

**TOWN OF SUDBURY
COUNCIL ON AGING
MINUTES OF MEETING
October 2, 2012**

Present: John Beeler, Barry David, Bob Diefenbacher, Debra Galloway, David Levington, Robert May, Sam Merra, Jack Ryan, Phyllis Bially, Mary Lee Mahoney-Emerson.

Absent: None.

Minutes: Minutes of the September 4, 2012 meeting were approved with clerical amendments.

Guest discussion: James (Jim) Kelly, Combined Facilities Director

Highlights:

- * His position is the Town's first to cover both K-8 Schools and other Town buildings
- * Jim discussed briefly his first budget submission to the Selectmen.
- * Jim mentioned that within the above draft budget was a request for Design funds for a Community Center.
- * COA discussed numerous areas of common interest with Jim, and offered their complete support in building a unified plan for the town facilities with our most immediate interest in the short term needs of the COA within Fairbank complex, and the desire for a new Community Center in the future.
- * Acton's current plans for a similar Community Center can be found at:
<http://acton.patch.com/topics/Acton+Community+Center>

DIRECTOR'S REPORT

1. October will be very active month for programs.
2. The "Outreach to the Oldest" final report was shared with COA. Recent coverage in The Town Crier of several issues raised in the report has been helpful in raising awareness.
3. The Friends (www.friendsofsudburyseiors.org) Holiday Bazaar is November 10, 2012 at the Senior Center.
4. John Beeler and Deb are meeting with Baypath regarding the renewal of the letter of understanding between the two groups.

Chairman's Report

Attachment 1

BayPath Liaison Report

1. See Attachment 2 : advisory from Baypath regarding acquiring skills in Grant Writing.
2. Mary Lee Mahoney-Emerson was approved by the COA as our alternate Baypath representative.
3. Recent activities included: A golf tournament which raised \$7,000
4. Financial status appears good.

OLD BUSINESS

Sudbury Senior Activities Group—Further meetings regarding business processes are scheduled with members of SSA and COA.

Bylaws—David met with Town Manager and received final inputs. New Bylaws will be published on COA Website (coa@sudbury.ma.us) when completed.

Strategic Planning meeting and Goals

Brief reports of status:

1. Improved Communications Tools: Bob and Phyllis- We have reached out to a communications manager at Wellesley College who is a Sudbury resident to help us with a plan, and some actions as well. Ideas for communications are listed in Attachment 3 from Anne Yu of Sudbury.

Barry and Bob May met with the Friends at their September 27 meeting to review common issues.

Discussed were: the July 4th Float, planning for Fairbank Center, developing a plan for a Community Center. Bob D. will continue to be the active link with the Friends.

2. Gaining Approval of Senior Property Tax Abatement—Jack Ryan

1. Jack is to identify meetings with major town committees so COA can gain their support of the Article in front of Town Meeting. Jack is also to develop the talking points for all to use in any communications on this subject. Anyone talking on this subject except David should be clear that they are speaking for themselves as individuals.

2. Phyllis will contact the League of Women Voters to seek their support.

3. A letter needs to go into “Patch”.

NEW BUSINESS

Fairbank Space- We will work with Jim Kelly to develop a unified plan.

Re-accreditation—John Beeler recommended to the COA that no new action be taken to seek re-Accreditation of the Center. Costs in money and human resources were not justified by the apparent lack of real value.

Ownership of Recent Age Restricted Developments in Sudbury— A motion was made, seconded and approved unanimously to allow the chairperson to write a letter to the Selectmen and committee heads sharing our brief survey of ownership of the residences in several newer developments.

one Veterans to gain access to Section 59-5N which is a tax work-off program similar to offered to Seniors. John Beeler will call the Sudbury veteran’s Agent to make them aware of administration resources needed.

Proposal to raise requirements for one-bedroom units from 10% to 20% in new developments. A motion was made, seconded and passed unanimously to authorize the Chairperson to begin discussions of this issue with town manager.

SSAI Annual Financial Report was received and is Attachment 3.

Holiday Dinner Door prizes: Mary Ann, Barry, and Deb to solicit from Town merchants.
Bob D. will be the EMCEE of the Luncheon.

