



**ASHLAND PARKS AND RECREATION COMMISSION
SENIOR SERVICES ADVISORY COMMITTEE (S-SAC)**

MEETING AGENDA

April 8, 2019 @ 3:30 – 5:00 pm

ASHLAND SENIOR CENTER, 1699 HOMES AVENUE

- I. Opening (1 min)
- II. Approval of Minutes – March 10, 2019 (all, 2 min)
- III. Additions or Deletions to the Agenda (all, 2 min)
- IV. Public Input (10 min)
- V. Follow-up discussion of S-SAC name, per RVCOG request (Theis, 10 min)
- VI. Report from Pool Ad Hoc Committee (10 min)
Jackie Bachman, S-SAC liaison to Pool Ad Hoc, and Rebecca Kay, Pool Ad Hoc Co-Chair
- VII. Subcommittee Reports (15 min)
 - a. Public Awareness (Russell-Miller, convener)
 - b. Advocacy (Bellegia, convener)
 - c. Education Programs (Mettler, staff)
- VIII. Standing Reports (10 min)
 - a. APRC Update, if any pertaining to seniors (Gardiner)
 - b. City Council Update, if any pertaining to seniors (*Council representative pending*)
 - c. Senior Services Superintendent Report (Glatt)
- IX. Items from S-SAC Members (all, 10 min)
- X. Presentation: Scott Fleury, Deputy Director of Public Works, City of Ashland (20 min)
City of Ashland transportation planning of interest to seniors
- XI. Future Meetings (5 min)
 - a. Monday, May 6, 3:30-5:00pm, at Ashland Senior Center, 1699 Homes Ave
(Note change to first Monday in May only.)
 - b. Monday, June 10, 3:30-5:00pm, at Ashland Senior Center, 1699 Homes Ave
- XII. Adjournment – 5:00pm

City of Ashland
PARKS AND RECREATION COMMISSION (APRC)
SENIOR SERVICES ADVISORY COMMITTEE (S-SAC)
Meeting Minutes
March 11, 2019

Committee Members Present:

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

Staff Members Present:

- Michael Black
- Isleen Glatt
- Natalie Mettler

Committee Members Absent:

- Julie Akins

CALL TO ORDER:

Thisis called the meeting to order at 3:32pm at Ashland Senior Center, 1699 Homes Ave in Ashland. S-SAC members were introduced to Laura Stott, new Senior Services Office Assistant II, who started in her position on January 2, 2019.

APPROVAL OF MINUTES:

Hersh/Russell-Miller m/s to approve the minutes of December 10, 2018.
Voice vote – ALL AYES. Motion passed.

ADDITIONS OR DELETIONS TO AGENDA:

Bellegia requested discussion about the frequency of future S-SAC meetings, which Theis said will be covered under “Upcoming Meetings” at the end of today’s session.

PUBLIC INPUT:

None.

DISCUSSION: RVCOG SENIOR & DISABILITY SERVICES REQUEST REGARDING S-SAC NAME:

Thisis stated that Laura O’Byron, Director of Senior & Disability Services (SDS) with Rogue Valley Council of Governments (RVCOG) has requested S-SAC consider a name change to minimize confusion with RVCOG’s Senior Advisory Council (SAC). Various changes were suggested in the ensuing discussion, but none of these were deemed satisfactory. This issue will return for more discussion at the regular meeting. All agreed it was important to honor the request for a name change from O’Byron, and Theis will inform O’Byron that S-SAC is working on the issue. Superintendent Glatt will collect any ideas submitted via email.

SUBCOMMITTEE REPORTS:

A. Advocacy

Bellegia and Theis met with Connie Saldaña, SDS Planner with RVCOG and member of the RVCOG Advocacy Committee, who is familiar with AARP's Age-Friendly Communities initiative. The biggest gaps in services for seniors in Ashland are in housing and transportation, which are more City than APRC issues. Bellegia and Theis are hoping to trigger more enthusiasm for age-friendly policies with the City Council, particularly if there is an opportunity to collaborate with Talent, which has recently adopted AARP's Age-Friendly Community planning. Hersh voiced concern about the cost and long timeframe of city-level changes to support seniors. Black clarified that adoption of the Age-Friendly Communities initiative would provide guidelines and standards for new construction or infrastructure projects, not a commitment to change all existing infrastructure to the new standards immediately.

