

Wellesley Council on Aging
Board Meeting
January 25, 2016

Location: Garden Room, Wellesley Community Center

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

Associate Members: John "Jack" Cross, Penelope Lawrence

Board of Selectmen Liaison: Marjorie Freiman

Staff: Gayle Thieme, Linda Clifford

Guests: Deputy Executive Director Meghan Jop, Planning Department Director Michael Zehner, Planning Board Member Harriet Warshaw

Absent: Linda Cohen, Mary Dummer, Lisa Heyison, Sheila Nugent, Terri Tsagaris, Frederick Wright

Call to Order: Miguel called the meeting to order at 4:02pm.

Approval of January 4, 2016 meeting minutes: Sr. Alice asked about developing a more formal procedure regarding exploring professional development for COA staff. Miguel stated the Executive Committee would take this into consideration. Diane called out for a motion to accept the minutes of the January 4 meeting and Sandra seconded. The motion passed and the minutes were unanimously accepted.

Unified Plan for the Town of Wellesley – Michael Zehner

- Michael introduced the three guests, members of the Unified Plan Working Group.
- The newly established Town mandate for a town-wide Unified Plan will combine the existing Comprehensive Plan (mostly focused on land use) and a new Strategic Plan (financial and services based on the overall business of the Town).
- The group is presenting the Unified Plan concept to town Boards to get input on the proposed scope and process for the Plan's development. This is the purpose of this presentation.
- An RFP for a consultant to lead the process will be released after 2016 Annual Town Meeting.
- A broad steering committee, including a COA representative will be formed.
- Meghan said the hope is the Unified Plan will better account for departmental financial needs for the next 10 years.
- Harriet indicated the Plan is to be the town-wide vision, accounting with how all pieces fit. Where do we want to take the town? Some goals will cut across all departments, e.g. Healthy Aging.
- A goal is for the Unified Plan to be a "living document".
- Marjorie added that the 10-year Unified Plan would be an ongoing loop of "implementation, reflection, and assessment".
- On a question from Diane Campbell regarding public involvement, Meghan used as an example the development of the comprehensive plan, which included a town-wide survey and a series of public meetings involving stakeholders, which helped to prioritize. Social media and word-of-mouth will be used to generate interest.
- An edited version of the draft document that was provided will be issued closer to Town

Meeting.

Director's report – Gayle Thieme

- Hiring updates: Kate Burnham will join the COA staff as Health and Social Services Administrator on Wednesday, January 27. Interviews for Volunteer Coordinator are in process, with two candidates are being interviewed.
- Save the Dates: Friday, April 15 – Annual Volunteer Appreciation Brunch. Saturday, May 7 – 5th Annual COA Signature Event to be held at Alumnae Hall at Wellesley College. Planned theme is “Rock and Roll through the Ages”
- The COA is collaborating with the Youth Commission and Key Club to create a “Snow Shoveling” Brigade, to help shovel snow for seniors in need.
- The COA plans to co-sponsor the Annual Senior Art Show with Waterstone at the Library again this year. Dates to be determined.
- Gayle, Linda and Ashley Shaheen are to attend the MCOA membership meeting on February 5, where “program evaluation” will be discussed.
- Linda provided a brief update on transportation services. The transportation department is scheduling all transportation requests in the Assisted Rides database, which will allow for better data analysis due to its ability to track unfulfilled requests. The My Senior Center database, which had been used to schedule bus requests, was unable to track that information.

Results to-date of enrollment initiatives – Tom Kealy

- “Don’t Say No” – Changed the policy of cancelling programs if the minimum number of participants is not met. The new policy calls for conducting the programs anyhow. 57 participants benefited from this initiative, providing a better experience
- Expansion of fitness classes, in particular “Better Bones”. This initiative provided 54 additional opportunities per week (a 33% increase) by adding sessions to the schedule.
- This has meant a one-hour earlier start one day a week (fitness class beginning at 8:30am).
- “2 for 1” - existing participants recruited new students to a fitness class for the January/February session at a 50% discount for both people.
- The total cost of these initiatives was \$1669.38.
- There have been 115 new participants across all COA programs and activities YTD (not only from the enrollment initiatives).
- COA has moved an art class to the Recreation Department to increase the number of participants.
- Sr. Alice mentioned the “It takes a Village” program, which allows for seniors with memory loss to participate in community activities. Sr. Alice expressed this could be an opportunity for COA involvement.
- Jack Cross has asked about how disruptive incorporating these initiatives has been for COA staff. Gayle said it has been manageable, including cooperation from other involved parties. The most difficult aspect has been ensuring clear communication with the constituency.
- Miguel Lessing suggested an article in the Townsman regarding the enrollment initiatives; this will be a good project for the Communications Committee.

Old Business: COA brochure and Tagline

- Diane Campbell reported on the progress of the brochure. She and Gayle are working with an, Carol Morrow, who is providing suggestions for content and layout, including changing to a half-fold design. Carol is currently working on a second draft version of the brochure.
- Tagline - Of those presented to the board by email, "Connect, Engage, Learn" was the most popular option and will be adopted.

January 4 Metrics presentation: questions/comments

- Sr. Alice asked about the definition of the word metrics. Marjorie Freiman defined "Metrics" as identifiable goals and objectives that can be measured using data.
- Penny had questions about the duplicated and unduplicated counts and total number of sign-ins on the FY 2014 and FY 2015 statistics. Gayle explained that some individuals have social services contact in multiple categories and thus, are counted more than once. On Penny's question on why the duplicated count was same for the Interaction, Category and Assistance groups Linda clarified that each service entered in MSC is categorized in each of the three groups, e.g. a telephone consultation can be for financial assistance, specifically about the A. Simons Fund.
- Diane Campbell requested to have second quarter FY 15 and FY16 statistics presented soon.
- Penny asked if data could be sorted by gender and age. Gayle explained that My Senior Center can filter the data, but it includes inaccurate information, such as incorrect DOBs.
- COA staff has contacted the Andover COA to learn more about their use of online registration.
- Marjorie noted the importance of documenting progress along the way.

Need for additional Board meetings – Miguel Lessing

- Miguel asked if the Board thinks there is a need for additional meetings if there is not enough time devote to group discussion during the scheduled monthly meeting.
- Sandra requested a "laundry list" of items related to the TPC project to be covered prior to Annual Town Meeting. Miguel provided a brief update and will provide a written report for the February board meeting.
- Additionally, Sr. Alice asked for a report of where things stand with TPC project.
- Sr. Alice asked about the status of the Nominating Committee and filling open Board spots, as well as inviting Board members who have left the Board this year for the board meeting in June, which also serves as an end-of-year celebration.

New Business: None.

Meeting adjourned: Miguel Lessing adjourned the meeting at 6:00pm.