

Wellesley Council on Aging
Board Meeting
July 18, 2016

Location: Garden Room, Wellesley Community Center

In Attendance: Diane Campbell, Thomas Kealy, Sr. Alice McCourt, Dianne Sullivan, Lisa Heyison, Anne Marie Gross

Associate Members: Sheila Nugent, Frederick Wright, William Murphy

Board of Selectmen (BOS) Liaison: Barbara Searle (until 5:00pm)

Staff: Gayle Thieme, Linda Clifford

Absent: Miguel Lessing, Penelope Lawrence

Call to Order: Diane Campbell called the meeting to order at 4:00pm. Diane welcomed Anne Marie Gross and Lisa Heyison to the Board as well as Barbara Searle as the BOS liaison.

Citizens' Speak: None.

Approval of June 20, 2016 meeting minutes: Dianne Sullivan noted two typos in the minutes which Linda Clifford will correct. Dianne also noted that per the Open Meeting Law, the meeting minutes should contain a list of all the documents used during the meeting. Linda will include this list on the June minutes and on all minutes going forward. Tom Kealy called out for a motion to accept the minutes of the June 20 meeting and Anne Marie seconded. The motion passed and the minutes were unanimously accepted.

Chair's comments – Diane Campbell

As a result of the special Board meeting held on June 27, the FY 2017 Board's priorities include developing new policies as well as working with Friends of the COA (FWCOA) on fundraising efforts for Tolles Parsons Center (TPC). Goals specific to FY 17 are an agenda items for this meeting. TPC has an official street address. It will be located at 500 Washington Street.

Dianne Sullivan asked about the office of Treasurer. Town by-laws do not dictate a Treasurer on Boards, therefore she requested the Board vote to "grandfather" the office of Treasurer until new official policies are developed. The group discussed the role and title of Treasurer, as the COA Treasurer functions somewhat differently than a Treasurer of a typical non-profit organization. Anne Marie Gross said every Board member should take responsibility of understanding the financials of the COA, however a person with more expertise in that area can work more closely with the Director. Diane Campbell said a vote is not needed as at the June 20 Board meeting, a vote was taken nominating Tom Kealy as Treasurer for FY 17.

Director's report – Gayle Thieme

- Gayle, Diane, Fred Wright and Suzy Littlefield are visiting other newer COAs in the area to learn more about the process of transitioning to a new, stand-alone senior center. Needham was visited on 7/14, Belmont was visited today, and Milford scheduled for 7/21. There are plans to schedule a trip to Holyoke and Chicopee in the future. Gayle distributed a list of the questions the workgroup is asking the Directors during the visits.
- Marketing and Brand Positioning Plan update: Gayle is currently scheduling "discovery interviews" with 18 groups/individuals and the COA consultants. So far, 6 interviews are scheduled. One of the group interviews is targeting current "non-users" of the COA. Gayle asked Board members to suggest individuals in this demographic to her, so that they may be asked to participate.
- Job postings for the Volunteer Coordinator and On-call bus driver positions are currently open through

7/24. On-call driver Al Voci's last day was 7/6.

- The annual COA BBQ was held on 7/15, with 100 guests in attendance. This was the COA's second year in a row partnering with the Wellesley Police Department on this event.
- Capital funds will be used to purchase a new copier for the COA office.

Update on Board appointments – Sheila Nugent

Interviews of potential candidates have continued since the last Board meeting and additional names will be presented at the September meeting. Diane Campbell asked Barbara Searle to clarify the nomination process. Barbara said for Boards who report to BOS there is an assumption that the Boards have done their due diligence, thus the individuals who are voted on by the Board in September can then be recommended for appointment by the BOS.

Goals for FY17 – Diane Campbell

Diane noted the Board's FY16 goals were ambitious and a lot has been accomplished, but more work is needed before the goals can be considered fully achieved. Thus, the goals for FY 17 are a "Version 2.0". It's necessary to keep the next two years in mind for budgeting purposes. Tom stated the COA will be planning for FY19 operating budget right around the time of moving into TPC, which makes future planning a challenge considering how much is unknown. With regards to transitioning to TPC, Diane said the Needham COA cautioned Wellesley against expanding programming too quickly after moving in to the new building. Anne Marie said there is a need to develop a transition plan for moving in and beyond. Barbara encouraged all Board members to follow the Permanent Building Committee meetings throughout the building process and also suggested the COA talk to the BOS with regularity once they are moved in to TPC. The BOS would be open to engaging in a dialogue about what is working, and what is not.

Fred Wright asked if the COA considering the issue of the cost of its fee-based programs. Anne Marie said there is a need to understand the ongoing cost structure of TPC and benchmarking with other COAs to find out how they handle their fee-based programs. Sheila Nugent raised the issue of fundraising, and the variety of ways other COAs have raised money prior to moving to a new building. Diane said the Board will need to develop specific strategies and action steps to support the FWCOA as they initiate fundraising projects. For example, the Board would need to vote on a naming policy if that is considered as a project. Sr. Alice said there should be further discussion about the relationship between the Board and the FWCOA so that it is clearly defined for everyone involved. Anne Marie suggested speaking with the Library director about the Library's relationship with the Friends of the WFL and the WFL Foundation.

With regards to the goal of maximizing resources for data collection, Gayle said Linda will be providing analysis for FY 17 programs on a bi-monthly basis. Sr. Alice asked about how COA programs and services will be marketed, and who's responsibility this will be going forward. Diane said the Board will have a better understanding once the results of Marketing and Brand Positioning project are shared with the Board. As a result, much of the communications goal hinges on what is learned from the consultants and their recommendations, which will be a good foundation for the COA to make informed decisions. As for transportation, Gayle provided an overview of the progress made in FY 16. This includes transitioning to using only one database to schedule all COA transportation services as well as monthly data collection, which will assist in identifying usage trends and decision making related to the scope of service.

Old Business: None

New Business: Enrollment – Tom Kealy

The Board reviewed the documents prepared by Tom regarding COA participation by age and gender (based on FY 15 data), the challenge of timing the budget for future fiscal years, and a comparison of Wellesley's fitness

class costs compared to surrounding towns.

Next meeting: September 19, 2016 at 4:00pm

Meeting adjourned: Diane Campbell adjourned the meeting at 5:45pm.

Documents and/or Exhibits referenced at this meeting:

- List of questions for COA visits, Summer 2016 (distributed by Gayle Thieme)
- Determining Priorities for the COA's FY 17 through FY 19 (distributed by Diane Campbell)
- Enrollment & FY 17/18 budget information (distributed by Tom Kealy)

Minutes prepared by Linda Clifford