

MINUTES

Council on Aging Strategic Planning Committee

April 21, 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 9:05 AM.

APPROVAL OF MINUTES: Joan moves to approve the minutes of the January 20, 2015 meeting. Tom seconds the motion. Motion passes.

DISCUSSION: This is the second review of the Strategic Plan in the quarterly review, as recommended by the Accreditation Committee. The Committee reviewed the Strategic Long Range Plan and went through each main section to update the plan, dated January 20, 2015. The review date will be April 21, 2015 for any corrections made today.

1. Increase Parking Capacity & Outdoor Recreation – Under individuals responsible put strategic plan instead of Long Range Plan. We must also update the status section of the plan. Capital Budget could not fulfill the request for parking as they had no money. Although funding was approved for phase I, only the walk path can go forward. We will have to request additional \$30,000 for the parking portion of phase I. Add that work will start on walk path in spring of 2015. Add that we will resubmit a request for phase II once the Weston and Sampson Study is complete in the spring 2016.
2. Increase Program Space through Expansion of the Senior Center – Under action plan add meet with COA Boosters and COA Board to discuss funding capacity and options. Or put this under #4 the funding section. Under status add that the design money was not approved by the town due to lack of funding. Add that we will resubmit a request in the next 2017 fiscal budget. We realize that the town is limited financially, but we need to keep the request on the radar.
3. Apply for National Accreditation – Add under the status section that the first CIC has been completed. Work is being completed in preparation for the second CIC meeting.
4. Enhance Fundraising – Under the action plan set up a potential meeting with the Executive Board of the Boosters and the Officers of the COA Board. This meeting would be for the purpose of discussing funding options for expanding the 2nd floor of the Senior Center.
5. Expand and improve financial status for elders – We need to condense the action plan under this section. The actions for the Benefits Check-Up Program have been accomplished and have been ongoing. Under the individuals responsible change the term “public relations” to marketing and outreach. Change the updated status to reflect the goals that have been accomplished. Put down that the Marketing and Outreach are “developing” a marketing plan instead of the word “explore”.
6. Increase awareness of visibility of COA – Put the word “of” after the word evaluation under objective needed. Add a technology piece that included social media under the action plan. Look

into purchasing monitors to be posted at the Senior Center and town hall. Carol is looking into the feasibility of this. Use the school channel for a 10-30 second announcement about upcoming events or highlights. We could also ask a cable host to do an announcement on their show about something that is current such as open enrollment, fuel assistance or health insurance. We want to find new ways to reach people and we want to get people in the door. We also want to reach out to homebound elders through home services such as the friendly visitor program or Safety Assurance (formerly R-You-Okay). Tom also feels that if mailers are done again it should be short and concise so that it grabs the reader's attention and they can understand it. The marketing committee is working on many of these target areas and populations.

7. Expand Nutrition Options and Services – Add more alternative nutrition programs under action plan. There is an upcoming meeting at Mass Council's on Aging to explore alternative food programs at the COA's. Joan would like to go to the meeting to hear about other programs.

Carol will work on the updates for the plan in preparation for the May Board meeting. At that time the Strategic Planning Committee will set up a July meeting.

NEXT MEETING: No new meeting was scheduled but the group agreed that we should meet in July. The review schedule should be January, April, July and October.

ADJOURNMENT: Joan moves to adjourn the meeting at 10:35 am. Bill seconds. Motion passes.

Respectfully Submitted,

Carol Hamilton, Director
Council on Aging