

Minutes of COA Board• Vitality Subcommittee
Tolles Parson Center. December 8, 2021.
Wellesley, Ma

Committee members present: Tory DeFazio. Bob Ferrell. Tony Parker,
Chair

Staff not available

Citizens present: none

The meeting was called to order 11:05 AM. by Tony Parker. He agreed to run the meeting, Bob Ferrell agreed to write minutes. It was agreed that the role of chair and recorder of minutes would be rotated among members.

Agenda:

1. Review and Approval of Minutes: Nov 3,2021. Minutes approved as presented by Tony Parker.

2.The discussion of the means of measuring and gauging the presence of and change in vitality led to a clarification of goals of the subcommittee: How can we define a goal that provides a means of measuring vitality?

In the context of prior discussion of establishing a baseline of COA activities, Mr. Parker is gathering data on the full range of programs and services from which data may generate who is and which groups are not how involved in programs. Measures of vitality depends on the extent to which information is available to the citizens to stimulate interest.

This led to a consideration of the goal of **Outreach as a means of measuring the vitality of COA**. Reaching out to various groups : elders living alone, individuals unfamiliar with programs, others unaware of the benefits to their age group (especially the "Young Elderly"), and those who do not easily accept that they can benefit from engaging in programs, was considered to be a means of measuring and promoting vitality.

3. Mr. DeFazio suggested that a list of people over 65 could be generated by the Town Clerk's office as a starting point. Of that group, which individuals do *not* receive The Townsman or are easily reached by phone or email?

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4. Dr. Ferrell suggested that a volunteer group could contact people to inquire, educate and promote engagement. A measure of vitality would be gained by the data from outreach contacts made and participation resulting from successful contacts. Where would volunteers come from? Wellesley High school is one source and students could be mentored.

5. Mr. DeFazio suggested that promoting an "Open House" series of events would also provide another measure of vitality and outreach to citizens in response to contacts made. Possible tagging onto the 2022 Wellesley's Wonderful Weekend.

6. Discussion of the relationship between COA staff, their roles and the role of the COA Board was generated in the context of a shared sense of promoting vitality. How do Board members engage on the in-house level of promoting outreach and vitality? (my understanding of comments is weak here)

7. Consensus was achieved on making **Outreach** the goal of the subcommittee on vitality. To pursue this, the group defined the following concerns/queries:

- a. A campaign of Outreach would generate data on numbers of individuals 65 and older contacted.
- b. a simple list of questions would be used by volunteers to gain responses in an unobtrusive way by phone contacting.
- c. A follow-up contact would be made to assure solid confirmation of efficacy of contacts made.
- d. Use of various media, including cable TV, phone and newspaper to "spread the word" and promote engaging with heretofore uninvolved individuals. Bob indicated interest and intent to contact cable TV personnel to explore possible use of Wellesley cable channel.

The meeting was adjourned at 12:00 Noon; the next scheduled meeting will be held January 12, 2022, 11:00 AM at TPC.

Respectfully submitted,
Bob Ferrell

Approved at the meeting on March 23, 2022.