

Wayland Council on Aging Strategic Planning Meeting

MINUTES

MARCH 1, 2011

7:00PM

WAYLAND SENIOR CENTER

FACILITATOR	Betsy Soule, Chair
NOTE TAKER	Mary Antes, Secretary
ATTENDEES	<u>COA Board Members Present:</u> Betsy Soule, Chair; Mary Antes, Evelyn Ekmejian, Harriet Onello, Bill Sterling, Betsy Willard, Denise Yurkofsky <u>COA Board Members Absent:</u> Geoff Smith, Bill Zellen <u>Co-Director:</u> JoAnn Kunz and Julie Secord
PUBLIC COMMENT	N/A

Agenda topics: Meeting Convened at 4:00pm

REVIEW AGENDA

BETSY SOULE, CHAIR

DISCUSSION	The board reviewed the agenda.
ACTION	

PARTICIPANT GOALS

BOARD

DISCUSSION	Board members identified the following goals for the strategic planning meeting: identify definable goals and unmet needs; envision the COA in five years and set priorities; identify staffing needs; reduce duplication of effort, develop better relationships with the town, improve seniors' image of themselves; rebrand the COA for baby boomers, understand how space needs are prioritized; develop strategies, not tactics, for this year and next three years; and plan for the future.
ACTION	

MISSION STATEMENT REVIEW

BOARD

DISCUSSION	The Mission Statement states that the purpose of the COA is to promote and enhance the quality of life for older citizens and their families through service, outreach, and advocacy. The Town Bylaws charge the COA with coordinating and carrying out programs for the aging. While the board is advisory rather than managerial, the board is not limited in what it can do. The co-directors could make proposals or assign board members to review and decide what issues to bring to the board.
ACTION	

PRIORITY AREAS

BOARD

DISCUSSION	Five priority areas were identified: space, transportation, staffing, funding, and rebranding. Space: Long-term space needs may be resolved by having a community center (combined COA/library) on the municipal pad in the new town center. Sufficient space is an ongoing and real problem. Staffing: The staff should be increased to a full-time director, part-time program person, full-time outreach worker and administrative assistant, and a volunteer coordinator on staff (not through a grant). Transportation: Could taxi vouchers be used to get people to SHINE counselors? Funding: The COA has been level-funded despite a burgeoning population. Rebranding: One way to overcome ageism is to invite groups to use the center as their home base. While most people come to the center for a specific purpose, the center should be a vibrant place so that people will want to 'hang out.'
ACTION	Space: Gather data to determine how often COA events are displaced, have those whose programs are bumped sign a petition, and talk about the issue with our BOS liaison. Funding: Budget for MCOA or NCOA conferences. Rebranding: Julie will submit an application to SOAR 55 for help with rebranding. Plant articles in print and online publications and talk with town officials, particularly the town administrator and assistant town administrator, library, and recreation departments. Invite the Board of Selectmen (BOS) to meet with the COA board prior to a BOS meeting.

GOALS

BOARD

DISCUSSION	Better communication with the town and with town officials Improve image; get more respect Rebrand to attract new demographics Collaborate on programs with the library and the recreation department Improve staffing
ACTION	

ACTION STEPS

BETSY

DISCUSSION	By 2012: *Meet with the BOS in May to discuss short-term solutions for space problems (bumping policy) *Make sure Sue has enough time to serve the neediest population *Meet with the library and recreation departments staff-to-staff *Write a letter to Sarkis as Wayland's MWRTA representative about the lack of statistics *Take the steps needed to gain more respect for the COA and for seniors * Gather information to back up staffing needs
ACTION	

ADJOURNMENT

DISCUSSION	The meeting adjourned at 7:30.
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PUBLIC COMMENT	N/A

Agenda topics: Meeting Convened at 7:38pm

MINUTES

BETSY SOULE, CHAIR

DISCUSSION	The minutes of January 4, 2011 were reviewed.
ACTION	The minutes of January 4, 2011 were approved (Denise/Betsy W.)

BAY PATH

EVELYN EKMEJIAN

DISCUSSION	Evelyn reported that there is no one on the wait list. Bay Path is facing a 4 percent cut next year. It is training people to look after care givers. It has spun off protective services. On March 24 th , Bay Path is hosting a breakfast meeting for eight invited guests from Wayland and other communities to bring attention to the Meals on Wheels (MOW) program. The guests are then to go with MOW drivers to see the program in action. Julie and others expressed concern about the clients' privacy.
ACTION	

TAX RELIEF

JOANN KUNZ

DISCUSSION	The Tax Relief Committee met on February 7 th and talked about submitting an article similar to one on the Sudbury Warrant based on the Hamilton proposal. The next steps are to gather information from the Assessors and submit an article for the 2012 Wayland Town Meeting Warrant.
ACTION	Prepare and submit Warrant article for the 2012 Annual Meeting.

FRIENDS OF THE COA

BETSY WILLARD

DISCUSSION	Betsy said that the Friends will hold the Second Wayland Iron Chef. This year's event will also have a cake decorating contest. Denise asked the co-directors to request funds from the Friends. Julie explained the need for a new sound projection system. She said John Moynihan has agreed to purchase a microphone as well as new tables.
ACTION	

DIRECTORS' REPORT

JOANN KUNZ AND JULIE SECORD

DISCUSSION	The winter weather has revealed the need to have a better communication system in place when it is necessary to cancel programs and trips. The staff is continuing to look into online registration. The new administrative assistant is doing well but there is lots to learn. Upcoming programs include a free recycling program and a volunteer appreciation luncheon in April and a technology and gadget fair. There is interest in using the van for tours of Weston Observatory.
ACTION	

FEASIBILITY STUDY

BILL STERLING

DISCUSSION	Fred Turkington says that the feasibility study is complete but Bill has lots of edits. The library voted to merge its plans with the Senior Center.
ACTION	Bill will call John Moynihan regarding a meeting with Graham-Meus.

	Denise moved and Bill seconded a motion approving a combined senior center and library and requesting schematic designs from Graham Meus. The vote was unanimous.
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OTHER BUSINESS

DISCUSSION	The remaining agenda items (PILOT, transportation, MetroWest Health Care Foundation grant, and the outside speaker policy) were deferred.
ACTION	

ADJOURNMENT

MARY ANTES

DISCUSSION	The meeting adjourned at 8:15. The next COA meeting will be held on Tuesday, April 5, 2011 at 7:00 pm
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