To help familiarize S-SAC with this municipal advocacy, Glatt will share AARP documents for assessing age-friendly livability and Bellegia will arrange for an expert to present to S-SAC, possibly Bandana Shrestha of AARP Oregon or Connie Saldaña who is better acquainted with our local context. Casserly recommended connecting with Sandra Slattery, Ashland Chamber of Commerce Executive Director, and Sheila Clough, Ashland Chamber of Commerce Board member and CEO of Asante Ashland Community Hospital, both of whom are involved in developing Ashland's community livability through the Blue Zones project. Glatt noted that she is already in communication with both about the project, now called the Health and Wellbeing Initiative.

B. Education Programs (Mettler, staff)

Mettler stated that the Education Programs subcommittee met on January 9, 2019, to brainstorm programming topics, opportunities, and processes for development. Glatt and Mettler have been working on optimizing use of the Senior Center facility space to maximize programming to benefit local seniors. Staff is in the process of developing a new educational speaker series and pre-pay art class to bring on later this year. Staff has also been working with Casserly on the option of hosting OLLI classes at the Senior Center starting in September 2019.

There was discussion about how to attract participants to new education programs, with suggestions of a small fee or more rigorous registration process. Bellegia also proposed reaching out to Mountain Meadows as an alternate hosting venue for Social Services Division (SSD) events; this would align with the SSD's goal of connecting with the broader Ashland senior community.

C. Public Awareness

The Public Awareness subcommittee's overall goal is to develop a public relations campaign and social marketing for the SSD. Russell-Miller outlined their progress in developing a message and task list in their January 14, 2019 meeting notes (see attached).

Russell-Miller has met with SOU students interested in working on promotional materials and social marketing for SSD. Hersh supported the idea of SSD staff and/or S-SAC members attending Chamber Greeters meetings once SSD has developed promotional materials to share. Hersh offered to post flyers in downtown Ashland, and he also suggested advertising SSD activities, programs and services in Medford, Phoenix, and Talent, to reach adult children of Ashland seniors who live in these neighboring towns.

PRIORITIZE PURCHASES FROM PARKS FOUNDATION FUND:

Glatt reminded the Committee that there is currently \$31,000 in the Parks Foundation Fund earmarked for Senior Services, and the Senior Center has a number of needs. She has gathered input from patrons, volunteers, staff, S-SAC, and ASPAC about how to spend these funds and outlined the recommended spending priorities in a memo included in the March meeting packet.

Casserly offered to check with OLLI about acquiring materials they no longer need after their remodel at the end of this year, but he warned that most things being donated are in poor condition. Bellegia suggested inquiring with SOU about material donations of surplus property. Gardiner recommended reserving at least \$10,000 matching grants or future needs; these funds may also be applied to scholarships towards activity fees for lower-income patrons. Hersh proposed an annual community fund drive to replenish Foundation Funds for the Senior Services Division, which Glatt appreciated as a future agenda topic.

Bellegia/Russell-Miller m/s to empower Glatt to make decisions regarding equipment purchasing and to keep at least \$10,000 of available Foundation funds back for matching grants and scholarships. Voice vote – ALL AYES. Motion passed.

STANDING REPORTS:

A. APRC update, if any pertaining to seniors

Gardiner stated that there was concern about the name of the state's Gatekeeper Program at the February 22 APRC Special Goal Setting meeting. He recommended being thoughtful about the name in the future program, either by creating a different local name and/or doing careful community education to alleviate confusion. Black and Glatt clarified that if the SSD does not appear on the APRC's final list of twenty goals for the coming biennium, APRC still values the Division and the goals recommended by S-SAC, as demonstrated by funding recommended to continue at the current level.

B. City Council update, if any pertaining to seniors

As she was not able to attend today's meeting, Akins submitted a written report for the City Council update to S-SAC (see attachment).

C. SSD Superintendent report

Glatt referred S-SAC to the SSD Superintendent February and March reports included in the March meeting packet (covering December 2018 through February 2019). She noted the

progress collecting cleaner statistics on Senior Center attendance, and reported that in any given month, SSD is serving between 1200 – 1500 clients through its programs, plus an additional 1200 through onsite lunches and meal deliveries by RVCOG Food & Friends, which is a total of 2400 individual contacts monthly. In the context of building community partnerships, she highlighted meeting with Slattery and Clough. Since the Chamber is working on the Health and Wellbeing Initiative, which seeks to improve community health, longevity and well-being, they are natural partners in local senior issues. As such, they hope to involve SSD in their next steps, and Glatt feels the timing works well for SSD and S-SAC to partner with the Chamber and Hospital for these community-level changes.

