

COA Board Meeting Minutes

June 8, 2023

9:00 AM

In Attendance: Bert Lannon, Helen Daly, Meredith St. Sauveur, Elizabeth Derwin, Loring Barnes, Joyce Boiardi, Bill Brown, Debbie Sand, Brooks Corl, (there were a number of people observing the meeting who did not participate).

Announcements and Events

- **Summer picnic** is scheduled for June 20th at noon. Catering is by Lucas and there will be games.
- **Town Carnival** is June 23 – 25. COA is staffing a table with information on Saturday the 24th from 1:00 – 5:00. We need volunteers to staff the table.
- **Jewelry sale** raised \$600. There will be jewelry for sale at the COA table at the Town Carnival.
- **Remembrance ceremony** will be July 19th at 9:30 outside of the Senior Center. We are looking to plant a bush and create a remembrance area close to the Senior Center entrance. Barbara Chotkowski who was at the meeting today has been involved with trying to get the area near the entrance cleaned up and is willing to help. Joyce Boiardi is going to look into getting help clearing up that area.

Chair's Report

- FY24 COA board **goals were adopted**. They are attached to this document.
- **Role of the board** statement was accepted with a couple of changes. Final version is attached.
- Loring asked that her town email address be added to the website **so people can easily get in contact with her**.

Vice-Chair's Report

- **Meet and Greet** took place immediately after the board meeting. We discussed making this a quarterly event.
- It was mentioned some folks may need transportation to the **Memory Café** at the library, and we should look into using the COA vehicles. Individuals are advised to contact their insurance company if they want to use their own vehicles to transport people to this event. There are potential liability issues.
- There is an opportunity to use the COA vehicles to **transport people from Kennedy Terrace** to the center on a regular basis.

Clerk's Report

- **May meeting minutes** were accepted.
- We discussed the proposed **Mission Statement for the Center**. It was requested to include something specific about outreach and transportation. A new proposal will be distributed before our July meeting.

- There was a **meeting on budgeting** held with the Town Administrator, Assistant Town Administrator, Selectboard liaison Ellen Rosenfeld, and Debbie, Elizabeth, and Loring. A document was distributed at the board meeting detailing the content of the budget meeting. There will be a follow-up meeting this month to close on action items from the budget meeting.
- As a reminder – if a subcommittee meets with at least 4 board members this is an **open meeting** and must be posted on the town website.

Transportation Subteam

- Bert presented the format for a **new report** we would like to review at each board meeting. It tracks number of rides requested, fulfilled, unfulfilled, number of miles driven, and number of drivers that worked that month. It also includes the mileage of each vehicle. Rochelle is going to join the subteam, and produce this report.
- Everyone agrees the Chevy Cruz vehicle is too small, and its replacement should be a **mid-sized sedan with AWD**. The transportation subteam will have a voice in the selection of the new vehicle.
- **Wednesday is the hardest day to get drivers**. We need to explore adding more drivers.

Programs and Partnerships Subteam

- Crafty Ladies identified items they need, and Debbie assured them of funding.
- Joyce detailed upcoming Summer events that will be advertised and appear in the Newsletter.
- New ideas include – 5th grade pen pals, a craft fair, a sewing club, and a town-wide yard sale for seniors.
- This team is looking at ways to freshen up our existing space with new furniture, paint, and a mural.

Marketing and Community Outreach Subteam

- This team held a meeting with Madeline Yusna from Millis Community Media. Madeline identified a few ways we can record programs, advertise upcoming events, and promote the needs of the center. These videos can be posted to both the COA website and the MCM social media. We do need people to volunteer to record these events. The MCM staff is enthusiastic to help us get going and will provide training.

Action Items

All – see what (if any) shift you can cover at the COA table at the Town Carnival

Elizabeth – send a revised draft of the mission to all board members

Joyce – talk to town officials about cleaning up the entrance to the center

Next Meeting – July 13, 9:00 AM.

TOWN OF MILLIS • COUNCIL ON AGING
FY24 GOALS • May 2023 Goals Supplement



FY24 GOALS AS DECLARED IN COA BUDGET PRESENTATION

1. Increase afternoon programming, incorporating ideas from PBC Senior Center Feasibility Study and other feedback (Town Halls, surveys), to achieve user growth. Develop more intelligence about how Senior Center users make decisions; measure YoY changes to determine how new programming is being received.
https://www.millisma.gov/sites/g/files/vyhlf901/f/pages/millis_senior_center_feasibility_study_-_final_report_april_2022.pdf
2. Implement one (1) new food insecurity program. Note: This was completed with the addition of Lovin' Spoonfuls.

PROPOSED SUPPLEMENTAL FY24 GOALS

3. Hire a dynamic, qualified, and inspiring Director, achieve smooth onboarding for staff and Board by creating a new orientation and welcome pkg.
4. Build the public case for a new Senior Center 2.0. Reboot the project scope w/ the PBC, develop an advocacy plan with a timeline, inform the plan with learning field trips to towns with recent COA project builds.
5. Execute a rebranding that keeps Millis on pace national and state shifts in language that redefines seniors.
6. Establish a grant writing capability that can be sustained with an annual calendar and fundraising goals. Measure YoY success against goals and efforts.
7. Keep abreast of legislative changes and aging industry trends. Explore ways to increase seniors' activism and Town Meeting attendance, e.g., Senior Civic Academy and Voter Valet service. Host one state legislator event for funding and COA policy advocacy.
8. Institutionalize more meaningful performance measurements (KPIs) to educate the community and funders about the value and demand for Senior Center services.
9. Long-term: Determine what is required to achieve Dementia-Friendly and Age-Friendly certifications (Natl. Institute of Seniors, Natl. Council of Aging) and if doing so increases our grant potential.

Role of the COA Board:

The COA Board is a permanent strategic and advisory board comprised of seven (7) volunteer members. In partnership with the COA Director, the board provides leadership on the direction, operation, and services of the Senior Center. This includes staffing, budgeting and fundraising, outreach to other COA boards and legislators, and public advocacy for the town's senior residents.

The Board strives to empower our diverse 60+ seniors by:

- Offering opportunities for social and intellectual engagement
- Promoting aging-in-place tools and programs
- Providing resources that enhance healthy, independent living and help seniors feel safe, secure, and in control of their futures
- Presenting volunteer opportunities to share their expertise and hobbies with others
- Soliciting input from seniors that use the center on what improvements and additions could be made to the programs and services
- Reaching out to seniors that don't use the center to understand what prevents them from using the programs and services