



**ASHLAND PARKS AND RECREATION COMMISSION
ASHLAND SENIOR ADVISORY COMMITTEE (ASAC)
MEETING AGENDA**

March 8, 2021 @ 3:30 – 5:00 pm

Virtual Meeting on Zoom Platform

To join meeting or give public input, see instructions on page 2.

- I. Opening (Bellegia, 1 min)
- II. Approval of Minutes – January 11, 2020 (all, 2 min)
- III. Additions or Deletions to the Agenda (all, 2 min)
- IV. Public Input (10 min) - *See page 2 for instructions.*
- V. City of Ashland Planning Department age-friendly housing initiatives (Maria Harris, Planning Manager, 20 min)
- VI. Nominate officers for 2021-2022 (Bellegia, 5 min)
- VII. Update on Biennium Budget Process (Black, 10 min)
- VIII. Standing Reports (25 min)
 - a. APRC Update, if any pertaining to seniors (Gardiner)
 - b. City Council Update, if any pertaining to seniors (Seffinger)
 - c. Education Report (Mettler)
 - d. Senior Services Superintendent Report (Glatt)
- IX. Items from ASAC Members or Work Groups (all, 15 min)
 - a. Livable Ashland (Theis)
- X. Next Meeting: Monday, May 3, 3:30-5:00pm
- XI. Adjournment – 5:00pm

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Administrator's office at (541) 488-6002 (TTY phone number 1-800-735-2900). Notification 72 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to the meeting (28 CFR 35.102-35.104 ADA Title I).

TO ATTEND THE MEETING:

If you wish to virtually attend an Ashland Senior Advisory Committee meeting, send an email to isleen.glatt@ashland.or.us, no later than by 10:00 a.m. on the day of the meeting. Please provide the following information, then staff will send you the link and/or phone codes:

- 1) Write "ASAC Participation Request" in the subject line of the email.
- 2) Include your name.
- 3) Specify the date of the meeting you wish to virtually attend or listen to.
- 4) Specify whether you will be participating by computer or telephone.
- 5) Provide the name you will use if participating by computer, or the telephone number you will use if participating by telephone.

TO GIVE PUBLIC INPUT IN THE MEETING:

If you would like to give public input for the meeting, please submit your written comments or a request to speak to isleen.glatt@ashland.or.us, no later than by 10:00 a.m. on the day of the meeting. Please include the information above plus the topic you would like to speak on. For oral comments, you will be invited to unmute and speak during the Public Input portion of the agenda.

City of Ashland
ASHLAND PARKS AND RECREATION COMMISSION (APRC)
ASHLAND SENIOR ADVISORY COMMITTEE (ASAC)
Meeting Minutes
January 11, 2021

Committee Members Present:

- Anne Bellegia, Chair
- Mike Hersh
- Mike Gardiner, Co-Chair
- Kathy McNeal
- Mary Russell-Miller
- Stef Seffinger
- Sandy Theis

Staff Present:

- Michael Black
- Isleen Glatt
- Natalie Mettler

CALL TO ORDER

Bellegia called the meeting to order at 3:33pm.

OPENING

Bellegia acknowledged and welcomed the citizen guests present:

- Kathy McNeal (new ASAC member),
- Barbara Jarvis (potential ASAC member)
- Eddie Wallace (potential ASAC member)
- Gary Shaff (20's Enough presenter, Climate Policy Commission)
- Bryan Sohl (20's Enough presenter, Conservation and Climate Outreach Commission)
- Mark Brouillard (20's Enough presenter, Transportation Commission)
- Linda Peterson-Adams (Transportation Commission)
- Jackie Bachman (OHRA, Housing and Human Services Commission)

APPROVAL OF MINUTES

Motion: Theis/Seffinger m/s to approve the minutes from November 9, 2020. Voice vote – Russell-Miller abstained as she was not present at the November 9 meeting; all others voted AYE. Minutes approved.

ADDITIONS OR DELETIONS TO AGENDA

None.

PUBLIC INPUT

None.

