

## PUBLIC BODY: COUNCIL ON AGING – STRATEGIC PLANNING MEETING

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**DATE OF MEETING:** May 12, 2022

**TIME:** 10:30 am

**PLACE:** @ Senior Center, 230 Webster St., Marshfield, Ma 02050



### AGENDA

**Members: Dave Cheney, Janice Fletcher, Fred Monaco, Maureen Saunders and Barbara Van Houten**

1. Call to Order
2. Approval of March 14, 2022, minutes
3. Review Strategic Planning annual calendar of activities
4. Board meeting, April 20<sup>th</sup>, 2022
  - o Strategic Planning updates from board meeting
5. Strategic Planning, Objectives -Prioritized Tracker review
  - a. Operating Budget – Ensure budget is adequate:
    - i. Agreement:
      1. Budget Committee will lead this initiative.
    - ii. Status of next steps, plan:
      1. Schedule a May/June Budget Committee meeting at our April Board meeting.
      2. Starting at the May/June meeting, the Budget committee will:
        - a. Define what an adequate budget is
        - b. Develop a supporting plan
          - i. Finalize plan by June 2022
          - ii. Our plan is to include the activities and milestones, for ensuring we have implemented an adequate budget.
        - c. Align on how we will measure our success in “ensuring our budget is adequate”.
      3. Include Boosters, to pursue programming money, after budget committee meeting.

- b. Focus Group:
    - i. Agreement:
      - 1. Marketing will lead this event, with Evaluation's support
      - 2. Marketing will update our Strategic Planning team
        - a. Strategic Planning will track the high-level milestones
    - ii. Status of next steps, plan:
      - 1. April Marketing meeting:
        - a. Outline background, intended outcome, and supporting actions
  - c. Promo Video – Promote our senior center:
    - i. Agreement:
      - 1. Marketing will lead this project
      - 2. Due to resource constraints, timing may move out to later in 2022, or 2023
      - 3. Next:
        - a. Align on the timing at the April Marketing meeting
        - b. Outline the intended results, develop a supporting plan
          - i. Identify supporting resources
        - c. Outline our method for assessing the results
  - d. Review of other Tracker activities
    - i. Summarize Tracker updates
6. Central repository for COA documents
  - a. Status of scheduling, complete a training session at the April Board meeting
7. Next Meeting
8. Adjourn

***Please note that the Board or Committee may act on agenda items in a different order than they appear on this agenda excepting for duly noticed and advertised public hearings which are scheduled for a specific date and time on the agenda which shall begin on or after the scheduled times.***

***Persons interested are advised that, in the event any general agenda matter taken up at this meeting remains unfinished at the close of the meeting, it may be put off to a continued session of this meeting without further notice by mail or publication. In the event a public hearing which has started remains unfinished at the close of the meeting, the Board or Committee may continue the matter to date and time certain with or without further notice by mail or publication.***