

## **MINUTES**

Council on Aging Executive Board  
Wednesday, August 15, 2018  
Senior Center 230 Webster St.  
Marshfield, Ma 02050

**ATTENDANCE:** Bill Scott, Sheila Gagnon, Barbara Van Houten, Maureen Rosenberg and Carol Hamilton

**CALL TO ORDER:** The meeting was called to order at 1:08 PM

**APPROVAL OF MINUTES:** No minutes were approved as there was no meeting previously.

### **DISCUSSION:**

#### The Fifteen Year Anniversary Celebration:

There was a detailed discussion about the date of the anniversary. There are two dates being discussed; October 20, 2018 and October 27 both of which are Saturdays. The time is still to be determined. The 15<sup>th</sup> year anniversary will be held at the Senior Center for obvious reasons. The Committee talked about the agenda and the speakers and said that we would want to invite the Board of Selectmen, the Town Administrator and the State Senator. The Boosters should also be invited to speak on the agenda as should Don Gibson, Town Moderator. Professor Jan Mutchler our possible key note speaker is available on October 27<sup>th</sup> but may not be able to come on the 20<sup>th</sup>. Professor Mutchler could talk briefly about the Umass Study and the research that was done along with some of the findings. The committee was uncertain about whether or not we should have Professor Mutchler speak at this event or at the BOS meetings or at some future community meetings. This may depend on her availability and her contract. At the 10<sup>th</sup> year anniversary we had Nina Silverstein talk about "livability in local communities". Sheila and Edris Kelley are in the process of trying to contact the Banjo Band for their availability either on the 20<sup>th</sup> or 27<sup>th</sup> of October. We had not heard back as yet. This band was very well received at the Ventress Library. The agenda would outline a time line, the speakers program and the entertainment. The refreshments would most likely consist of anniversary cake, cookies, coffee and a beverage. We could print up an invitation that could be sent to certain dignitaries. Publicity will also need to be handled through the media outlets. We should get plenty photographs so that they can be put in the newspaper. The committee thought that we could order some special pens for the event to commemorate the anniversary. Pens are a good choice because they are reusable. We should have the new COA video playing the day of the anniversary event.

#### UMASS Study:

The Umass Study is complete and has been recently printed. The Committee wanted to get together to brainstorm how best to release it. We want to get it to the town administrator first and then see if we can get on the BOS's agenda. Perhaps Professor Mutchler, the author could be available or the COA could talk briefly about the study and later present more in-depth information at a community meeting. We are hoping that Umass will create a power point presentation that we can use for the community and for town meeting. How and when do we release this to the media? Once it is presented at the BOS it then becomes public. Maureen offered to write up bullet points to highlight main ideas of the study that we want to summarize for the press. One of the

points to bring up might be that we invested in the study in order to create the best possible building expansion plan. The study contains useful and relevant data to help us prepare and plan the space. The study itself is quite long and consists of 89 pages. We should get on the Selectmen's agenda to promote the study and present it preferably on the October 1<sup>st</sup> agenda. We should also announce the 15 year celebration where more information might be available. Once we officially release the Umass study to the BOS we will then place copies in the COA Library, the Ventress Library, the Cliff Rogers Library, the Town Clerk's office and Town Planner's office.

#### Outreach and Education for the Expansion:

There are many considerations for outreach and education for the expansion. How do we best market the expansion? How do we develop materials to publicize the project? We would most likely want to use the Umass Study and an architectural plan to promote the project. We would work with Jan Mutchler on a presentation as well as John Catlin our architect. We are not certain about the time frame for starting an outreach and education campaign. We are also not sure of where to go in town to talk about the project? Do we go to all the villages or do we network with various groups? Do we need to form a separate marketing committee? The existing marketing committee probably could not handle all of the tasks involved in promoting and publicizing the project. We are not sure who will be responsible for all of the work. What type of skills do people need in order to assist us? Where do the Boosters fit into the publicity? We will need to develop a time line? A committee member brought and made copies of the material from the school committee in 2011, when they promoted the new High School. How much time will we have to present the plan at town meeting? Is it 5 minutes each? Will the "Debt Exclusion Article" be part of the lottery or will it go under the special town meeting portion? The timing of the article is crucial to the planning effort.

We could get bumper stickers and buttons to promote the Senior Center Expansion. One committee member suggested that perhaps we could identify a participant at the center who is influential and can articulate the need and value of the Senior Center. Bill offered to write up an outline for the COA's presentation that follows along the lines of the school presentation. The Marketing and Outreach Committee will have to look at the demographic makeup of the community as well as the geographic make up. We need to build a distribution list of our membership just as the Boosters have. Perhaps we can start with the Booster's list. We could also identify and recruit SC participants that are active in their communities or neighborhoods. We could also develop a blast e-mail list.

There are still many decisions that have to be made about the topics discussed today. The Executive Board will meet again in September.

**COA BOARD VOTES:** None

**NEXT MEETING:** Wednesday, September 19, 2018 @ 2:00 pm

**ADJOURNMENT:** Meeting was adjourned at 3:00 PM.

Respectfully submitted,

Carol Hamilton, COA Director