ASAC MEMBERSHIP

a. Appoint new member Kathy McNeal

Bellegia introduced Kathy McNeal, a longtime volunteer at Ashland Senior Center who most recently has been conducting outreach calls to local seniors in the context of the COVID-19 pandemic and the Alameda fire. McNeal specified that she has volunteered with Food & Friends at Ashland Senior Center for the past three years, and helped the Senior Services Division (SSD) in the office, at events such as the 2020 Senior Volunteer Fair and ice cream socials, and making outreach calls for Senior Phone Buddy, Adopt a Neighbor Ashland, and check in. Bellegia appreciated Kathy's role in extending the SSD's outreach capacity. Gardiner, as APRC Chair, officially appointed McNeal as a new ASAC member.

b. Review member term dates, intentions to renew

Bellegia & Hersh indicated their intentions to renew their ASAC terms. Russell-Miller will make her decision by the next ASAC meeting. Jarvis and Wallace are attending to consider applying to join ASAC.

c. Member recruitment update

Bellegia stated that the application to apply for ASAC is available online, but that anyone interested can also talk to her directly. She noted that it is good for ASAC to strategically recruit for diversity.

20'S ENOUGH INITIATIVE – REQUEST FOR ENDORSEMENT

Shaff referred to the executive summary “Evidence, Safety and Economic Benefits of Reduced Maximum Speed Limits – In Ashland, Oregon” included in the meeting packet. He stated that reducing the speed limit by 5 miles would have a huge impact on bicyclist and pedestrian safety as well as cost savings for the City. The lack of sidewalks in parts of Ashland is an obstacle to mobility equity.

Sohl outlined the financial implications in a document entitled “[Financial Implications of a Reduction in Speed Limit](#).” He reported that the cost savings to the community far outweigh the hard costs, such for enforcement, infrastructure and signage. Bellegia asked for clarification about financial savings for the City rather than individuals.

Russell-Miller asked if this proposal has buy-in from the Ashland Police Department. Brouillard said he had spoken with Officer MacLennan, who is in charge of traffic enforcement, and shared that the Police Department supports the proposal for residential areas, but needs to look into it more for main thoroughfares and county roads, where the priority is to keep traffic moving. Hersh asked about enforcement in residential areas. Sohl responded that more conversation is needed with the Ashland Police Department about enforcement, but suggested that technology could be used to take a license plate photo of any offending drivers.

Theis asked if this proposal requires a 20 mile speed limit on all streets, or just a 5 mile reduction in existing speed limits. Schaff clarified that the Oregon statute allows for a speed reduction of 5 miles on non-arterial roads, and that this proposal is more about starting the conversation on making streets safer for all to increase livability. Asking for ASAC’s endorsement, to help get the City Council’s endorsement, is one of many steps the group is taking. Bellegia noted that endorsement implies speaking on behalf of ASAC’s constituents, who are seniors, working adult children of seniors and senior tourists, and who are not a homogenous group. Theis added that not all would necessarily embrace this proposal, although she believes it fits well with the Livable Ashland Initiative. Sohl noted that seniors are the most vulnerable in terms of serious injury from accidents, independent of the mode of transportation.

Black asked if this proposal would accomplish the goals of increasing safety and livability. Reducing speeds on some roads is a good idea, but not the only idea, and other changes would also have to be made. He identified two issues with the current proposal: 1) the proposal needs further development before endorsement, and 2) this project would need engineering, enforcement, education, encouragement and evaluation, not just adapting posted signage. Hersh supported Black, adding that a more thorough evaluation of the local impact of reducing speed limits is needed. Russell-Miller also supported further investigation, as well as more attention to cost benefits and evidence-based support for the benefits of reducing speed limits. Bellegia added that there are still questions about the best methods to achieve the goals of safety and livability.

Motion: Seffinger/Russel-Miller m/s that ASAC supports exploration of improved street safety for all ages, including exploration of lowering of speed limits as one possible tool.

Hersh stated that a motion would not need to name reducing speeds, just the goal of increasing safety for pedestrians and bicyclists. Gardiner supported the notion, but is uncomfortable with endorsing or even supporting the current motion without buy in from the Police and Public Works Departments. Bellegia summarized that ASAC members are wanting more information and investigation before endorsing or supporting the current proposal.

Amended Motion: Seffinger/Russell-Miller m/s ASAC supports exploration of improved pedestrian and bicyclist safety for all ages. Voice vote – AYES: Seffinger; NAYS: Bellegia, Gardiner, Hersh, Russell-Miller and Theis. Motion did not pass.

Bellgia stated again that more information is needed and asked the '20s Enough Initiative group to return after further investigation. Theis would want to know which City staff would be involved and whether they support the goals. Bellegia also wants more input from the Police and Public Works Departments. Black noted that a similar motion also did not pass in the Transportation Commission, and that ASAC does not need to vote in order to support active transportation for seniors. He noted that another barrier is procedural, because ASAC advises the Parks Commission and not City Council. He added that the Director of Public Works, Scott Fleury, would look into the current proposal to tie it into the City Transportation Plan.

