

Wellesley Council on Aging  
Board Retreat Meeting Minutes  
DPW Training Room  
20 Municipal Way, Wellesley MA  
September 26<sup>th</sup>, 2023 @ 4 PM  
REVISED

PRESENT:

Kathleen Vogel (Chair), Susan Rosefsky (Secretary), Marlene Allen, Lori Ferrante, Robert McCarthy, Corinne Monahan, Tony Parker, Cynthia Sibold, Dianne Sullivan, and Tina Wang (est. 5:00 PM arrival), Deborah Greenwood (Director of Senior Services) and Frank Lam (Assistant Director of Senior Services)

Not in attendance – Patty Chen

CALL TO ORDER:

Kathleen Vogel (Chair) called the meeting to order at 4:03 PM.

CITIZEN SPEAK:

No member of the community attended this meeting.

Gift Acceptances – presented by Ms. Vogel

Amount	From	Purpose
\$150.00	Friends of the Wellesley COA	Grandparent's Day 9/23
\$625.00	Friends of the Wellesley COA	6 <sup>th</sup> Anniversary Party 10/23
\$300.00	Friends of the Wellesley COA	Halloween Event 10/23
\$100.00	Paul Ring	Business Cards for Sue Avakian
\$481.21	Friends of the Wellesley COA	Coffee Subsidy August 2023
\$472.00	Friends of the Wellesley COA	Lunch Subsidy August 2023
\$941.00	Friends of the Wellesley COA	Simons Lunch June 2023

A motion made to accept the gifts as stated was made by Ms. Allen and seconded by Ms. Sibold, all present Board members VOTED to accept the donations.

UPDATES – presented by Ms. Vogel

The Board inadvertently received incorrect evaluation forms for assessing the Directors' performance. Ms. Vogel will promptly dispatch the appropriate evaluation forms to each board member. These forms will be utilized by the HR department to facilitate Ms. Greenwood's 6-month review. Each board member was requested to submit their evaluations by the week's end.

RETREAT BUSINESS – presented by Marc Wey

Key points from the discussion:

### **Pillar I - Architecture**

*The “building blocks” of the Council on Aging*

- Suggested that Each Board member has a portfolio.
- Active engagement of the Board – intentional/specific
- Add 9 members to staff by 2028

### **Pillar II – Adaptability**

*The ability and willingness to consider modifying existing ways of doing things and to create the systems to embrace new opportunities.*

- Reshuffle
- Mindset Change
- Advocate to the Select Board
- Go from 25% to 32% participation.

### **Pillar III Outreach**

*An intentionally inclusive approach to social services, programs, and patron engagement to expand the diversity of constituents using the COA.*

- Go from 25% to 32% participation.
- Define the needs of homebound
- Develop an advocacy program.

### **Pillar IV Communication/Branding**

*The way we convey who we are, who we serve, and what we offer.*

- Become an “Age-Friendly Community” by ...
- Intentional campaign with Select Board
- Hire communication consultant.
- “Active Senior Center for today’s world”

### **Pillar V Optimization**

*How do we optimize ALL facets of the COA to fulfill our mission?*

- Promote our programs though the Wellesley website.
- Expose the ideas to the ‘danger of success’.
- Increase current 80% utilization.

- Buy property next door.

### **Pillar VI Programs and Activities**

*What brings people to the COA...the heart of what we do.*

- Expand outside our walls (Time & Space)

### Session Wrap-up

- Need more retreats.
- Director to provide more updates on all initiatives/background activities.
- Big issues
- We have big ideas, and big dreams but are restricted.
- Engaged Board members.
- Utilize the Public Information Officer
- Education
- Unified front to Select Board
- Optimization
- Intentional connection with other town Boards.
- Age-friendly

### ADJOURNMENT:

The retreat adjourned at approximately 6:58 pm

Respectfully submitted,

Frank Lam

### MEETING DOCUMENTS:

- Board Retreat Working Document
- MCOAs Strategic Plan - August 16, 2022

**Approved 10/19/23**