AGENDA
1. Branding Discussion
2. Public Comments
3. Approval of Minutes from May 23, 2019 meeting
4. Director’s Report
5. New Senior Center Update
6. Chairman’s Report
7. Old Business


Absent: S. Gallagher, B. Swain

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

BRANDING DISCUSSION / PUBLIC COMMENTS
Facilitator Linda Pogue introduced herself to the group, which included COA members and members of the public. She asked everyone to write down words to complete the sentence “The senior center is . . .” Then she had people call out their suggestions while she wrote them on large sheets of paper.

The first round of suggestions, which she predicted would tend to be conventional, included: friendship, community, servicing, independence, socializing, activities, engagement, connecting, resources, inviting, vibrant, inclusive, supportive, understaffed.

For the second round of suggestions, L. Pogue asked guests to write with the pen in their non-dominant hands, to produce a less rational, more whimsical mindset. This list included: encouraging, pretty, gem, safe, fun-filled, growing, blessing, inclusive, fun, accessible, useful.

When she changed the sentence to read “Our Falmouth senior center is . . .” answers included: personal, accepting, helpful, geographically accessible, proximity.

More prompts followed:
Prompt: If talking to newcomers, how would you describe the senior center?
Welcoming, Community, How it Came Together, Who It Is Serving, Collaboration, Community Supported the project. Also, someone suggested “Great Programming.” L. Pogue said we would need to define both words; likewise with “diverse programming.” She repeated her idea from an earlier meeting: “For All Ages and Stages.” People called out: Continuing Growth. Meet People. Gathering Place for Seniors to Engage, Interact, and Meet New Friends. Inclusive. Offering a Variety of Activities. (These could all fit under a “programming” header, or a “welcoming” header.)

Prompt: If talking to Neighborhood Falmouth, how do you describe it?
Transportation, Get Involved, Easily Accessible, Socialize, Enhanced, Assistance, Opportunities, Ease of Use, Safety, Safe Environment, Welcoming.

L. Pogue reminded everyone to think of how these words sound to different types of people. If you stress socializing too much, you may scare off shy people and shut-ins. Also, remember that adult
children are often going to be the conduit to their parents. Give them concepts that they like and can easily translate for their parents.

**Prompt: Talking to residents who never used the old senior center:**
Maybe they didn’t use it because they thought it was for old people. Not for me. Not safe. Don’t care about activities--might just want to sit quietly.
How to describe: Emphasize new activities/programs--but don’t denigrate the old center. Explain what the old center did, and say the new space allows what? Larger space leads to variety. Different programs. More simultaneous programs. Flexibility. Something for everyone. Could spend a whole morning, doing consecutive programs.

**Prompt: Talking to those concerned about money, may not have voted for it, aren’t ready to use it:**
Invest in the future. Good value for its investment in community. Improves health of community. Healthy older residents leads to better business climate & economy. Good community resource. Increases real estate value. L. Pogue liked the health / business connections, but reminded everyone to anticipate a skeptical response of “So what?” Think of the perspective of a 30 year old, discouraged by high real estate prices, who might reply “sure, invest in old people”.
One suggestion that could appeal to all ages: “The senior center shows how caring the community is.” Other good descriptions: Well-run. Warm and welcoming. Professional and personal. Comfortable. Support Services. Makes the town a good place to settle/live.

**Prompt: What is here that can’t be found at a church, library, etc.?**
Teaching programs Encompassing a bunch of programs in one place. One stop shopping. (Need a whimsical version of this phrase.) A spectrum of services.

**Prompt: How to appeal to a summer resident**
Rainy day activities. Stay healthy. Escape (from visiting family). Affordable exercise programs. Unique programs. (But what does unique mean? Maybe the combination of programs/services is unique.)

