

City of Ashland
PARKS AND RECREATION COMMISSION (APRC)
SENIOR SERVICES ADVISORY COMMITTEE (S-SAC)
Meeting Minutes
April 8, 2019

Committee Members Present:

- Anne Bellegia
- Rob Casserly
- Mike Gardiner
- Mary Russell-Miller
- Stef Seffinger
- Sandy Theis, Chair

Staff Members Present:

- Michael Black
- Isleen Glatt
- Natalie Mettler

Committee Members Absent:

- Mike Hersh

CALL TO ORDER:

This meeting was called to order at 3:30pm at Ashland Senior Center, 1699 Homes Ave in Ashland.

APPROVAL OF MINUTES:

Gardiner requested a clarification of his comments on page 3 of the March 11, 2019 minutes about the prioritization of Parks Foundation Funds. He meant for \$10,000 of available funds to be held back for future needs, without the specification that they be for matching grants and scholarships.

Gardiner/Casserly m/s to approve the minutes of March 11, 2019 as amended. Voice vote – ALL AYES. Motion passed.

ADDITIONS OR DELETIONS TO AGENDA:

None.

PUBLIC INPUT:

Jackie Bachman expressed her thanks to S-SAC and lauded the progress made over the past two years. She appreciated how the minutes reflect staff and S-SAC reaching out to relevant community resources and engaging in more action, outreach, and serious thought than the former Senior Program Advisory Board, of which Bachman was a member prior to the reorganization. She also thanked SSD staff for positive changes at the Senior Center, such as cleanliness and signage.

FOLLOW-UP DISCUSSION OF S-SAC NAME, PER RVCOG REQUEST:

Glatt presented the following alternate name options that had been submitted by S-SAC members:

- 1) Ashland Senior Services Advisory Committee (ASSAC)

- 2) Senior Services Division Advisory Committee (SSDAC)
- 3) Senior Services Committee Advisors (SSCA or SSCOA)
- 4) Advisory Committee for Ashland Senior Services (ACASS)
- 5) Ashland Senior Advisory Committee (ASAC)

Per Glatt and Theis, Laura O’Byron, Director of Senior & Disability Services (SDS) with Rogue Valley Council of Governments (RVCOG), believes having “Ashland” in the Committee’s name will alleviate public confusion with RVCOG’s Senior Advisory Council (SAC). After discussion, most present preferred Ashland Senior Advisory Committee (ASAC), with some support also for Senior Services Division Advisory Committee (SSDAC). Bellegia stressed the need to expedite this name change so the Committee can move forward with branding, but that the Committee should select a second choice as back up.

Gardiner/Russell-Miller m/s to recommend Ashland Senior Advisory Committee (ASAC) as the Committee’s new name, with the caveat to verify acceptability with O’Byron. The Committee’s second choice for new name, if needed, will be Senior Services Division Advisory Committee (SSDAC). Voice vote – ALL AYES. Motion passed. The new name will be submitted to Ashland Parks and Recreation Commission for final approval.

REPORT FROM POOL AD HOC COMMITTEE (Jackie Bachman, S-SAC liaison to Pool Ad Hoc, & Rebecca Kay, Pool Ad Hoc Co-Chair):

Bachman and Kay presented on the progress to date and upcoming work of the Pool Ad Hoc Committee. The attached report by Kay was distributed at the meeting.

Daniel Meyer pool is 34 years old and now requires expensive repairs to remain functional. The Pool Ad Hoc Committee has completed needs analysis and public outreach (community surveys and listening sessions). Analysis of the results is in progress. The goal for the randomized survey was met with over 10% return rate; approximately 300 surveys were returned, out of 2500 mailed to random households. There is also an online survey for the general community, and attendance at the February and March listening sessions was about 30 to 40 members of the public at each session.

Cassery suggested that, if needed, this pool project could be expanded to a broader improvement of Hunter Park covering the tennis courts and playground, to stimulate citizen momentum and fundraising participation. Glatt noted that Director Black has discussed this, and that benefits to the Senior Center have been considered throughout this process. Bachman and Kay indicated two proposed features of the pool project that would benefit seniors: adding a separate therapeutic pool with warm water in addition to the standard size pool and a “zero entry” ramp. A direct entry to the pool area from the Senior Center and improved locker rooms have also been under discussion.

SUBCOMMITTEE REPORTS:

A. Public Awareness (Russell-Miller, convener)

The Public Awareness subcommittee has not met since last month, but Russell-Miller is supervising an SOU student in developing a brochure and marketing plan for the Senior Services Division over this spring term, which will be submitted to Glatt for her approval.

Bellegia reported that OLLI's life-review project is generating stories that could be used in local publications, such as the *Ashland Tidings*, to emphasize the value of seniors and their experiences.

B. Advocacy (Bellegia, convener)

On April 11, 2019, Bellegia, Glatt and Theis will hold a conference call with Bandana Shreshta (Director of Community Engagement, AARP Oregon), Connie Saldaña (SDS Planner, RVCOG), and Liz James (AARP volunteer for Age Friendly Community project in Talent) to determine what process to follow in advocating for senior issues to the City Council.

Glatt expressed her appreciation that the Council recently named "All-Age Friendly Communities" among their twelve Values in their Goals process, and asked Seffinger the best way to thank the Council. Seffinger recommended Glatt and Theis attend a City Council meeting and request to be on the agenda under "Mayor's Announcements."