SENIOR SERVICES DIVISION GOALS UPDATES

Glatt referred to her Progress Report on Goals in the meeting packet. She highlighted the following in each category, where the SSC has made remarkable progress:

- 1) Build partnerships: SSD progress in building partnerships allowed for expanded programming and was vital in 2020 with the COVID-19 pandemic and Alameda fire crises, enabling SSD to link the community to relevant resources.
- 2) Identify and reach frail or vulnerable seniors: SSD was already helping frail or vulnerable seniors connected to Ashland Senior Center, but was able to expand during the pandemic to make outreach calls to everyone with a phone number on record with SSD, as well as Ashland Disaster Registry clients. Ultimately, this pandemic outreach model may serve better than the previously proposed Gatekeeper model to reach frail or vulnerable seniors.
- 3) Raise community awareness: Effective community outreach was visible in rising participation rates in programs and services, but progress was cut short by the pandemic.
- 4) Advocate for the needs of Ashland seniors: The City and APRC signed on to the AARP Age-Friendly Community Network. The Livable Ashland Initiative is undertaking the work of the required 3-year process of community assessment and planning.
- 5) Evaluate/maintain/improve/add facilities: SSD facilitated some major improvements to Ashland Senior Center, including replacing the deck, interior painting, adding bike parking, and installation of sound dampening panels in the dining room. The improvements have freshened Ashland Senior Center's look, in line with the goal of broadening SSD's audience.
- 6) Expand programs: SSD now offers monthly educational and/or social programs, rather than just occasionally. A significantly larger audience is also being served. This meets the mission of providing tools for healthy aging in addition to recreation.
- 7) Expand services: SSD started offering additional services to connect community seniors to needed resources during the pandemic.

Glatt added her personal assessment that all original ASAC goals continue to be important, but perhaps some new strategies to reach goals is needed. Gardiner cautioned against burdening staff with additional goals, but ASAC could add goals if any specific needs are not being addressed. Theis agreed and noted the difficulty of adding goals as the pandemic continues, noting also the remarkable progress by SSD in meeting current

goals. She suggested a separate meeting to reassess strategies. Bellegia added it would be better to revisit goal setting in the new fiscal year (July 2021 or later). Glatt noted that SSD will likely have a constrained budget in the coming budget biennium, with no funding for new goals. Bellegia asked Glatt to let ASAC know of any risk of contraction of services and whether there is a need to engage in advocacy and education to the new City Council about the restructuring and priorities of SSD. Seffinger added that ASAC could clarify to the City Council that SSD expanded their service role through new supportive programs during the pandemic, and that SSD has effectively been serving as the social service arm of the City Council, providing services to the entire community. Glatt and Black stated they would get back to ASAC when the budget process is further along.

STANDING REPORTS

a. APRC Update

Gardiner had no senior-specific items from the Parks Commission to report. He will report on the budget process at the next meeting.

b. City Council Update

Seffinger reported that the City Council approved the development of a new commission on social justice [Race and Social Equity Commission]. Regarding the City budget review, she noted there will be constraints, but not as bad as was initially feared. The City Council is also in the process of hiring a City Manager and assigning Councilors as staff liaisons to various City Commissions and Committees.

c. Education Report

Mettler highlighted the upcoming SSD educational presentations: "Identity, Meaning and Purpose for Aging Adults," to be presented by Anne Bellegia on January 27, and "Ashland Radio Hour," to be performed by The OLLI Players, on February 10.

d. Senior Services Superintendent Report

Glatt referred to her report included in the meeting packet.

ITEMS FROM ASAC MEMBERS AND WORK GROUPS

a. Livable Ashland (Theis)

A smaller work group of the Livable Ashland Steering Committee is working on a needs assessment in the 8 areas outlined by AARP and the WHO. They will then present their data to the rest of the Steering Committee to identify gaps and next steps. Jeanne Stallman (SOU), Lee Shapley (Asante) and representatives from Ashland YMCA and Jackson County Library Services (JCLS) have joined the Steering Committee. The group has also reached out to the Ashland Chamber of Commerce and other potential stakeholder groups. Bellegia noted the benefit of engaging with SOU, YMCA and JCLS in making sure that the Livable Ashland initiative serves all ages.

b. Other Items from ASAC Members

Seffinger advocated for seniors' access to the COVID-19 vaccine. Other states have prioritized seniors' vaccinations more than Oregon, and/or are expediting the process of vaccinating seniors in other ways. Bellegia suggested inquiring with Jackson County Health and Human Services (JCHHS) about the timeline and plan for vaccinating area seniors. Theis added that ASAC could advocate for a plan if there is not currently one in place. Mettler has reached out to JCHHS about their immunization phone line and reported that staff is actively monitoring other sources of information, such as Oregon Health Authority (OHA). Glatt shared the possibility of holding a drive-through vaccination clinic at Ashland Senior Center, but more needs to be known about the channels through which the vaccine will arrive in Jackson County.

