



TOWN OF SHREWSBURY

Council on Aging

Shrewsbury Senior Center

98 Maple Avenue, Shrewsbury, Massachusetts 01545-5398

The Town of Shrewsbury's Council on Aging mission is to develop programs and services that enhance the well-being and quality of life and to create a welcoming, secure and inclusive community for seniors.

Shrewsbury Council on Aging Board Meeting

September 13, 2023

Minutes

COA Board Present: Jean Campaniello, Judy Goodstein, Meenu Sharma, Alex Roman, Betsy Zuegg, Lori Jones, Rachel Kleiman-Wexler

COA Board Absent: None

COA Staff Present: Hollie Lucht, Casey Bogan, Renee D'Argento

The meeting was recorded by Liz Poplawski

1. Call to Order - The meeting was called to order at 9:30 AM
2. Review and Act to Accept June 2023 minutes - **Motion** to accept June 14, 2023 Minutes as presented - **Passed**
3. Review and Act on Financial Reports - Reviewed FY24 accounts - new report as of this morning - does not include the updated funds for the Formula Grant; Hollie reports COA is looking for ways to add funds to the Revolving Account
4. Election of Offices - **Motion** to elect Alex Roman as Chair - **Passed**

Motion to elect Jean as Vice Chair - **Passed**

Motion to elect Lori as Secretary - **Passed**

Betsy to remain Activities Committee chair - no vote needed.

5. Director's Report

- a) Outreach Update- Renee D'Argento:

Respite Scholarship - Renee reviewed suggested new respite scholarship program to provide up to \$1000 for caregivers to pay for care for in-home services or adult day health time; originally suggested \$5000 total but would like to ideally designate

\$10,000. Program to be funded by the Formula Grant; Creating eligibility criteria to use the funds - senior would need to be a Shrewsbury resident; could write up a memorandum of understanding for use of the program to be reviewed at the October board meeting. Label program as a pilot program and review at end of program to determine if we will move forward with program;

Heating season coming up, people are starting to receive SMOC applications/renewals, continues to be a slow process, SMOC reported to Renee at the end of July that they were still processing applications from 2022/2023 season, funds not used are applied to utilities bill, or can send in receipts for fuel expenses to get reimbursed with a check, not all residents aware of this

Compassion and choices program tomorrow 9/14 on advanced directives

9/20 Strategies for better balance and falls prevention

9/19 UMass extension nutrition program starts (4 week program)

Hollie reported Renee was asked by MCOA to present on Respite program at the annual conference

b) Senior Center Update:

Patio - install will begin at end of October or first week of November; winning bid at \$29,900 - remaining funds go back into the Formula Grant; once patio is constructed can look at raised bed options for senior center community garden; will be attached to the current patio space to extend and continue the ADA space

Volunteers - Volunteer appreciation brochure was shared; noticing a decline in volunteerism for both COA and MOW, so we're looking to better support our seniors and our volunteers, created incentive program and are funding special gifts/treats; suggestion to put more marketing out in Community Advocate for volunteers needed

Sponsorships - business sponsorships for volunteer incentives; also working with our partnerships to sponsor various events at the senior center

YMCA - \$15,000 allocated for this project, 50 Shrewsbury residents using the YMCA membership from October - March; still getting appreciation/thanks from the community for this program

Veterans Gift Cards - Casey provided updates on demographics of distribution of the cards; further funding - perhaps get more Market Basket cards as they were particularly successful; COA will continue to work with American Legion representative for Price Chopper gift cards

Senior Heroes Awards - 4 receiving awards, 2 categories awarded; ceremony on 9/26, Senator Moore & Rep Hannah Kane joining, Senator Moore's office will

provide citations; group nomination, looking for a way to recognize them; review application moving forward and perhaps have an category for groups

Y.A.H.O.O - Hollie reviewed the Y.A.H.O.O. (Young Adults Helping Out Others) program - successful in Sterling, Shrewsbury would be second community to join this initiative; fall and spring yard clean up; collaborating with the Recreation department; Recreation will manage the students/volunteers and COA would manage the seniors asking for the service, getting in-kind donations (rakes/supplies/shed)

Strategic Plan - Hollie has reached out to multiple firms and independent contractors without luck engaging; do we want to consider the consultant that would have to be remote and unable to join in person; perhaps board could work on the Strategic plan; build on 21-25 strategic plan; Inclusivity, Innovation, Community Coalitions as categories for the COA Strategic Plan; Renee suggested reaching out to other towns to see who they used as consultant, and creating a subcommittee to create the strategic plan; need to fit plan into Town's strategic plan; Alex suggests that he and Hollie meet and discuss how to move forward.

MOU - Hollie and Casey creating MOUs to manage the various projects and document expectations; Lori asked how we determine who would be called for the Friendly Callers program - Hollie clarified we already have seniors we call in the "Are You Okay?" program, and we would change the name of this program to the "Friendly Callers" program

c) Transportation:

Mobility Management Model - working with the WRTA - any transportation requests within our area now go directly to WRTA to coordinate; transportation program became too large to manage by the staff; calling into main Senior Center number, press 1 to get transferred to WRTA, press 2 to get to Senior Center reception; WRTA now manages the scheduling, dispatching, and communication with the drivers; receiving \$94k from WRTA which would fund full time van driver salaries; Drivers are still employees of the Town of Shrewsbury

Van drivers - Hollie proposed to Town Manager for two full time van drivers just to drive the WRTA vans, to foster consistency and routine; 4 part time drivers would drive the town owned vehicles for leisurely and fun trips (seasonal events, places outside of the WRTA service area, etc). Transportation Coordinator Cynthia Willis reviewing resumes.

- d) Congregate Dining supported by COA - concern on volunteer staffing in the kitchen to support this - consider this being done through the winter
- e) Senior Car Detailing M. Sharma - No update at this time - move topic to October Agenda
- f) Activities Committee Update - Betsy Zuegg - moved forward with previously suggested activities as no feedback provided; many activities already moving

forward/occurring (bus trip, financial planning, line dancing, shuffleboard, virtual programming, hot dog & ice cream day)

1. New Business/ Old Business - No new business discussed; Jean asked about new Sr Center hours - how have they been going? going well, keeping Tuesday evenings with fun activities to bring people into the center - recreation programs at the senior center outside of the Sr Center hours are very well attended; Casey reviewed upcoming events/activities; MCOA conference 10/11-10/13, info was sent out to the board to register
2. Adjourn - **Motion** to adjourn at 11:30 AM - **Passed**.

Documents Provided and Reviewed during the meeting:

COA Board Meeting Minutes June 14, 2023
Artisan Expo Flyer
Tricks and Treats Extravaganza Flyer
Holiday Cards Flyer
Shrewsbury Multicultural Festival Flyer
Respite Scholarship Program Proposal
Shrewsbury Stars Rewards Brochure
Y.A.H.O.O. Presentation
Memory Cafe MOU
Friendly Callers MOU
Alcohol Consumption MOU
FY24 Budget
FY24 COA Budget Sheet

Respectfully submitted by:

Casey Bogan
Assistant Director, Council on Aging

Lori Jones
Secretary