Bellegia would like for all local groups working on age-friendly community planning (S-SAC, Asante, Chamber of Commerce) to meet and coordinate to avoid reduplication and cross purposes of efforts. Glatt reported she has already met with Sandra Slattery and Sheila Clough of the Chamber of Commerce's "Health & Wellbeing Initiative." They are still in the measurement stage of the project and not yet ready to involve other groups, but welcome S-SAC engagement in the implementation stage. Seffinger noted that this "Blue Zones" type project is focused on businesses to improve health of employees, not specifically targeting seniors, and age-friendly work should proceed concurrently. Bellegia responded that supporting working adults (with senior parents) is valuable to the entire community, including seniors.

Theis reported that the Ashland branch of the American Association of University Women (AAUW) requested she share the "What Seniors Need" presentation, which was prepared for and presented at the City Council-APRC Joint Study Session of December 17, 2018. Glatt and Bellegia agreed with Theis that this was a good opportunity for public education.

Russell-Miller/Bellegia m/s for S-SAC and SSD staff to jointly thank the City Council for acknowledging age-friendly planning in their priorities. S-SAC empowered Theis and Glatt to craft the message. Voice vote – ALL AYES. Motion passed.

C. Education Programs (Mettler, staff)

Mettler summarized staff progress on Education Programming. (See attached report.)

Glatt clarified that staff has been working on creating a rental fee scale to ensure consistency, fairness, and prioritization of activities that serve seniors. There is a lot of community demand for the limited time and space at the Senior Center. Rental revenue, while small, helps support a sustainable Senior Center.

Seffinger recommended clear policies indicating what cannot be accommodated at the Senior Center, such as dogs (unless service animals). Casserly gave the example of OLLI not offering cooking classes, due to facility limitations or restrictions, despite community demand.

Casserly asked what staff has planned to attract greater attendance at activities and events. Mettler said that more lead time, reminder calls, and a revised sign up process will help increase participation. Glatt added that staff is developing better email lists to which announcements can be sent, including professional contacts who can spread the word about SSD events and programs.

STANDING REPORTS:

A. APRC update, if any pertaining to seniors

None.

B. City Council update, if any pertaining to seniors

None.

C. SSD Superintendent report

Glatt directed the Committee to her written report in the meeting packet. She highlighted that thanks to S-SAC and staff recruitment efforts, Katherine Danner of Ashland-at-Home has applied for the Transportation Commission as a senior advocate.

Glatt also reported that when the Ashland Community Center closed for safety reasons recently, it was misreported that the Ashland Senior Center had closed. Staff posted signs all last week to quell the rumors, but this showed there is still a lot of sensitivity about the changes at the Senior Center over the past two years. In addition, Glatt recommended S-SAC members set up a non-personal email account to receive S-SAC communications.

PRESENTATION: CITY OF ASHLAND TRANSPORTATION PLANNING RELEVANT TO SENIORS (Scott Fleury, City of Ashland Deputy Director of Public Works)

Fleury, who also serves as the staff liaison to the City's Transportation Commission, reported that the City has just finished a Transit Feasibility Study. He also highlighted three Rogue Valley Transportation District (RVTD) projects that would benefit Ashland and improve access for seniors, if funded:

- 1) A microtransit demand-response program that offer curb-to-curb service to any Ashland address with a 30-minute pickup/drop off window, expected to follow the existing \$2 RVTD fare structure;
- 2) An internal circulator route to extend the coverage of Ashland served by the RVTD, and which would bring Mountain Meadows into the ¾ mile radius to connect to the main bus line; and
- 3) An I-5 express route that would run from 10am-3pm. (The Route 10 serves Ashland and usually runs on the US-99 corridor.)

Glatt asked Fleury to help S-SAC understand why the existing Route 10 and planned circulator buses cannot go on Homes Ave, where the Senior Center is located. Fleury explained that the 40ft buses in use are too big to turn onto narrow Ashland streets, but the RVTD is looking into expanding their fleet with smaller vehicles. Glatt clarified to S-SAC that the existing RVTD Valley Lift program includes door-to-door assistance while the microtransit option would be “curb-to-curb,” but with a lower cost and shorter wait times for riders.

The City has received a Transportation Growth Management Grant from Oregon Department of Transportation (ODOT) for a “revitalized downtown” project, the objective of which is to prioritize a list of improvements and the associated funding mechanisms. This project is planned to run from May 2019 – May 2020, with advisory committees, open houses, and other outreach.

Theis added that future ‘ASAC’ agendas will rotate in presentations from different City Commissions which touch on issues relevant to seniors, particularly when there is an update, or opportunity for seniors or collaboration on seniors’ behalf.

ITEMS FROM S-SAC MEMBERS:

Casserly encouraged Glatt to contact Jami Hanna, who is revamping the Ashland YMCA’s Active Older Adult Programs. He noted that about 50% of the YMCA’s approximately 900 members are 50 years or older. This would be a good opportunity for community partnership in the interest of community seniors.

ADJOURNMENT:

There being no further business, the meeting was adjourned at 5:05pm.

Next meeting: May 6, 3:30-5pm, Ashland Senior Center, 1699 Homes Avenue

Respectfully submitted,
Natalie Mettler, Senior & Adult Services Coordinator
Ashland Parks and Recreation Commission

These minutes are not a verbatim record. The narrative has been condensed and paraphrased at times to reflect the material presented, discussions, and decisions made. APRC S-SAC Meetings are digitally recorded; the recordings are available upon request.