

City of Ashland  
PARKS AND RECREATION COMMISSION (APRC)  
SENIOR SERVICES ADVISORY COMMITTEE (S-SAC)  
Meeting Minutes  
November 13, 2018

**Committee Members Present:**

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

**Staff Members Present:**

- Rachel Dials
- Isleen Glatt
- Natalie Mettler

**CALL TO ORDER:**

This is called the meeting to order at 1:10pm at the SOU Hannon Library (Room 352) in Ashland.

**ADDITIONS OR DELETIONS TO AGENDA:**

None. Approval of October minutes will be addressed at the December S-SAC meeting.

**PUBLIC INPUT:**

None.

**PRESENTATION AND DISCUSSION: MISSION AND GOALS FOR SENIOR SERVICES DIVISION (SSD):**

**1. Proposed mission draft**

Superintendent Glatt presented a draft mission: “The APRC Senior Services Division enhances the lives of Ashland seniors by promoting healthy aging, well-being, dignity and independence. We empower older adults as active, contributing members of the community and together advocate for the needs of diverse seniors and families throughout Ashland.”

Members agreed on the basic concept, and Anne Bellegia and Mary Russell Miller volunteered to help wordsmith. The final proposal will be presented at the December 10 meeting.

**2. Proposed SSD goals/strategies**

Glatt summarized the proposed SSD goals/strategies as outlined in the agenda packet. The proposal encompasses most of the Ad-Hoc Senior Program Advisory Committee goals (ASPAC 2/12/18). She also presented suggested higher-level goals, objectives, and service populations to help frame today’s prioritization process.

#### Higher-Level Goals, or Guiding Principles:

- Foster healthy aging, well-being, and dignity for Ashland seniors
- Prolong independence
- Empower older adults as active, contributing members of the community
- Identify and support family/friend caregivers

#### Objectives:

- Expand programs: Provide recreation, education, and health promotion programs. Raise awareness of and diversify programs to serve a wider range of senior ages and needs.
- Expand services: Provide older adults and their families with information and referrals to aging services, benefits programs, and caregiver support.
- Build partnerships with the many local and regional organizations that serve seniors to foster collaboration and create a stronger safety net.
- Identify and reach frail or vulnerable seniors who may be isolated and connect them to services that could help them maintain independence and well-being.
- Advocate for the needs of Ashland seniors and provide input to other City of Ashland departments and commissions regarding policies that affect seniors *to move towards being an Age Friendly Community (added after discussion)*.
- *Added after discussion: Community outreach/education*

#### Service Populations (*after discussion: SSD currently needs to extend its reach into the latter two*):

- Vulnerable/frail seniors who need substantial support
- At risk seniors who need support to remain independent
- Active, independent seniors
- Family/friend caregivers who need guidance and resources, often working adults who need help to continue working while caregiving

### **3. S-SAC members additional proposed goals & discussion**

#### S-SAC members proposed additional ideas for consideration:

- Address needs of vulnerable homebound/frail seniors
  - Remote door lock/unlock (eg: for Meals on Wheels delivery)
  - Volunteer phone bank for check-in calls
- Adult day care solutions
- Prepare for Care planning class for seniors and adult children
- Expand facility or add another site for senior activities
- Age-friendly communities: identify gaps, work for remedy (*incorporated into Advocacy*)
- Needs assessment where indicated
- Using volunteer drivers for van transport field trips

The discussion highlighted a few of the proposals.:

- Additional proposed goal: Hunter Park as an inter-generational umbrella, comprising the Senior Center along with the pool, tennis courts, and other park facilities.
- Discussion about Glatt's goal priorities: a balance of necessary (building maintenance) and ideal priorities (building community relationships).
- Committee highlighted goal about the Gatekeeper Program, which would facilitate identifying and reaching vulnerable local seniors, who can then be directly referred to our partners' support programs, including home visits.
- Committee agreed that a strong social marketing plan will be needed to reach the range of seniors and families who can benefit.

#### **4. "Dotmocracy" process to prioritize goals**

All S-SAC members agreed to Glatt's request that the APRC staff present (Dials, Glatt, Mettler) be allowed to vote in today's dotmocracy process, which was not a formal motion and vote. Glatt clarified that staff participation is insightful as they are the ones carrying out the work set by the goals.

All participants voting were first able to each distribute six blue dots to their priority SSD goals/strategies. After some discussion, then they each placed one red dot for their top priority. The top ranked initiatives were:

- Gatekeeper program (8 blue, 2 red)  
Explore Gatekeeper program models and best practices to identify vulnerable older adults and link to support services. If accepted, pursue funding and initiate program, including evaluation plan.
- Social marketing (6 blue, 3 red)  
Rebrand and message about larger role in community via website, materials, publicity. Develop and implement comprehensive social marketing plan.
- Build partnerships with community organizations & City departments (5 blue, 3 red)
- Expand & refine education programming (5 blue + 3 for Prepare for Care)  
Expand education programming at Senior Center and other venues. Include more for active seniors, consider Prepare for Care series. Partner with OLLI and others.
- Advocate for needs of seniors and their families in community planning (4 blue + 3 for Age-Friendly)  
Advocate for Age-Friendly Communities. Attend City commissions and public input meetings, provide public comment on senior needs.
- Engage with pool planning to link Senior Center and other senior needs (4 blue, 1 red)  
Consider also intergenerational design concept, adult playground equipment.

## 5. Subcommittees

After discussion of the results and reevaluation of identified priorities, the following subcommittees were proposed, with some subcommittees to start in this fiscal year and others to begin in the next biennium.

- Mission statement: Bellegia, Russell-Miller (short term)
- Social marketing: Bellegia, Glatt, Hersh, Mettler, Russell-Miller
- Expand education programming: Casserly, Mettler, Theis
- Gatekeeper Program: Bellegia, Glatt
- Advocate for seniors and their families in community planning, explore/advocate for age-friendly communities: Bellegia, Seffinger, Theis
- Participate in Ad Hoc Pool Committee: Gardiner, Glatt, & Senior Center user to be identified

### **ADJOURNMENT:**

There being no further business, the meeting was adjourned at 3:31pm.

Next meeting: December 10, 3:30-5:00pm, 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.