

City of Ashland  
PARKS AND RECREATION COMMISSION  
ASHLAND SENIOR PROGRAM ADVISORY COMMITTEE (ASPAC) MINUTES  
ACTION MINUTES  
October 10, 2017

**Committee Members Present:**

- Laura O'Bryon, RVCOC representative
- Katharine Danner, Ashland At Home representative
- Stef Seffinger, Ashland City Council
- Jackie Bachman, Citizen Member (Senior Program patron)
- Peggy Byrnes, Citizen Member (Senior Program patron)
- Marion Moore, Citizen Member (Senior Program yoga instructor)
- Mary Russell-Miller, Citizen Member (SOU faculty member)
- Rob Casserly, Citizen Member (SOU, OLLI Program Manager)
- APRC Commissioner Mike Gardiner
- APRC Commissioner Jim Lewis

**Facilitator Present:**

- Jon Lange, Jon Lange Consulting

**Staff Members Present:**

- APRC Director Michael Black
- APRC Recreation Superintendent Rachel Dials
- APRC Executive Assistant Susan Dyssegard

**Committee Member Absent:**

- Anne Bellegia, (SOU, OLLI)

**CALL TO ORDER**

Facilitator Jon Lange called the meeting to order at 3:15 p.m. at The Grove, 1195 E. Main Street in Ashland.

**I. INTRODUCTIONS (10 minutes)**

ASPAC members and APRC staff introduced themselves and spoke about organizational affiliations and associations with the senior community of Ashland.

**II. GROUND RULES (15 minutes)**

A list of ground rules was distributed. Rules included: 1) **Be respectful of others** in all ways: one speaker at a time; no sidebar conversations; try to discuss issues, not people; work to assume the goodwill of others; 2) **Process**: ask to be called upon by the facilitator by a show of hand; create a parking lot list of issues for future discussion; ask questions if things aren't clear; decisions will be made by vote.

Committee members made comments and asked questions about the ground rules presented. One question was whether the ASPAC advisory body would be making recommendations or making decisions. The answer was that ASPAC would make recommendations, with final decisions made by the Parks Commission.

### III. PURPOSE AND CHARGE OF THE COMMITTEE (10 minutes)

The Purpose and Charge of the Committee was reviewed by all in attendance:

#### Proposed Bylaws of the Ad-Hoc Senior Program Advisory Committee

##### Purpose and Charge:

"As the Ad-Hoc Senior Program Advisory Committee (the "ASPAC"), lead the visioning of an expanded and improved Senior Program, review information via presentations and discussions at committee meetings and make a recommendation to the Parks and Recreation Commissioners regarding the implementation of the following objectives:

- *For a period of three to five months, focus on redesigning the Senior Program to make it more robust and more inclusive:*
  - *Ensure that throughout the transition, core services are preserved and the Center is open and accessible for seniors for scheduled appointments and classes and for drop-in visits.*
  - *During the transition period, develop a plan for invigorating and expanding the Senior Program and present it to the Commissioners for review.*
    - *Perform multiple open house events and conduct a survey of the Ashland citizens covering all aspects of the Senior Program.*
- *Implement the plan for increasing recreation and other program offerings to better serve the senior population and revise Senior Center function.*
- *Throughout the process of reorganization and review, explore options to increase revenue to offset a portion of the costs associated with the expense of operating and maintaining the Senior Program*

The ASPAC will serve the Commissioners of APRC in making recommendations on the aforementioned objectives. The ASPAC will be appointed by the Chair of APRC and will serve for a period of about three-five months while reviewing information and forming its recommendations.

At the point when the ASPAC officially makes its recommendation to the Commissioners, the ASPAC's duties shall be fulfilled. APRC will provide a facilitator to manage meeting topics and organize the ASPAC's agendas and final report/recommendation.

#### Appointments and Makeup of ASPAC

The Commission Chair shall have the authority to appoint the members of the ASPAC. The makeup of the members shall be as follows:

1. APRC Commissioner
2. APRC Commissioner
3. City Councilor
4. Ashland at Home Representative
5. OLLI Representative
6. RVCOG Representative
7. Citizen Member \*
8. Citizen Member \*
9. Citizen Member \*
10. Citizen Member\*
11. Citizen Member\*

\* No less than five citizen members

### Staff Liaisons

1. APRC Recreation Superintendent, Rachel Dials
2. APRC Director, Michael Black
3. City Administrative Staff Rep. (as needed)

#### IV. EXPECTATION CLARIFICATION: GOALS, POSSIBILITIES, CONSTRAINTS (15 minutes)

##### A. REPORT WITH RECOMMENDATIONS WITHIN THREE TO FIVE MONTHS

##### B. WHAT'S ON AND OFF THE TABLE

- a. It was stated that everything is on the table except for 1) personnel recommendations and 2) no changes (i.e., it is not an option for the committee to recommend that no changes be made or for a return to what the Senior Program was before).