Town of Sudbury 375th Anniversary: Postpone discussion until 2013.

BayPath Ombudsman Program

Advocacy Program---NOT SURE WHAT THIS IS ABOUT.

Next meeting: The next meeting will be held on November 13, 2012 at 3:00 P.M. at the Senior Center.

Note change in Time for all future meetings. Note the date as National Elections on November 6.

Planned future Guests: Permanent Building Committee Chair, and a Local Developer for either December or January meetings.

A vote for Adjournment was unanimous at 5:30 pm.

Submitted by:

Bob May, Secretary

Version 11/2/2012

Chairman's report –Attachment 1

Baypath Grants –Attachment 2

Communications Aids—Attachment 3

SSAT-Financial report—Attachment 4

Possible Agenda items—See attachment 5.

Attachment 1

Chairman's report 10/1/2012

Housing

The Green Company declined our offer to attempt to subsidize a unit in their new development. I'll continue to look for ways to proceed.

You each received a copy of the brief survey we completed, showing how many of the new senior housing units created in town went to Sudbury residents. I think this is valuable information, and with your approval (motion requested) I'll forward it to the Board of Selectmen and the Planning Board with a cover letter.

I'd like your opinions; I think it shows several valuable things:

1. Market rate Condos are even more of a PLUS for the town than was originally expected, Since only about 25% of the new homes result in a Sudbury vacancy.
2. "Affordable" housing is more valuable for Sudbury Seniors, as over 50% of the units go to Sudbury residents.
3. An affordable development at the Mellone property makes a lot of sense. Market rate projects in that area (Northwood) haven't done well. I assume most of the out of towners moving to Sudbury come from Framingham/Weston/Wellesley/Wayland/Newton, that is, the Southern and Eastern Suburbs. We should do more research on that! A project at the Mellone property would appeal more to Concord/Hudson/Maynard neighbors, and there is a new market-rate over-55 development right across the line in Hudson. On the other hand,
4. The first incentive Sr. Development (Grouse Hill) didn't benefit Sudbury residents as much as one might have expected; I wonder why.

I'd like to contact the Planning Board and suggest that they (or we) introduce an article at ATM allowing up to 20% of units in over-55 developments to be 1-bedroom. I think this will address our need for more affordable units, and has very little downside, I think.

Senior Tax Exemption

The election is scheduled for December 4th. I'm preparing the "Argument for Approval" to go out in the mail from the town. I have also suggested that we (COA) initiate an open forum to discuss the article, either sponsored by us or the League of Women Voters (maybe at the Library). I'd like it if someone else would take this on, or maybe a committee to include this and also some letters, mailings, whatever.

Veterans work-off program.

New this year! Chapter 59/5N allows a veterans work off similar to the senior work off, also with a \$1,000 maximum We should decide how aggressive to be About this: either let it be melded into our program, or seek additional funding. It might be worth scheduling a review of both programs; the funding has been level for a long time.

Town Meeting

Voted not to replace the roof at Fairbanks. We should discuss this. I was surprised to hear Selectman Hardy pitching a new Community Center! Who knew?

By-Laws

Today (Monday) I received a copy of the bylaws with markups from the Town. I've scanned them, but some were direct changes, and some were comments on the side. It will take another iteration to get a final version. I will share what I've received with the Committee (Bob M and John); if anyone else wishes to be involved, let me know. Otherwise I hope to bring you a final version in November.

Attachment 2
 Baypath Reports on Grant resources

BayPath Program Evaluation Training

Contact Person

Stephen E. Corso, MSW, LICSW 508-573-7224 scorso@baypath.org

(3)
 9/26/12
 Writing Proposal
 for grants.
 Senior Center Staff
 for training.

Cost

BayPath is applying for a grant from the MetroWest Health Foundation to cover the cost of the training.

Training

BayPath Elder Services, Inc. proposes to train BayPath Board members, senior/middle managers, and COA members in the essential ingredients of program evaluation.

- Training Sessions by Stephen E. Corso, MSW, LICSW:

BayPath managers and COA members will receive a total of 20 hours of training:

Five, 3.5 hour trainings and a 2.5 hour Completion Event

An in-depth presentation and discussion of evaluation topics will include group activities to foster team building within departments at BayPath and increase collaborations with COAs.

