

MINUTES

Council on Aging Strategic Planning Committee

April 10, 2017

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 1:40 PM.

APPROVAL OF MINUTES: Joan moves to approve the minutes of the January 18, 2017 meeting. Paul seconds the motion. Motion passes.

DISCUSSION: The committee talked about the café survey and where to go from here. The committee thought that given the responses that we should revise the survey to try to get more informative data about café's in COA's. We did not get adequate information to create an ideal model as yet. We just received a survey back from Medway which the group reviewed. It seems that most COA's do not have a separate space for a café and that it may be in place of a lunch program or they are calling it a café but it is lunch. Several surveys indicated that Franklin has a café but we did not hear back from them. The group also talked about what zip code area to tackle next. Perhaps the 010 zip codes would be appropriate or what about communities that are a comparable size to Marshfield? However, this would not necessarily guarantee a café program.

The strategic plan was *last* updated on January 10, 2017. The committee suggested the following updates;

- 1) Increase Parking and Outdoor Recreation – Add in status section – Construction for Phase II, postponed until August 2017. Phase III request postponed until fall of 2017. Take out the phrase “fall of 2016 and spring 2017” at the end of #2. Take out #4 in the last section.
- 2) Increase Program Space – Add in status section – Plan to meet with the BOS to discuss design study and funding options in May of 2017. – Met with Boosters in March of 2017 to request funding for space needs survey. – Boosters voted to fund \$14,900 towards cost of study. Fix second to last sentence for a typo.
- 3) Apply for Accreditation – Add in status section – change 3 remaining standards to 4. – Requested extension for Accreditation. Accreditation granted until May 2019. – Accreditation standards for Facilities and Evaluation being worked on.
- 4) Enhance Fundraising Capacity – Take out # 3 – Add in the status section –The COA Executive Board met with Boosters in March of 2017 to request funding for space needs study.
- 5) Expand Financial Assistance to Elders – Add to status section – Student Intern working on various social service programs and going out to Senior Housings on development of the Friendly Visitor Program and other services April and May 2017.
- 6) Increase Awareness and Visibility – Add in status section – It was suggested to combine 1, 2, & 3. Add a #8 Met with Community TV to discuss programming of COA services. – Discussed Formation of a technology committee with the Board, - The Marshfield High School Technology Committee is presenting a tutorial on skype. It is hopeful that both Technology Committees can work together.
- 7) “Expand Nutrition Options – Add in status – Sent out 115 café surveys to the 020 zip codes, reviewed all the surveys and composed a written summary of the results. The Strategic planning committee will now decide on the next steps for the project.

- 8) Under Program Planning and Evaluation – Add to status section – The Accreditation Chair is working on the Accreditation standard, is writing up examples of 2 evaluation studies, to meet the standard.

The Strategic Planning Committee will meet earlier than July in order to continue work on the café surveys.

NEXT MEETING: The next meeting is scheduled for May 2, 2017 @ 10:00 am. The quarterly review for the Strategic Plan 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