

Wellesley Council on Aging
Board Meeting
October 19, 2015

Location: Garden Room, Wellesley Community Center

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

Associate Members: John "Jack" Cross, Mary Dummer, Sheila Nugent, Fred Wright

Staff: Gayle Thieme, Elizabeth Bradley

Absent: Shirley Quinn, Linda Cohen, Lisa Heyison, Penelope Lawrence

Other guests: Phil Zarlengo. Sally Bray

Call to Order: Miguel Lessing called the meeting to order at 4:05pm.

Citizens Speak – None came to speak.

Minutes: Tom Kealy called out for a motion to accept the minutes of the September 21st board meeting and Dianne Sullivan seconded. The motion passed and the minutes were unanimously accepted.

Director's Report:

- Michelle Chalmers will be speaking on diversity at the Evening & Weekend Lecture series on 10/22. All are encouraged to attend the event
- Hiring update: The hiring process for the Assistant Director position has been delayed. Due to this delay, there is a surplus budget for FY16 personnel. Surplus funds have been used to temporarily increase part time staff hours.
- Lunch Program Update: Effective October 1, 2015, Express Gourmet has taken over as caterer of the Senior Lunch Program. The transition has gone smoothly. Gayle mentioned the lunch attendance has been strong, with the start of the month being the lowest in attendance. She suggested using e-blasts to remind participants to sign up for the month ahead.
- A luncheon for volunteers to redeem their La Riviera gift certificates has been scheduled for October 29th at 12:00pm.
- MCOA: Staff attended the conference on October 7th & 8th for networking and professional development workshops.
- Market Basket Outing on October 9th was a success. More than 50% of a survey's respondents indicated they would be interested in attending the grocery trip. There were 2 round trips (morning and afternoon) scheduled, allowing for 16 spots on the two trips. After two same day cancellations, a total of 14 seniors participated (6 in the morning and 8 in the afternoon). The COA transportation coordinators are looking into the possibility of scheduling future trips to Market Basket.
- The COA bus will provide transportation to the annual Thanksgiving dinner at Babson College on November 21.
- Technical support staff from My Senior Center visited the COA on September 29th to provide software training and answer staff questions. Gayle has been in touch with the Weston COA regarding the possibility of co-sponsoring a training specific to online registration.
- The new traffic pattern into the COA has been informed in the November/December issue of *Highlights*.

- An opportunity to benefit the FWCOA through purchasing “Equal Exchange” coffee, chocolates and other gifts. More details on this fundraising initiative and the catalog will be coming soon.

Fiscal Year 17 Budget Proposal: Capital and Operations:

- The capital budget request and five year projection was unanimously approved. Capital budget is due on October 21st. The capital budget includes MSC software’s transportation modules. Gayle elaborated on the need for iPad use in our programs not to replicate the training the library offerings. Another capital item is having secure storage in the senior room and transportation office. Diane Campbell suggested it would be wise to devise a programming acquisition plan for the intended use of the iPads. Diane mentioned it would be best to parallel the usage/upgrade policy that the IT department uses. Terri mentioned it would be beneficial to request funding from private parties for special items so that we may subtract these items from the COA’s long range budget plans. For example, someone might wish to sponsor dance equipment and donate in his or her name. Tom asked for a motion to vote on accepting the proposed FY17 capital budget and Diane Campbell seconded. The motion carried unanimously.
- Tom Kealy circulated the initial proposed FY17 budget. FY16 approved increase over FY15 was 29%. Tom elaborated that the increase we aim for FY17 is to be in line with Town wide guidelines, when excluding rent increase, which is out of our control. The Eastern Development Grant will have expired for FY 17. Tom explained we would aim for some salary adjustments. Next year, we will have increased EOEA funds (approximately \$5,000) and gift donations from the FWCOA. Gift money can be carried over from one year to the next. We count with \$51,000 in gifts, of which \$5,000.00 must be used this year, as EOEA grant funds are earmarked specifically for FY16. Bill Murphy asked if Tom Kealy has ever calculated the per square footage cost of the WCC rent. Tom responded we don’t have exclusive use of rented space and that daily space used varies according to the COA’s daily programs and must take into account the availability of WCC schedule. Miguel explained that building improvements have been requested from the WCC as quid pro quo for the announced \$12,000 annual rent increase. Terri Tsagaris asked if the salary increases have been determined by HR. Tom and Gayle indicated they have not yet been addressed with HR. Terri also wanted to clarify that gifted donations, both past and present, would not be returned to the general fund. Gayle agreed. Terri mentioned we should be thinking ahead to FY 18 as a future budget for the Tolles Parsons Center will have several line items that are currently not a part of our budget. Fred Wright asked if utilities usage/costs could be researched through the FMD to assess current expenses vs. projected expenses in the new TPC building. He mentioned the TPC will be an energy efficient and with a sustainable design. Terri highlighted the importance of informing Advisory Board and BOS that COA turned back \$16,000.00 last year. Given the growth of the transportation program, FY15 spending was well planned and extra funds were appropriately turned back to the Town.

