AGENDA
1. Branding Discussion
2. Public Comments
3. Approval of Minutes from July 31, 2019 meeting
4. Director’s Report
5. New Senior Center Update
6. Chairman’s Report
7. Old Business

Present: J. Clancy, S. Gallagher, C. Kenney, J. Rebello, J. Vieira (chair), J. Bishop (director), L. Haddad (outreach coordinator), M. Costello (recording secretary)

Absent: R. Moffitt, S. Ripley, B. Swain

J. Vieira called the meeting to order at 4:05 PM

BRANDING DISCUSSION / PUBLIC COMMENTS
The recap of the July 2019 branding focus discussion included COA Board members and community representatives who attended and provided input at the July 2019 COA Board meeting. The COA will provide a COA Committee report to Selectmen on September 9. J. Vieira will consider providing the BOS our recommendations for the new building’s name, also for a slogan and tagline, if any.

The “branding brainstorm” meeting in July revealed that keywords were critical. Everyone liked M. Kasparian’s suggestion of “community.” But maybe “community” belongs in the name of the campus as a whole. Leaving “community” off the building itself would avoid misunderstandings about which age bracket is served by the center.

J. Bishop favors a name that describes what we do. “Senior” accurately describes the people that we serve. J. Clancy agreed he is comfortable with the term “senior center.” J. O’Connor looked into names used in other towns. Local people always call it the senior center, no matter what its official name is. One drawback to “Senior Center” is that it gets confused with “Service Center.” A. DeSouza said that “Senior Center on Main Street” would separate it from the Service Center. She would like a marketing tagline, but not sure what.

J. Vieira said our tagline could describe what we do, such as “keeping people active.” It might quote from our mission statement “healthy aging” or “enhancing quality of life.” Alternatively, the tagline could use a phrase to evoke a feeling. J. Bishop mentioned the tagline “serving seniors at all ages and stages” which L. Pogue used when developing naming ideas.

M. Kasparian said that the Chamber of Commerce gets 2-3 queries a week about senior services in town, usually from people who are thinking of moving here. He does not sense any revulsion to the “senior” label.

A. DeSouza remarked that she struggled with finding the senior center online, and found references to the Council on Aging confusing. J. Bishop acknowledged that the town website is not easy to
use and we need to develop our page, but even so, we still want to be recognized as a town department, and our logo should be the town seal.

The group agreed to recommend to BOS the name “Falmouth Senior Center: serving seniors at all ages and stages.” Also, to recommend the term “Falmouth Community Campus.”

PUBLIC COMMENTS

M. Kasparian asked when the project would be finished. J. Vieira said December 5, with a public opening in mid-late January. Staff will need to move in first and get used to key cards, heating/cooling system, etc. New programming will not start until February.

J. Vieira noted that he and J. Ill were on site today. Drywall is done. ceilings, elevator, tiling, patio are all being worked on. You can park in the new lot. New walkways are coming.

APPROVAL OF MINUTES

J. Rebello moved to approve the July 31 minutes. C. Kenney 2nd. 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.
  ▪ Falmouth Road Race awarded $75,000 grant for fitness equipment in the new center.
  ▪ The Falmouth Walk will also be donating to the “Friends” to support the Senior Center.

➢ COA Upcoming Activities/Events:
  ▪ 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). There will be a table for the COA Board showing the plans of the new center.
  ▪ Oct 1st – Falmouth Police Dept National Night Out 5:30-7:30PM
  ▪ Oct 21st – SHINE Open Enrollment Medicare Presentation

➢ Staffing Update: Vacancy of a substitute MiniBus Driver. Our Full Time Mini Bus Driver will be retiring in January 2020. Process for hiring a Program Coordinator is in the works.

J. Bishop is putting together the annual report, due September 16th and will be completing the FY2019 State Report.

NEW SENIOR CENTER UPDATE / CHAIRMAN’S REPORT

J. Vieira commented under public comments with an update. He also said we might name rooms in the new building with some thoughts after Falmouth beaches and asked for other ideas. We purposely avoided having “naming bricks” or a donor board in the building, so that no user would feel of lesser importance than any other would.

J. Vieira will tell BOS our recommended name and slogan, and will mention other goals such as revising the mission statement and improving the website that supports the department goals in enhancing communication and outreach. He asked everyone to attend the BOS meeting.

OLD BUSINESS / OTHER BUSINESS
None.

J. Clancy moved to adjourn. J. Vieira adjourned the meeting at 5:03 p.m.

Respectfully submitted,

Meg Costello, Recording Secretary