**Prompt: Name the building (with option of tag line)**
Magnani. If the center is named after a person, we will have to explain the back history all the time.  
Senior community center  
Friends of Falmouth Community Center. What does this mean? Friends go there? The people there are your friends?  
Consider the Service Center’s tag line: More than a pantry. L. Pogue says this is good, because it produces an “aha” moment of insight into what they do.  
Don’t just default to an acronym that will have to be explained.
Adult community center vs. Senior community center. Senior is a word more easily defined than “adult.” Whatever the age cutoff is for a senior, at least we should convey that this is not a general community center. Also, using “senior” makes us stand out from the service center.

Building on the word “Community”: Keep them Living, Engaged, Active, Independent, Proud, Inclusive, Valued in this community.

**Final suggestions**: Not your mother’s senior center. Try it, you’ll like it. Comfortable at any age to the right stage.
The brainstorming session ended, and the COA members continued with the rest of the agenda.

**APPROVAL OF MINUTES**
J. Clancy moved and S. Ripley seconded the approval of the May 23, 2019 minutes. Motion passed unanimously.

**DIRECTOR'S REPORT**

- FRIENDS of Falmouth Senior Center:
  - Fundraiser Wednesday, September 25, 2019 at 5:30 “The Singing Trooper” Dinner & Show at the Coonamessett.

- COA Completed Activities/Events:
  - June 10th - Barnstable County Dept. of Health TICK Presentation at 1:30
  - June 17th - Barnstable County “Seed to Plate Workshop” at 1:30
  - July 8th - Alzheimer’s Educational Program
  - July 22nd - Cookout Luncheon w/Yesterday’s Country Band (Food sponsored by Royal Health Group)
  - July 29th - MV Bank Educational Program “Managing your Assets”

- COA Upcoming Activities/Events:
  - August 6th - Bereavement Workshop “Seasons of the Heart”
  - August 12th - Comedy Show (Wayne Soares) and Ice Cream Social (Smitty’s IceCream)
  - August 26th - SHINE Medicare Baby Boomer Presentation
  - Sept 9th - Alzheimer’s Group Memory Screenings
  - Sept 16th - Life Roles Transition Workshop (this will be the second time offering this)
  - Sept 23rd - Celebrate National Senior Center Month (Open House from 3-6PM)
  - Oct 21st - SHINE Open Enrollment Medicare Presentation

- Staffing Update: J. Bishop introduced new staff members. A part-time Grant Funded Receptionist Barbara O’Neil; a part-time Grant Funded volunteer coordinator Jen MacDowell; and full-time Town Classified Outreach Coordinator Lauren Haddad.

**NEW SENIOR CENTER UPDATE / CHAIRMAN’S REPORT**

J. Vieira said there is not a lot to report, other than smooth progress, on schedule and on budget. The BOS toured the site. They were impressed and supportive. Sheet rock is up on the 2nd floor and it’s looking like a real building. COA members are eligible to take a tour, which can be arranged later. The building committee has good communication with the Rec and the Commodores.

The contractor’s contract mandates that the building must be done in December or there will be penalties. J. Vieira expects the doors will open in early 2020. The Town Manager will settle on the date. J. Bishop wants a smooth transition staffing wise etc. The town budget for FY2020 reflects 6 months of using new building.

J. Vieira thought the brainstorming session was worthwhile. The Council will consider the suggestions made today, then recommend a name and possible tagline to the BOS, who have the final say. He thinks BOS will take our recommendation. If we decide on something other than “Falmouth Senior Center,” we should be ready with our reasons. J. Bishop thought the pros and cons of different naming approaches should be kept in mind, and we should remind BOS about them. People need to know we’re a town department, not a private enterprise.

R. Moffitt is glad people have seen construction proceeding on Main St. It has been good advertising.
OLD BUSINESS / OTHER BUSINESS

J. Bishop asked members to sign a card of thanks for P. Mello, whose term is up. Name tags for COA members are here and should be worn at official events. At other times, they can be left in a box with Jill for safekeeping.

PUBLIC COMMENTS

None

J. Vieira adjourned the meeting at 5:20PM

Respectfully submitted,

Meg Costello, Recording Secretary