Naming the COA new building the Tolles Parsons Center:

Terri asked if we would include a hyphen in the name between Tolles and Parsons. The plan is not to carry a hyphen. Miguel asked for a motion to request the senior center be named the Tolles Parsons Center. Dianne seconded and it passed unanimously.

Campaign if there is a Town wide Vote on Funding the TPC Construction Proposal

Terri thanked Sally Bray and Phil Zarlengo for meeting with members of the COA board to offer expertise on branding.

After next spring's Annual Town meeting (assuming there is a favorable vote to build the Senior Center), a ballot question committee will be formed that would run the campaign for the town vote. The COA board members are not eligible to be a part of this entity. Terri described a series of suggested actions and a general timeline for the purpose of educating the Board of what a campaign of this nature entails.

The day after town meeting, the entity would already be set to commence working and fundraising letters would be ready to go out. There is only a short window between town meeting and the town election (expected in May).

COA would need to upgrade its web presence with highly visible TPC talking points, FAQs, building design and programming plans. Terri suggested that social media is key to spreading the word during such a campaign. During the months of November and December, COA must think about champions of the project. Terri stressed that the Town website cannot contain fundraising information, but it can display renderings and fundamental TPC information. She reiterated that everyone would need to opt in to receive TPC campaign emails, separately from those already subscribed to COA's own TPC-specific emails.

Fred Mentioned on Thursday, November 19th the ZBA meeting will take place and we will need visible crowd support.

Proposals to improve enrollment next cycles: Tom Kealy requested the consideration and Board approval of specific new program related promotional tactics that are policy changes from past practices, with the aim of reaching 200 program participants in the next four months who have never signed up for programs or activities before. The maximum possible cost is estimated at \$7,000, funded from delays in other budgeted expenses due to the hiring delays mentioned earlier. Gayle supports the program but has logistics concerns that still need to be resolved. She also indicated the challenge of "truly new" verification. The general sense is to follow good faith rules as we aim at inclusion rather than exclusion. Gayle stated that we already are maxed out on exercise classes and that incentives could increase this problem.

Diane Campbell mentioned she was glad to see the positive results of the first incentive to increase enrollment and thanked Tom for his creativity. Tom motioned to approve and Dianne Sullivan seconded. The motion passed unanimously.

Filling Vacant Board Positions: There are currently 2 vacant board positions. Miguel suggested that the nominating committee meet with the Board to discuss the process for filling board positions.

Old Business: Request for Proposals for the town-agreed recreation uses at the former St. James Church (900 Worcester Street) property are due November 20. COA has particular interest in the aquatic center aspect for the benefit of seniors. Informative sessions for residents will take place on 11/30, 12/2 and 12/3.

New Business: The COA will enter a team in the Wellesley Education Foundation Spelling Bee on November 5, 2015.

Meeting Adjourned: Miguel adjourned the meeting at 5:56pm.