AGENDA
1. Approval of Minutes from January 24 & February 28, 2019 meeting
2. Director's Report
3. New Senior Center Update
4. Chairman's Report
5. Branding Discussion
6. Old Business
7. Public Comments

Absent: S. Gallagher, R. Moffitt, S. Ripley

J. Vieira called the meeting to order at 4:00PM

APPROVAL OF MINUTES
B. Swain and J. Rebello moved and seconded the approval of the January 24, 2019 minutes. Motion passed unanimously.
B. Swain and J. Rebello moved and seconded the approval of the February 28, 2019 minutes. Motion passed unanimously.

DIRECTOR'S REPORT
- Age-Friendly Initiative:
  - Survey: Distribution of the Age-Friendly Survey component completed via mail, email, social media and survey monkey. Falmouth had a very good response.
  - Self-Assessment Checklist: Memo requesting assistance sent out. Will schedule over next two weeks to meet and complete.
- Staffing: J. Bishop is seeking to fill several positions: PT grant-funded receptionist, PT grant-funded volunteer coordinator, substitute bus driver, FT outreach coordinator to replace K. Barrett who is retiring effective May 1, 2019. These jobs have been posted and resumes have been received. The full time van driver is back at work full time.

NEW SENIOR CENTER UPDATE / CHAIRMAN'S REPORT
J. Vieira reported the building is on schedule. The biggest task now involves the IT and A/V systems. These are very complex and require close attention to the budget. The town's IT people and the architects' contractors are working together. The method of operation is being kept as simple as possible (plug and play). Future capabilities like digital signage will be supported.

J. Bishop is working with a group on choosing interior colors, carpets, etc.
At April's Town Meeting, the building committee will make its report in video format. Brian Switzer's drone has taken a video of the site.

B. Swain asked about staffing. J. Vieira said he sent a letter to the Board of Selectmen at the request of the COA Board. The letter supported the positive direction of staffing for the new facility with the approval of a Program Coordinator position funded in the FY2020 Budget. Additional positions to support the new facility were also mentioned such as custodial for the entire campus—someone who could set up and take down furniture and equipment and administrative support. Administrative and Custodial support are positions for review and consideration at the November Town Meeting as indicated in the Town Manager's budget message. J. Vieira was then invited to a BOS meeting to answer any questions the BOS may have regarding the letter.

J. Bishop noted that COA has an article on the Town Meeting warrant to create a program coordinator position.

OLD BUSINESS / OTHER BUSINESS

The council heard a presentation on branding by guest Linda Pogue, a communications and marketing expert. She has worked locally with MBL, WHOI, Hutker Architects, Falmouth Academy, and VIPS.

L. Pogue’s explained that we must first define and describe our consumers and stakeholders (children caring for parents, for example). How do we want all these people to think of the senior center?

Once the brand is established, everything is filtered through it: fonts, colors, format, logo, marketing, programs/services. As an example of a building name, she offered “Senior Community Center: programs and services relevant to today’s seniors at all ages & stages.” Full names have more value than acronyms.

Our newsletter and promotional materials should be produced with certain questions in mind: Who is this aimed at? What do they need to know? Why? A clear focus will make the materials more readable. Storytelling will sell ideas and services better than statistics do.

J. Bishop suggested that we distribute a survey like the one used by Senior Centers who are trying to rebrand. The survey should not ask leading questions. “What would make you ready to use the senior center?” “What words come to mind when you think of a senior center? What resources would you like to see there?”

J. Bishop asked members to take home a survey draft, add revisions, and return it by Monday. P. Mello suggested that people could be offered a chance at winning a $50 gift card for filling out the survey. B. Swain said we could make a word cloud from the survey results.

J. Vieira said that we should move quickly on this, since signage for the building will be needed in October. J. Bishop penciled in the public forum for the fourth Thursday of May. The COA could then meet on the 5th Thursday. She will run everything by the Town Manager’s office and get on the BOS agenda for June 3.

PUBLIC COMMENTS

S. Brocklebank spoke about the Commodores’ vision for the Ray Paltz concession building. They want to compromise with the senior center and Rec department. The Commodores use the Paltz building as a place to control entry, collect donations, and store promotional materials.
They also use it 4 mornings a week in June and July for children's baseball clinics. The team's present setup for concessions has no sewer or water and no good access. They may consider to renovate the Paltz building with a lower profile and a more pleasing look.

J. Vieira thanked the speaker for his comments. The working group on this issue will meet next week. Pending that outcome, he may put this item on COA's agenda for further discussion.

J. Vieira adjourned the meeting at 5:20 p.m.

Respectfully submitted,

Meg Costello, Recording Secretary