

MINUTES

Council on Aging Strategic Planning Committee

July 15, 2015

Senior Center

230 Webster St., Marshfield, Ma 02050

ATTENDANCE: Joan Butler, Tom Halliday, Carol Hamilton and Bill Lyons.

CALL TO ORDER: The meeting was called to order at 2:34 PM.

APPROVAL OF MINUTES: Bill moves to approve the minutes of the April 21, 2015 meeting. Tom seconds the motion. Motion passes.

DISCUSSION: This is the third review of the Strategic Plan in the quarterly review, as the recommended schedule by the Accreditation Committee. The Committee reviewed the Strategic Long Range Plan and went through each main section to update the plan, dated April 21, 2015 for any corrections made today. The date will change to July 15, 2015. Joan will keep copies of each stage of the plan with the updated dates.

- 1) Increase Outdoor Parking Capacity – Under the action plan put # 6 Submit Funding article for Town Meeting for FY 2017 for additional parking (18 spaces) # 7 Submit a new proposal to CPC for 2nd phase of outdoor recreation and parking.
- 2) Increase Program Space through Expansion of the Senior Center – Under the Action Plan add #5 Advocate for a meeting to discuss feasibility and strategies for finishing the 2nd floor of Senior Center with town officials. #6 Request \$25,000 for design development study to complete the 2nd floor. Under this same category, but under the quarterly updated status change the \$19,500 to \$25,000 for FY 2015 and add updated dates on articles not approved.
- 3) Apply for National Accreditation – Under the action plan change the word self- assessment to accreditation, change the words create and collect to lower case in # 3 and in # 5 lower case “o” for the word on. In this same section under quarterly updated status change the words "self-assessment to the word accreditation" and put a space between the words with and community and insert the word standard before the word second. Fix date to read 2015 at the bottom.
- 4) Enhance and Increase Fundraising Capacity – Under the action plan push down the # 3 to the next line. In #4 put the “COA Board at the beginning of the sentence and at the end put the word board after the word Boosters. Add a # 3 Advocate and Support Booster’s efforts to develop a business advisory committee. Under the updated status add Graphic Designer to assist with logo and marketing materials.
- 5) Expand and improve Financial Assistance to Elders – under the updated status add the “We are all in this Together” event.
- 6) Increase Awareness and Visibility – Under the action Plan add #6 Submit a monthly column in the Mariner.

- 7) Expand Nutrition Options and Services – Under the action plan under # 1 take out the words “as to what participants” as this is repetitive. Under the same category add #4 Talk with the High School regarding possible partnership opportunities with the culinary program.

Carol will work on the updates for the plan in preparation for the October Board meeting.

NEXT MEETING: The next meeting was scheduled for October 13, 2015 @ 10:00 am to do a quarterly review of the Strategic Plan. The reviews should be January, April, July and October.

ADJOURNMENT: Joan moves to adjourn the meeting at 3:45 pm. Bill seconds. Motion passes.

Respectfully Submitted,

Carol Hamilton, Director
Council on Aging