, 2018

Senior Center

230 Webster St., Marshfield, Ma 02050

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

CALL TO ORDER: The meeting was called to order at 11:00 am.

APPROVAL OF MINUTES: Fred moves to approve the minutes of the meeting for October 2, 2017. Paul seconds the motion. The motion passes unanimously.

DISCUSSION:

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 section- The Dandel Corp. was hired in November to construct stairs and a parking lot for phase II of the outdoor recreation area. Add that the construction began in December of 2017 and will finish by the spring of 2018. Add that a new application was submitted to CPC in September of 2017 with a request of \$840,000 to complete additional parking and an outdoor recreation area. A presentation was made to CPC in November of 2017. A decision on funding will be made for phase III at the February CPC meeting. Remove number 1 and 2.
- 2) Increase Program Space – Add in status section – The UMass Study is in progress since the fall of 2017 with Key Informants, Staff and the Board being interviewed. A draft survey had been developed and was reviewed in December. Add in status section that the procurement of a designer is expected to be worked on in February with new facilities manager. Once complete, a full design and proposal will be submitted as a warrant article in the fall 2018 town meeting.
- 3) Apply for Accreditation – Add in status section – The Accreditation Committee met in December of 2017 to review the results of the CIC meeting on "Evaluation". The Accreditation Chair has scheduled the next CIC meeting for January 10, 2018 to review the Fiscal and Asset Responsibility Standard. The next standard will be "Facilities". Change the date of submittal for accreditation to April of 2018 as we want to submit the UMass study with the submittal.
- 4) Enhance Fundraising Capacity – Add in status section- The Boosters are planning an event called a town meeting where they will try to draw on the membership and public to participate in a brainstorming session about future fundraising activities. The COA Executive Board and Booster Board are still planning to meet to collaborate on moving forward with a capital campaign.
- 5) Expand and Improve Financial Assistance to Elders - Add in status section - The student is currently implementing the Friendly Visitor Program in the winter and spring of 2018. Remove previous information.
- 6) Increase Awareness and Visibility – Add in status section – The promo-video was released in January 2018 to the public. The Technology Committee met in November of 2017 to discuss social media and how this ties into our Marketing efforts. The next Technology meeting will be held January 16th.
- 7) Expand Nutrition Options – Add in status section- we discussed the café survey with UMass in relation to the survey and building expansion plans. There will be questions about people's preferences with regard to a café. The group thought about whether or not we could start a café sooner than the expansion but felt that

it does not make sense to start a café at this time. This is due to space restrictions and current usage. But it may make sense to come up with a business and operational plan so that we are ready to go once the new café area is built.

- 8) Under Program Planning and Evaluation – Add to status section – That the CICO after being evaluated is being looked at by the Marketing Committee and staff. Although the CICO program was positively evaluated the program is underutilized. Plans are being put in place to market the CICO to promote better awareness of the program.

NEXT MEETING: The next meeting is scheduled for Tuesday, April 3, 2018 @ 11:00 am. The quarterly review for the Strategic Plan should be done in January, April, July and October.

ADJOURNMENT The meeting was adjourned at 12:10 pm.

Respectfully Submitted,

Carol Hamilton, Director
Council on Aging