##### C. DECISIONS ON RECOMMENDATIONS MADE BY COMMITTEE VOTE ("MINORITY RECOMMENDATIONS" POSSIBLE. FINAL DECISION(S) MADE BY APRC).

##### D. REQUESTS OF APRC

- a. APRC staff will provide reasonable support for this Committee. Exceptions will include requests that require lengthy staff research, requests that require spending money and requests that are made by individuals rather than the Committee.

##### E. MEETING EVERY OTHER WEEK

- a. The second ASPAC meeting will be held in November (rather than two weeks later) due to schedules.
- b. Two or possibly three public information / listening sessions will be held:
  - i. A stakeholders' session
  - ii. A session in which the draft report is reviewed and feedback is received from the community
- c. Committee members are encouraged to listen to citizens between meetings:
  - i. Goal: Encourage the public to practice or develop "Informed Listening" skills rather than emotionally reacting; request clarification from the Chair if needed
  - ii. Add discussion items to future meeting agendas

##### F. TWO PUBLIC INPUT SESSIONS (in the future)

##### G. QUESTIONS

#### V. ELECTING A CHAIR AND VICE-CHAIR (LIMITED DUTIES) (10 MINUTES)

**Chairperson and Vice Chairperson.** At the first meeting, the ASPAC will elect a Chair and Vice-Chair by motion. The Chairperson will convene and adjourn meetings and represent the ASPAC to the Commissioners. A facilitator will be provided to the ASPAC for the facilitation of the meetings. The Chairperson must be a member of the ASPAC. The Vice-Chairperson will act as chair pro-tem in the absence of the Chair and must be a member of the ASPAC.

**NOMINATION FOR CHAIR:** Mary Russell-Miller nominated Jackie Bachman to serve as Chair; Marion Moore seconded. There was agreement among Committee members about Jackie serving as Chair.

*Jackie Bachman agreed to serve as Chair.*

**NOMINATION FOR VICE-CHAIR:** Jackie Bachman nominated Marion Moore to serve as Vice-Chair; Mary Russell-Miller seconded. There was agreement among Committee members about Marion serving as Vice-Chair.

*Marion Moore agreed to serve as Vice-Chair.*

**Agendas and Scheduling.** The Chairperson will work with staff representatives and the facilitator to organize meeting agendas and propose schedules for meetings.

**VI. BACKGROUND, QUESTIONS AND ANSWERS: OPPORTUNITY TO CLARIFY (20 minutes)**

- 1) **Is there going to be an interim manager at the center between now and five months from now?**  
This will provide for seniors' needs and allow them to not fall through the cracks. ANSWER: No, current APRC staff and one additional part-time staff member with experience working with seniors are being utilized at this time. All current programs and services will continue to be provided.
- 2) **What is the history of the Senior Program and building?** ANSWER: The building has been in place for decades; Sharon Laws was the former director, before Chris Dodson; APRC took over the Senior Program 10 years ago from the City without any funding.
- 3) **Does APRC intend to close down the Senior Center if it doesn't generate cost recovery?**  
ANSWER: No; however, it is not uncommon for senior programs to earn some revenues. The Ashland Senior Program generates 1% in cost recovery.
- 4) **Will the Senior Program be moving to The Grove?** ANSWER: No, established programs and core services will continue to be provided at the Senior Center located at 1699 Homes Avenue. Some Senior Program classes will be held at The Grove, including potential new classes.
- 5) **Comment about creating a marketing plan for the Ashland Senior Program (with respect to creating a vision for the program)**

**VII. WHAT ARE THE ISSUES? BRAINSTORM LIST, SYNTHESIZE (25 minutes)**

- **Marketing plan**
- **Demographics:**
  - i. Economics
  - ii. Age
  - iii. Status
  - iv. ZIP code
  - v. Key agency partners (partial list):
    1. Food & Friends
    2. Foot Care Clinic
    3. Heating Assistance Program
- **Existing Stakeholders:**
  - i. Identify
  - ii. Who's represented / who's not represented?
- **Other Social Services Available in Ashland**
  - i. Identify and the provision for sufficient access
- **Opportunities for intergenerational programs**
  - i. Identify
- **Opportunities for location possibilities**
  - i. Existing space / flexible space / new space
- **Overall function of the Senior Program**
  - i. Is there major consensus among the Committee about this matter?
- **Transportation for seniors**
  - i. Identify current services and gaps