Motion: Seffinger/Theis m/s for Bellegia and Glatt to draft a letter to JCHHS about the need for better communication of information to the public and a clear plan to avoid hardships for seniors, such as long lines at mass vaccination clinics. Voice vote – all AYES.

Russell-Miller suggested reaching out to Tanya Phillips, the Public Information Officer for JCHHS. Bellegia concluded that, at a minimum, ASAC wants to know the JCHHS plan for communicating information to the public. She alerted all to Lee Shapley's upcoming OLLI lecture and noted that he will also be present at the next Livable Ashland meeting to answer questions.

Next meeting – Monday, March 8, 3:30-5:00 via Zoom.

Adjournment – 5:03 pm

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

Senior Services Superintendent Report to Ashland Senior Advisory Committee March 2021

Service Statistics

- Service statistics reflect a strong December, then a dip in outreach calls during January. There have been no in-person events since the Halloween drive-through due to the “extreme risk.” status in Jackson County. (Outreach calls resumed in February for extensive vaccine outreach, and will show in the next report.)

Senior Services Division - Program Statistics FY 2020-21

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	YTD Ave. Visits/mo	YTD Total
Fitness (visits)	15	75	35	63	118	147	100	79	553
Recreation (visits)	3	29	12	24	24	24	0	17	116
Education (visits)	0	0	39	14	0	8	17	11	78
Special Events (visits)	0	42	0	30	0	0	0	10	72
All Fitness, Recreation & Educ.	18	146	86	131	142	179	117	117	819
Partner/Vol Services (visits)	20	15	16	32	32	26	18	23	159
Bus/Valley Lift (excludes tokens)	18	12	8	15	9	10	9	12	81
Special resource distribution	19	13	30	0	0	11	0	10	73
I&R contacts (includes outreach)	261	213	261	307	204	262	189	242	1697
Resource Consultations	2	6	5	6	4	12	7	6	42
All Services	320	259	320	360	249	321	223	293	2052
TOTAL PER MONTH	338	405	406	491	391	500	340	410	2871

Programs

- The *Ashland Radio Hour* was a huge success. We had 201 people registered for the February 10 live performance, an event record, and 150 tuned in online or by phone. The performance aired again on February 18 for an OLLI audience of 133. The OLLI Players did a fabulous job on this original production. It was bright spot during a dark winter, and much fun was had by all, both actors and audience!
- Education programs over Zoom are gaining in popularity as seniors become more comfortable with the medium. Anne Bellegia’s January 27 workshop on “Identity, Meaning, and Purpose for Aging Adults” drew 17 participants for a rich discussion. A February 17 presentation on Green Burial, by Mary Ann Perry of the Forest Conservation Burial Ground, drew 46 participants.



- Ashland Senior Services Division has been offering Gentle Yoga over Zoom on Wednesdays and Fridays since October 2020, with instructor Linda-Grace Wilhelm. The online class continues to serve a core group of students with some newcomers every month.

Vaccine Outreach and Coordination

- Superintendent Glatt has been working with Jackson County Public Health and key aging services agencies to ensure seniors get access to the COVID-19 vaccine, especially frail, vulnerable, or low-income seniors who may not have the ability to locate a vaccine. The work group is also arranging home visit vaccines for the home bound and working on onsite clinics for congregate senior communities that were missed in Phase 1A (Ashley Senior Apartments and Mountain Meadows).
- Ashland Senior Services Division has compiled a list of Ashland residents 65+ who would like the vaccine. As slots at clinics arise, we are matching eligible seniors to those openings. Volunteer Kathy McNeal called all of our current patrons to check interest, then word went out via emails to patrons and community partners, the Senior News, the City website and more. Call and email volume is extremely high now.
- Ashland residents 65+ may complete an online form at ashland.or.us/senior to get on the list; those without internet access may call 541-488-5342. Jackson County residents outside of Ashland should call the ADRC at 541-618-7572 to get on their parallel list.
- Glatt is also worked with Mercy Flights, Ashland Fire & Rescue, and SOU to offer a drive-through vaccination clinic at SOU on March 10 (2nd dose on April 7). All appointments are being filled with those on the Ashland 65+ interest list.