BayPath Board members will receive a total of 10 hours of training:

Five, 1.5 hour trainings and a 2.5 hour Completion Event

A brief overview of topics will be presented to enhance board members' knowledge of evaluation basics, tools, data, effort/time/cost, and reporting.

- Curriculum

The curriculum uses materials from the MetroWest Health Foundation Institute and includes two texts for participants:

- o Participatory Evaluation Essentials, An Updated Guide for Nonprofit Organizations and Their Evaluation Partners, *Baker and B. Bruner, The Bruner Foundation, 2010*
- o Integrating Evaluative Capacity into Organizational Practice, *Baker and B. Bruner, The Bruner Foundation, 2012*

Session	Board Members	Councils on Aging and BayPath Staff
1. Evaluation Basics	01/23/13	January 2013
2. Logic Models	02/27/13	February 2013
3. Collecting and Using Data	03/27/13	March 2013
4. Timelines, Budgets, level of Effort	04/24/13	April 2013
5. Evaluation Reporting	05/22/13	May 2013
6. Completion Event with all Participants	06/26/13	06/26/13

Resources for grants

13 More Show Details

TO:You+

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As discussed at today's board meeting, here is the website where you can find grant resources for Massachusetts:

<https://www.bankofamerica.com/philanthropic/overview.qo> 4""J-- —

Please let me know if I can

be of further assistance.

Christine

*Measurement of
Clarity
Specific program*

1. How do we measure effectiveness of our current communications?

The Sudbury Council on Aging is currently using a monthly newsletter (mailed and emailed to subscribers) and fliers to communicate events and happenings. The Council maintains a webpage on the Town of Sudbury's website. There are several ways to measure effectiveness of these current communications:

To reach current consumers, conduct a survey to investigate their habits and their impressions of your efforts- email, mail, or pass out paper copies of a survey to current consumers (newsletter subscribers, event participants, senior center visitors) asking about how they use your communications, example questions might include:

- How much time do you spend each month reading the Council's Newsletter?
- Have you ever shared an article from the newsletter with a friend or family member? If so, how often do you do so?
- In which of the following locations do you recall seeing fliers for Council events?
[List locations where fliers are posted]
- When you have a question about XYZ Topic [aging, home modification, your health, finances, etc.] where do you go for this information or who are the first resources you consult ... [list resources or ask them to fill in]

To reach target consumers, conduct a telephone poll - The Council recently purchased town census data for a survey conducted earlier this year. If this data includes phone numbers, you may wish to pull a sample of residents to call and survey them regarding programming.

- Sample call script - "My name is Bob; I'm a volunteer with the Sudbury Council on Aging. We serve all residents of the Town of Sudbury with a particular focus on residents over age 60. Do you have time for a quick 5-minute survey? You do not need to be over age 60 to participate."
- Questions might include whether the call receiver has heard of the Council, whether he or she has ever participated in any Council events, volunteer habits, where they look for information, etc.

People may be less receptive to this kind of call during the election season, so you may wish to wait to employ this tactic until after the November election.

To reach the community, including prospective volunteers, conduct on the street interviews- Contact a local store (for example Shaw's or Sudbury Farms) and ask if you can set up a table outside of the store. As shoppers as they enter or exit the store for a few minutes of their time to conduct your survey. You could have one survey for older adults and one for others or potential volunteers, or just one broad survey.

After each event or gathering that brings in consumers, survey participants with a standard short survey - ask how they learned about the event/program, what topics were discussed in the event or what activities occurred that they'd like to hear more about [use to inform future newsletter articles or blog posts- discussed later in this document], ask if they use email or would like to receive mail from the council, ask whether they're likely to participate in future events/programs, etc.

For the survey or opinion polling, it's recommended that you ask questions that reach beyond just measuring your current communications, for example ask what ways seniors are getting information from other organizations or who they go to when they need advice.

2. What can we do better to reach our demographic?

This is tough to answer without first surveying to find out about your current consumers' habits and the habits of those who aren't using you yet; a well-written survey, polls, etc., will help you to answer this question.