- **Budget for Senior Center**
  - i. Identify
- **Number of participants per activity**
  - i. Identify
- **Cost Recovery:**
  - i. Consider partnerships with OLLI and others if spaces aren't being fully utilized
  - ii. How much cost recovery does APRC expect to receive?
- **Limits of the Committee—how extensive will their reach be?**
  - i. Housing
  - ii. Transportation
  - iii. Social Services
  - iv. Fall Prevention
  - v. Wellness
  - vi. Partnerships (the National Council on Aging says most senior programs require 3-8 funding sources; explore grants and other funding sources)
  - vii. Healthy City / Age-Friendly Ashland—talk to the Chamber of Commerce
- **Training for Senior Program staff**
  - i. Ensure Senior Program staff are trained on outreach techniques to seniors who may be experiencing difficulty and on how to interact with all the different groups requesting information, including where various items and forms are located in filing cabinets.
- **Expansion of the Senior Center?**
  - i. Possible
- **Will the proposed expansion of the Daniel Meyer Pool affect the Senior Center?**
  - i. The footprint will be 25 feet by 25 yards, a slight increase over the existing pool's footprint. A kiddie pool will be provided that can accommodate seniors.
- **Information about other Senior Programs and how they operate**
  - i. Identify

**VIII. CHOOSE NEXT MEETING DATES (5 minutes)**

The next meeting was set for Monday, November 13, 2017, from 3:15 to 5:15pm at The Grove [later changed to Council Chambers].

**IX. WHAT CAN BE DONE BETWEEN NOW AND THE VERY NEXT MEETING? (10 minutes)**

- Gather information from current participants and users of Senior Program services and programs; ask instructors to distribute a simple questionnaire and track class attendance. Sample questions:
  - What classes do you attend now?
  - What classes should be added?
  - How do you like to receive information about Senior Program classes, issues and events?
- ASPAC Committee members are *ambassadors*; go out and speak with people.
- Groups of six or more (a quorum of this Committee) should not be speaking among themselves between meetings; the limit is five members at one time outside of ASPAC meetings.

**ADJOURNMENT**

There being no further business, Jon Lange adjourned the meeting at 5:15 p.m.

Respectfully submitted,  
Susan Dyssegard

## Ashland Parks and Recreation Commission (APRC)

What are the issues? 10.10.17 verbatim notes from flip charts:

### Budget/Funding

- Current funding sources
  - Review current budget
- Explore other funding sources
- Cost recovery opportunities

### Communication

- Communication within the committee
- Citizen Input (How)
  - Open House
  - Survey

### Programming & Facilities (Current and Future)

- Current Senior Program
  - program participation information & survey
  - Training of Staff Security, cleanliness, forms
  - History of Senior Center and Program
- Opportunities for intergenerational activities
- Multiple location possibilities-look at existing facilities, flexibility of current facilities and NEW or expanded space.
- Consider future of Hunter Park
- Transportation
- Demographics: Age, Economic Status, zip-code, under-represented
- Gather information on other Sr. Centers-similar in size to Ashland

### Partnerships

- Existing key agency partners
- Opportunities to explore other partnerships such as:
  - Age-Friendly Ashland
  - Wellness group/Ashland Chamber of Commerce
- Identify key stakeholders

### Social Services

- Identify within Ashland and regionally
- Sufficient access to services

### Marketing

- Marketing Plan

### Miscellaneous

- Agreement of major functions of Senior Center & Senior Program
- Recommendation on official Mission and Vision

- Define limits of evaluation of the ad hoc

**Parking Lot:** (listed out at 10.10.17 meeting)

- OUTREACH to seniors over the next 3-5 months
- Knowledgeable Staff
- Additional Listening Sessions/Public Input
- How will we construct the agenda and process for public input
- "informed input"

**Remaining Questions List:** (asked/answered at the 10.10.17 meeting)

- Interim Manager/outreach
- Sr. Center History
- Funding & Cost Recovery
- Moving Sr. Center to The Grove-discussion of classes
- Programming-facilities
- Marketing Plan-Tool Kit from National Council on Ageing National Institute of Sr. Centers.