Partnerships

- See previous item regarding the vaccine work group, which includes Jackson County Public Health (including their BIPOC outreach coordinator), RVCOG Senior and Disability Services, Oregon Aging & People with Disabilities Senior Services Office, and Ashland Senior Services Division.
- See previous item regarding collaboration with Mercy Flights, Ashland Fire & Rescue, and SOU to offer a vaccine clinic.

Public Awareness

- The [January 2021 issue of Senior News](#) featured a year in review article with photos highlighting the ways that Senior Services Division supported seniors and helped them stay connected in a challenging 2020. We continue to get a lot of positive feedback about the *Senior News* monthly newsletter as source of vital information during the pandemic.
- The Ashland Radio Hour performance on February 10 drew welcome positive publicity on five different outlets' calendar announcements and the following article in both *Tidings and Mail Tribune*:

Senior News
January 2021

Ashland Senior Center, 1699 Homes Avenue, Ashland OR 97520
541-488-5342 AshlandSeniorCenter.org tty: 711
seniorinfo@ashland.or.us

Identity, Meaning and Purpose for Aging Adults
Online Presentation and Discussion
Wednesday, January 27, 1-3pm
Online via Zoom
Free, but registration is required!
ashland.or.us/register or 541-488-5342

Our sense of self can be affected by the challenges that often accompany aging, such as retirement, an empty nest, a location change in health status, or loss of loved ones. Social isolation and loss of purpose can result. After a conversation, there will be an opportunity for discussion from attendees' own experiences and strategies that can help in staying fit, safe and engaged.

Presented by Anne Ballieck, owner, Chair of Ashland Senior Advisory Committee. In partnership, Anne also will present on the many of aging services, including adult education at the Center. Looking forward to an APRC planning meeting for end-of-the-year and long-term care.

Highlights of 2020
What a year 2020 has been! Despite all the many challenges, we wanted to take a moment to celebrate the good parts of 2020 and the connections we had together.

We had some great successes early in 2020, such as the new Senior Celebrating Creativity art exhibit at the Senior Center. Fall attracted by over 100 people—the biggest event ever! And even after the start of the pandemic, we managed to hold fun events with our beloved senior community, including a summer Ice Cream Social. (continued on page 2)

Senior Volunteer Fair
Foster Grandparents

Ashland Senior Center office will be closed:
Friday, January 1, for New Year's Day
Monday, January 18, for Martin Luther King Day
Tuesday, January 19, for an APRC Full-day Day

Happy New Year 2021

- <https://ashlandtidings.com/news/top-stories/ashland-radio-hour-premieres-over-zoom>
- <https://mailtribune.com/tempo/ashland-radio-play-local-virtual-events-feb-5>
- Senior Services Division has spread the word widely about vaccine access for seniors, and informal networks have spread that message throughout the Ashland community.
- Staff are working on website redesign to integrate external website into internal site once the City site is remodeled.

Advocacy

- Superintendent Glatt has been working with Jackson County Public Health and key aging services agencies to help seniors access to the COVID-19 vaccine. See details under Vaccine Outreach.
- The Livable Ashland Steering Committee continues to meet monthly and is working on the needs assessment phase for all-age friendly communities.

Staff

- Our Office Assistant II, Corey Whitaker, left February 5 to take a career opportunity working in child welfare.
- Sybil Bowser, a top candidate from a previous recruitment, started February 22 as the Senior Services Office Assistant II. Pending budget for the next biennium, she was hired on a temporary basis through the end of the fiscal year. She has already been a great asset in her short time with us.
- Staff continued to take advantage of free professional education opportunities online.
 - Moving to Memory Care: When it's time and How to do this – three-part series Feb-March 2021, Glatt
 - Developing Core Competencies for Working with Older Adults – four classes Jan-May 2021, Mettler
 - Information and Referral Skills for Aging Services Professionals – eight classes, Mettler
 - Oregon Recreation and Parks Association, DEI webinars – 3 sessions Mar-Apr 2021, Mettler



*Respectfully submitted by Isleen Glatt, Senior Services Superintendent
March 3, 2021*