

Wellesley Council on Aging
Board Meeting
March 21, 2016

Location: Garden Room, Wellesley Community Center

In Attendance: Miguel Lessing, Diane Campbell, Thomas Kealy, Sr. Alice McCourt, William Murphy, Dianne Sullivan, Terri Tsagaris

Associate Members: Mary Dummer, Penelope Lawrence, Frederick Wright

Board of Selectmen Liaison: Marjorie Freiman

Staff: Gayle Thieme, Linda Clifford

Call to Order: Miguel Lessing called the meeting to order at 4:00pm.

Citizens' Speak: None. Gayle Thieme read a thank you note from Board Member Emeritus John Schuler.

Approval of February 22, 2016 meeting minutes: Tom Kealy called out for a motion to accept the minutes of the January 25 meeting and Bill Murphy seconded. The motion passed and the minutes were unanimously accepted.

By-Laws – Diane Campbell

- The Statement of Purpose (Article I) was reviewed. Diane asked for suggestions from other Board members and will draft an update. Gayle will send Diane examples of Statements of Purpose from other COAs that were previously collected.

Tolles Parsons Center (TPC) updates

- Advisory Board voted 13-0 in support of the project.
- Fred Wright provided an update on last week's PBC and Moderator's meetings – TPC will come up on night four or five of Annual Town Meeting (ATM), which begins March 28.
- Terri Tsagaris said now is the time for COA Board members to reach out the Town Meeting Members (TMM), both for your precinct and town-wide, as well encourage friends to do so. Town Clerk Kathy Nagle will forward emails sent to her to all TMM, upon request. Gayle will email the Board Kathy's contact information and the names and addresses of TMM for those sending letters via postal mail.
- If approved by ATM, the election will be held within 35 days after ATM adjourns. Shortly after ATM closing, the campaign committee will officially be formed.
- Terri is currently looking at the specific duties required by various roles within the committee, such as creating the database and developing written materials, a website, lawn signs, and recruiting volunteers for sign holding, etc. There will likely be community forums scheduled prior to the election as well. There will be ample opportunity to volunteer for the campaign.

Marketing / Consulting update – Miguel Lessing

- Miguel, Gayle and Peter Godfrey have spoken with five potential consultants regarding COA marketing. Two individuals decided to partner and will submit a bid. The others consultants contacted may not submit bids. Three bids are required and Miguel will address the issue with the Finance Department. A grant application was submitted to the Fund for Wellesley requesting financial assistance for the project. A decision on the grant is expected in May.

Director's report – Gayle Thieme

- Volunteer Coordinator Cynthia Sibold started on March 10.
- 88 responses have been received to date regarding the request to update participants' vital information.
- Nancy Dobos created a new brochure for the COA. A draft has been shared with the Communications Committee for feedback.
- Carpool Habit Incentive Program (CHIP) update: Eight pairs of individuals have carpooled to fitness classes, and two pairs have carpooled more than once. The program continues through April.
- The COA used capital funds to upgrade the A/V equipment. Gayle worked with James Joyce of Wellesley Media to obtain the new equipment.
- A local high school student working towards her Girl Scout "Gold Award" has approached the COA to establish a Friendly Visitor volunteer program, the details of which are being developed.
- A parent of a Bates Elementary student in charge of the school's vegetable garden is interested in recruiting seniors to help students maintain the garden. Cynthia Sibold has more information for anyone who is interested.
- The COA will receive a \$450 donation from Newton-Wellesley Hospital as part of their Community Health Needs Assessment. It will help fund medical transportation requests that are of an urgent nature.
- The COA has provided a letter of support for a recent grant application submitted by Bridges Together – a Massachusetts-based nonprofit dedicated to intergenerational programs.
- Event Reminders: May 7 - "Rock the Night Away" at Wellesley College; April 15 - Volunteer Appreciation brunch.

Progress report / FY 16 Goals – Gayle Thieme

- The goals documented in the meeting materials were reviewed.
- Penny Lawrence asked about what increasing "COA News" refers to. Gayle explained COA News are email updates sent out to subscribers. Individuals can subscribe to receive updates in up to five categories.
- Sr. Alice McCourt asked about professional development opportunities for other COA staff. Gayle said such opportunities are being explored and the COA has the resources in this year's budget to take advantage.
- Dianne Sullivan asked if the COA is budgeting for professional development beyond this year. Miguel answered that is the case for FY 2017 and it is planned to be included for future years.

Summary of Visit to Andover COA – Linda Clifford

- Linda Clifford and Program and Elizabeth Bradley visited the Andover COA on March 2 to learn about their use of online registration for programs.
- My Active Center is a component of the My Senior Center database. My Senior Center is currently used by both the Wellesley and Andover COAs. Participants sign up for an account on the My Active Center website, which then allows for online registration and payment.
- Andover has been using it since August of 2014 and overall they are pleased with the functionality as well as the reduction in registration paperwork. Some of Andover's programs are exceptions to online registration. Andover also utilizes a touch screen at the main entrance that allows people to sign in for their program(s) upon entering the building.
- Switching to online registration did result in some "growing pains" but Andover reported now most of the participants are registering online without assistance. The COA staff registers on behalf of participants unable to do so independently, e.g. seniors who don't use a computer. Andover developed a brochure outlining how to create an account and register online.
- Participants can pay for fee-based programs online via PayPal but Andover also allows people to pay in

person by cash, credit card or check. They have an electronic cash register that processes the credit card payments.

- My Active Center and electronic payment technology will be explored further by the Wellesley COA staff to determine how it can best meet our needs.

Old Business: None.

New Business:

- Sr. Alice requested an examination of the current Board structure in order to make recommendations about the specific skills and abilities that will be needed on next year's Board.
- A summary of the TPC project informational meeting held at St. Paul Parish on February 25 was provided by Board members who attended.

Meeting adjourned: Miguel Lessing adjourned the meeting at 5:42 pm.

Minutes prepared by Linda Clifford