AGENDA

1) Approval of Minutes from January 24, 2019 meeting
2) Director's Report
3) New Senior Center Update
4) Chairman's Report
5) Old Business
6) Public Comments

Present: S. Gallagher, R. Moffitt, J. Rebello, B. Swain, J. Vieira (Chairman), J. Bishop (Director), P. Johnson-Staub (Asst. TM), M. English-Braga (BOS), M. Costello (Recording Secretary).

J. Vieira called the meeting to order at 4:06 p.m.

APPROVAL OF MINUTES

The January 24 minutes were tabled until five members from that meeting are present to approve them.

DIRECTOR'S REPORT

➢ COA Competed Activities/Events:
  ▪ Jan 28th - Late Life/End of Life Workshop Series “Kickoff” with a Panel discussion of upcoming sessions. (We are completely booked ... with a waitlist)
  ▪ Feb 25th - Late Life/End of Life Workshop Series “What’s Your Medical Plan”. Participants came in and worked with an individual in completing forms and ask questions.
  ▪ Ladies Chat Group started back up under the direction of our new Clinical Social Worker
  ▪ Falmouth Academy Students are still volunteering each month offering technology assistance to Seniors
  ▪ AARP Tax Assistance ongoing
  ▪ Fuel Assistance appointments ongoing

➢ COA Upcoming Activities/Events:
  ▪ March 8th - April 12th: The Savvey Caregiver Educational Program (Alzheimer's Family Support Center of Cape Cod) This is a six-week program that will meet on Fridays.
  ▪ March 11th - St. Patrick Luncheon sponsored by Royal Health Group and Entertainment by Bob*Kat.
  ▪ March 18th - Celebrate the Retirement of Karin Benedict.
  ▪ March 25th - Late Life/End of Life Workshop Series “What’s Your Funeral Preference”
  ▪ April 8th - Journeying Through Life Role Transitions Workshop. Lead by Clinical Social Worker Diane. Senior Center, Human Services and local organizations will provide leadership assistance for the workshop.
  ▪ April 29th - Late Life/End of Life Workshop Series “What's Your Financial Plan”
  ▪ April 30th -June11th: Healthy Eating Workshop (Elder Services) This group will be for six sessions on Tuesdays.

➢ Water Bottle initiative announced to encourage members for all programs to bring in their own water bottles. This will save on money and waste.
FRIENDS of Falmouth Senior Center: Board will now meet on the third Tuesday of the month at 12 noon. They are doing a mass mailing to every household in the town with a picture of the future center, soliciting donations to enhance the FF&E. On June 26th they are planning a trip to the Boston Red Sox games as a fundraiser.

AGE-FRIENDLY Initiative being administered by Barnstable County is asking all residents to fill out an Age-Friendly Survey. 200 hard copy surveys have been completed. An outreach initiative to distribute surveys via town/local email databases (Senior Center, Town, Chamber, VIPS, LWV, Newcomers, NHFalmouth), and hard copies to the Senior Center, Service Center and all senior housing.

STAFF Update: We were down SHINE Volunteers this year and now have two people interested in being trained accordingly. She would welcome more volunteers.

BUDGET Update: J. Bishop met with FinCom and they have approved the budget recommendation. The Town Manger is in support of the Department’s needs with the new facility.

NEW SENIOR CENTER UPDATE  /  CHAIRMAN’S REPORT

J. Vieira reported progress was good. Builders are close to having the foundation completed. By mid-March the building will be visible from the street. The team is getting along well and site meetings have gone smoothly.

The concession stand was supposed to be removed when the football field was relocated to the high school. But the Commodores said they would like to take it over and use it for concessions and bathrooms. If left where it is, the small building will block the view from the senior center’s patio. A solution must be found quickly, because wherever the Commodores’ concession stand is placed, it will need a sewer hookup, which has to be installed while the site is dug up. There will be a small group meeting of representatives from all affected groups, to consider other placements. J. Vieira was confident the small group could help the Commodores to find another place to build on site. They cannot build at the spot where they have traditionally set up for concessions, because of proximity to a wetland.

Members generally agreed that it was important for seniors to be able to see some greenery from the new center. Seniors will be using the facility year round. The new center is going to include two bathrooms for use by sports spectators and playground users. The COA should do whatever we can to help the Commodores get a new concession stand in a suitable spot.

J. Vieira reminded everyone how the COA had wanted to write a letter endorsing the direction that J. Bishop is going with regard to staffing. He shared a draft of a letter over his name, to be sent to BOS, which met with approval.

OLD BUSINESS / OTHER BUSINESS

BRANDING: COA Board discussed the branding concept.

There are potentially three things to name: the building, department and perhaps staff titles. We want to brand the department and the facility, but leave the COA alone. Other senior centers in Massachusetts have no consistency: some are senior centers, others are called community center, adult center, center for active living, multi-service center. A few are named after people.
We should consider bringing in a couple of people to help us. One could be from MCOA and another could be a marketer. J. Vieira agreed that we need outside help if we want coordination and a professional-looking product. M. English-Braga and J. Rebello were in favor of a forum to get public input as well.

J. Bishop would broaden the perception of the sometimes problematic word “senior” to cover three generations. She prefers a marketer who has not worked on many senior centers, to bring a fresh outlook.

P. Johnson-Staub said we should have a clear idea exactly what we want our outside help to do. J. Vieira thought we could use the help to settle on a name, slogan, and branding concept, then re-assess what other services are needed.

J. Bishop said she and B. Swain could meet with consultant first, before having a full COA meeting to outline the process and set a timeline. Public input can be solicited through the newsletter, social media, and a suggestion box at April’s town meeting. At the end of the process, we will submit a few suggestions to the BOS, who will ultimately decide on a name.

J. Rebello asked if an informational video would be ready for April’s town meeting. Brian Switzer is preparing a short (1-2 minute) video. It will include comments from J. Vieira and the project manager, along with construction footage shot the week before town meeting. Later videos are scheduled for the project’s mid-point and for a final wrap-up. The last video might feature a walk-through of the finished building.

**PUBLIC COMMENTS**

None.

J. Vieira adjourned the meeting at 4:55 p.m.

Respectfully submitted,

Meg Costello, Recording Secretary