3. We need to bring in younger folks to have a lasting pipeline (i.e., create a better flow of volunteers).

You need to reach people where they're already going either with information (see my answers to question 4) or by increasing your presence/visibility through participation in activities or events that aren't your own.

Get the Council involved in town events as much as possible to raise visibility- for example, there's a July 4th SK run in town, see if the Council can provide literature to pass out or have a logo or message added to the t-shirt given to runners in return for volunteer time or sponsoring a corresponding event (i.e., find someone to lead a pre-run stretching clinic- taking care of your joints now means better joint health as you age).

Whenever you do attract a new volunteer, find out how her or she heard about you and then keep a file of that information (helpful for future analysis).

Can you tap into town mailings like the Recreation Catalog? You might use some space to invite volunteers to get involved.

4. How do we do all this with limited resources? Tap into free online news and calendar resources

Start a blog on the Sudbury Patch (<http://sudbury.patch.com!>). The Patch is a hyperlocal news site (meaning it is written for and by residents of the town) so your content, once posted to the site, is already targeted to the audience you're hoping to reach without requiring additional promotion effort on your part. There's no cost to start or keep a blog and you can blog as often or as little as you like. To sign up visit the Sudbury Patch website and, in the middle of the page under the column headed "Local Voices" choose the button that says "Want to Blog on Patch?" then fill out the questionnaire.

Ways to use the blog:

- Post 1-2 articles per month from your newsletter. Resist the urge to post all of the newsletter articles if you wish to maintain that publication. Link all of your blog

Posts back to the online newsletter. You might wish to end posts with a standard boilerplate and/or an invitation to read more on the Council's website.

- Example boilerplate: "The Sudbury Council on Aging serves
- Example invitation: "If you enjoyed this article, read about more September Happenings at the Sudbury Senior Center."
 - Promote events or share council news
 - Comment on current events (for example, an article from July in the Globe ranked Boston 4th on list of most desirable places to live for seniors... as articles of relevance to the population come up, write commentary on them, ask for reader's opinions, link out to the original article)
 - Discuss specific volunteer activities
 - Profile a staff member, council member or volunteer

Also, submit your events to the **Sudbury Town Crier** for publication - <http://share.wickedlocal.com/sudbury/>

Posting to the blog and to events calendars will also help make your content more searchable for Google and other search engines. If someone searches for "Sudbury Council on Aging" your site comes right up, but on searches for phrases like "Sudbury ran support for elderly" and "Sudbury Ma. Helps aging parents," the Council's web site didn't come up within the first few pages of results. Writing descriptive blog posts or event listings will help ensure that your content is coming up in search results. Make sure you always link back to your website somewhere in the materials you produce if that's where your most up-to-date information resides.

Attachment 4
SSAI financial Summary Only

Year End.
NOT AVAILABLE

ATTACHMENT 5
Possible Agenda Items for future COA meetings

UPDATED 11/2/2012

Carry Overs

First discussed

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Topic

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June, 2012

*Deb asked for assistance of the Board in putting together a personnel plan for future months and years ahead. This was suggested to be on the July meeting agenda as new business.

June, 2012

*Dave presented the "Over-85" report for review (copy attached). Approval will be requested at July meeting.

June, 2012

*Communication of importance of Tax rebate vote to Town residents. Jack Ryan.
This was discussed on September 24 and October 2 as well. See minutes.

September 4, 2012

Report of meeting with Park and Recreation regarding needs in Fairbanks Complex.

October 2, 2012

Town of Sudbury 325th Anniversary.

Senior Center Major Projects

- *Bay Path Grant for Healthy Aging
- *Support staff planning. See Deb request above.
- *Volunteers, Volunteers!

COA Responsibilities

- * Property Taxes for Seniors- Jack and David
- * More budget from the Town for the Center
- * Center support staff plan—See Deb request above
- * Long Range Funding plan—Barry and Bob M with Friends
- * July 4th Float- Phyllis, Barry
- * Monthly Long Term Objectives updates
- * Facility short range updates—
 - Carpet- Complete for entrance and main room
 - Lobby redesign-
 - Lounge
- * Participation of younger generation from Sudbury

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