

City of Ashland
PARKS AND RECREATION COMMISSION (APRC)
ASHLAND SENIOR ADVISORY COMMITTEE (ASAC)
Meeting Minutes
August 12, 2019

Committee Members Present:

- Anne Bellegia
- Rob Casserly
- Mike Hersh, acting Chair
- Sandy Theis
- Mike Gardiner

Staff Members Present:

- Isleen Glatt
- Sean Sullivan

Committee Members Absent:

- Mary Russell-Miller
- Stef Seffinger

CALL TO ORDER

Thisis called the meeting to order at 3:30pm

OPENING

Glatt introduced Corey Whitaker who recently started as the Senior Services Office Assistant II.

APPROVAL OF MINUTES

Hersh/Bellegia m/s to approve the minutes from July 8, 2019. Voice vote – All AYES.

ADDITIONS OR DELETIONS TO AGENDA

None

PUBLIC INPUT

Jackie Bachman thanked the committee for their work and praised the programs offered by the Senior Services Division.

PROPOSED REVISIONS TO THE ASAC BYLAWS

Glatt reviewed the staff memo included in the [meeting packet](#) which details the proposed changes to the ASAC bylaws to allow for the increase in maximum allowed ASAC members as authorized by the Commission on July 29, 2019.

Motion: Gardiner moved to approve the changes to the ASAC bylaws as presented in the staff report. Seconded by Hersh. Voice vote – ALL AYES.

Glatt stated the next step is to identify & recruit potential ASAC members in the fall. The changes to the bylaws will be sent to the Commission for acknowledgement.

PROGRAM STATISTICS FOR FY 2018-2019

Glatt reviewed the materials included in the meeting packet. On average there are 1,200 visits per month to the activities and services of the Senior Services Division. It was noted that the table does not include monthly Food and Friends attendance, because they provide annual data only. They average 1,300 meals served monthly (~650 onsite meals and ~750 offsite meals).

Starting in September of 2018, Glatt implement consistent tracking of all information and referral contacts by staff. Glatt clarified that the statistics reflect both brief information and referral contacts and more intensive resource consultations by staff. Brief information and referral can take from two to twenty minutes and can include class registration or referring patrons to an outside service provider. Resource consultations are scheduled, one-hour

appointments for people with more complex needs. For seniors with the very complex needs, staff frequently refer to RVCOG's Aging and Disability Resource Connection (ADRC); ADRC is able to provide a series of home visits to assist people identifying their options for care or support and implementing changes.

Glatt also reported that the City senior utility discount and winter assistance (ALIEP) is currently being processed through City of Ashland Utility Billing, but Senior Service Division (SSD) staff are being trained and will provide application assistance to senior and disabled customers at the SSD office.

Multiple committee members stated it would be desirable to identify a process to better capture unique visitor data, such as a membership system.

BRAINSTORM FUNDRAISING OPTIONS

A membership fee for Ashland Senior Center is sometimes suggested to increase revenue and sustainability. Glatt researched senior centers in the region who have a membership program: Central Point charges \$15 per year for memberships; Medford charges \$30; Roseburg charges \$24. However, a membership for Ashland Senior Center is controversial and may create a barrier for low-income participants. Glatt proposed instead a tiered donor membership system that would provide some sort of benefit similar to area non-profits.

Discussion on this topic included the following points:

- Concerns were raised about creating a sense of discrimination based on income/wealth status.
- Hersh suggested utilizing a membership system that is free that could then track patron usage stats. Memberships could include benefits such as: raffle tickets, community discounts and program cost discounts. Hersh stated he would be willing to seek donations to fund a member scanning system if staff provided a clear fact sheet and budget. Glatt will look into the costs of a scanning system.
- Glatt clarified that the budget includes the expectation to increase revenue for sustainability, and that this brainstorm session could help identify sources to meet revenue goals.
- Seeking donations from individuals or businesses was proposed as a fundraising activity. ASAC members could be responsible for direct solicitation.
- Glatt has generated many business sponsorships to defray costs of Senior Services Division activities. Casserly agreed that seeking sponsorships is worthwhile and suggested increasing these efforts.
- Creating a fundraising arm such as the Friends of the Library was suggested. It was clarified that it is possible to collect donations through the Ashland Parks Foundation, a 501(c)3, which has dedicated funds for Senior Service Division programs.
- Glatt clarified that she is not proposing a full-scale fundraising program, which would require dedicated development staff. Staff will explore grants as time permits.
- Gardiner and Casserly suggested continuing to look into implementing some sort of membership program which could potentially start out as free and move towards a revenue generating program.
- Bellegia suggested that starting with a capital campaign (eg: for an additional classroom portable) would be the best way to begin building a list of donors who might continue to contribute to an annual campaign in future years.

Glatt thanked the committee for their input and suggested more discussion in the future.

SUBCOMMITTEE REPORTS

a. Public Awareness

Russell-Miller was not present to report. Bellegia reported on the OLLI open house where 600 people attended. Coordinator Mettler staffed a table to promote Senior Services Division programs. The OLLI Community Partner Directory handed out to all participants included a page on Senior Service Division and the Senior Center.

b. Education Programs (Glatt)

Glatt reported on behalf of Coordinator Mettler who has scheduled the following events:

- Oregon Relay/TDAP on free assistive devices – September 18
- Providence Medical on fall prevention – September 25
- Jackson County Veteran's Services November 13, the week of Veterans' Day.

The *City Source*, a news bulletin included with City of Ashland utility bills, has been a successful avenue for publicizing events to Ashland seniors.

There have been discussions about making the Education Committee ad hoc advisors instead. Mettler will continue to utilize Theis and Casserly as resources for education activities.

c. Advocacy (Bellegia)

Bellegia stated that a subcommittee meeting on Thursday will discuss the Age-Friendly Communities application that needs to be completed and submitted.

STANDING REPORTS

d. APRC Update, if any pertaining to seniors (Gardiner)

Gardiner reported that the Daniel Meyer Pool is starting to fail, and the Pool Ad-Hoc Committee has one more meeting to finalize a recommendation to the Commission on how to move forward. Black reported that changes will be made to the pool. The Senior Center facility will not be impacted, and there may be opportunities to improve connections between the Senior Center and the Daniel Myer Pool.

e. City Council Update, if any pertaining to seniors

Seffinger was not present to report. Jackie Bachman of Ashland reported that she will be a member of the new downtown revitalization committee and will be representing the interests of seniors and the homeless.

f. Senior Services Superintendent Report (Glatt)

In addition to the report included in the meeting packet, Glatt reported on work to update policies including the need for all volunteers and instructors to undergo a background check. Background checks are a requirement for coverage by the City of Ashland's liability insurance. Some volunteers and instructors are uncomfortable with this unfamiliar process and require reassurances and explanation as to why this is being implemented.

ITEMS FROM ASAC MEMBERS

Hersh recommended targeting the Mail Tribune for press coverage as many seniors in Ashland subscribe to the Tribune rather than the Tidings.

UPCOMING MEETINGS

- a. Monday, September 9 – CANCELLED
- b. Monday, October 14, 3:30-5:00pm, at Ashland Senior Center, 1699 Homes Ave
- c. Monday, November 4, 3:30-5:00pm, at Ashland Senior Center, 1699 Homes Ave

Adjournment – 4:59pm

Respectfully submitted,
Sean Sullivan, Office Assistant II
Ashland Parks and Recreation Commission