

Wellesley Council on Aging
Board Meeting
May 23, 2016

Location: Garden Room, Wellesley Community Center

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

Associate Members: Penelope Lawrence, Sheila Nugent

Board of Selectmen Liaison: Marjorie Freiman

Staff: Gayle Thieme, Linda Clifford

Guests: Mary Ann Cluggish, Peter Godfrey (FWCOA), Barbara Peacock-Coady (FWCOA)

Absent: Sandra Budson, Terri Tsagaris, John "Jack" Cross, Lisa Heyison, Mary Dummer, Frederick Wright

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

Citizens' Speak: On behalf of the Board, Tom Kealy presented a small gift to Terri Tsagaris to thank her for her efforts as Chair of the campaign committee for the Tolles Parsons Center (TPC) vote.

Approval of April 25, 2016 meeting minutes: Diane Campbell called out for a motion to accept the minutes of the April 25 meeting and Bill Murphy seconded. The motion passed and the minutes were unanimously accepted.

Director's report – Gayle Thieme

- An electronic version of the new COA brochure is available on the COA website.
- The COA participated in the annual Wellesley Veterans Parade held on May 22. Staff and volunteers marched or rode the COA bus the length of the parade route.
- The Massachusetts Senate Ways and Means Committee released its budget for FY17 and it included sufficient funding to increase the EOEI Formula Grant to \$10/elder. The Board signed letters thanking the Senators most heavily involved in getting this budget through committee. The next step is floor debate, which is scheduled for this week.
Miguel requested Marjorie Freiman that the COA Board be invited to participate in the annual BOS and other boards' meeting with Wellesley's State Representative and Senators.
- Gayle summarized her week spent at the Bentley University training on Effective Leadership, which she attended May 2-6. She also indicated that three meetings between her and the hired Executive Coach have occurred to date.

Marketing Positioning Plan contract – Miguel Lessing

Two proposals for the COA's Marketing Position Plan RFP have been received and reviewed by the Board. The recommended proposal was submitted by Barrie Atkin & Joan Seamster. The COA has received a grant for \$7,500 from the Fund for Wellesley to help cover the cost, which totals \$31,000. COA gift funds will cover the remaining costs. Dianne Sullivan asked about any other fees associated with the project. Any costs (i.e. out of pocket expenses), including those related to implementing the marketing plan are not included in the contract. Diane Campbell brought forth a motion to accept the Atkin & Seamster proposal, which was seconded by Bill Murphy. The Board voted unanimously in favor.

Tolles Parsons Center: from now to opening – Mary Ann Cluggish

Mary Ann was Chair of the Wellesley Free Library Trustees at the time the new library was constructed, and provided the Board with suggestions about issues to be aware of during the building process regarding

construction, interior decorating, furniture, fixtures & equipment as well as on fundraising. Mary Ann's suggestions included visiting other newer Senior Centers, appointing an interiors committee, attending construction meetings and creating opportunities for naming rights. Mary Ann provided written handouts.

Nominating Committee Recommendations for FY 17 – Sheila Nugent

Sheila emphasized the importance of having a strong board now that the vote for TPC has passed. The Nominating Committee is focusing on recruiting members who have leadership qualities in business or Town government and/or experience in finance, social media, marketing, public relations or involvement with other Town Committees and Boards. A proposed slate of Board members for FY 17 was presented. The list does not cover the full number of members allowed by the Town Bylaws. The committee will continue its work and discuss member roles, including the need for a formal Secretary, for a vote at the June meeting. The search will continue year round until all positions are filled.

Professional Development Policy, Finance Update and Board Evaluation: Postponed until the June meeting.

Old and New Business: None.

Next Meeting: Monday, June 20, 2016 at 4:00pm.

Meeting adjourned: Miguel Lessing adjourned the meeting at 6:04pm.

Minutes prepared by Linda Clifford