ITEMS FROM S-SAC MEMBERS:

Glatt shared that the City’s Transportation Commission requested S-SAC identify senior advocates to apply for open positions on the Transportation Commission. Glatt asked S-SAC members to recommend candidates and underlined the opportunity to place someone who cares about senior issues in an influential role. Also, she noted that the Transportation Commission contacting her demonstrates increasing awareness that the SSD represents senior issues in Ashland.

UPCOMING MEETINGS:

This brought forward a request for S-SAC to change their meeting start time to 4:30, to accommodate Julie Akins, new City Council representative. However, 4:30 does not work for multiple S-SAC members, so the meeting time will stay at 3:30-5pm and S-SAC will request that Mayor Stromberg assign a Councilor representative who can attend during this time.

Bellegia requested that S-SAC continue to meet monthly, rather than reducing to meetings to every other month, to keep members engaged and maintain the current momentum. All agreed. (No motion because monthly meetings are the current norm.)

Glatt has a schedule conflict that prevents her from attending an S-SAC meeting on the second Monday in May. After discussion, members set the regular S-SAC meeting for the first Monday in May. The next regular S-SAC meetings will be on April 8, 2019, 3:30-5:00pm and May 6, 2019, 3:30-5:00pm, both at the Ashland Senior Center, 1699 Homes Ave.

ADJOURNMENT:

There being no further business, the meeting was adjourned at 5:13pm.

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.

S-SAC Public Awareness Sub-Committee
Meeting Notes 1/14/19

Overall goal: Develop PR Campaign/Social Marketing

Message to include:

- Mission
- Whom we serve
- Role of division
- Senior – Senior Center Programs & Activities
- Testimonials

Tasks: ALL in collaboration with Director & Members of S-SAC. Final approval from Director.

Increasing Positive Public Awareness

- Development of “generic” program brochure
- Development of additional “promotional” materials
- Development of “interview” protocols for testimonials
- Branding for Senior Services
- Review/Revamp Website – appearance & content
 - Social Media
 - Press releases/stories
 - Newsletter

Connect with Chamber Greeters/hosting opportunity

Familiarization with evaluation data from Senior Programs & Ad-Hoc Comm.

“Work” on development of advocacy role for S-SAC for city-wide projects

S-SAC Meeting 3/11/19
City Council Report
Councilor Julie Akins

The council did not take any senior specific actions but it did pass some ordinances and approve some items which may have an impact on seniors.

Most notably:

- We passed an ordinance permitting Uber and Lyft in the city of Ashland. This ordinance allows for people to use these services both in and outside the city. Many seniors expressed in direct testimony and by letter their desire for these services as they no longer drive or prefer not to drive at night. It is now up to the companies themselves as to when they intend to begin service. We expect it will be by May but have no specific promise.
- The council additionally sent a letter of approval for RVTD to apply for a state grant that would allow smaller micro buses to provide point to point service for residents to access the larger route 10 bus. This way residents could use the micro transit to hook to the larger route. This adds accessibility for those residents who are a long distance away or on steep hillsides to use mass transit. Many seniors could be positively impacted by this increase in their ability to use the bus. It is, however, an 18 month pilot program. It's not yet permanent but could be. Once RVTD is awarded the grant, if they are, we expect service to begin shortly thereafter.
- The council approved an ADA ramp on the plaza sidewalk where one does not currently exist. Again, not really senior-centric but for folks who have mobility limitations this could be helpful.

The Ashland City Council begins its budget process in the coming weeks. The city is in a 2 million dollar deficit. There will have to be cuts made as it's not likely that there are sufficient revenue streams for this shortfall. Senior programs have already experienced some cuts in the past. It would be important to be informed about specific measures under consideration and how that may affect seniors in particular. I do not at present time have any specific examples of cuts for consideration except potential frozen positions within the city, potential lay-offs and perhaps some deferred maintenance but this is likely to be a lively conversation and I would suggest keeping your ears to the ground and providing input. I don't say this to be alarmist. It's simply a reality and citizen guidance to the council would be helpful.

Senior Services Superintendent Report to S-SAC For April 8, 2019 Meeting

New Patron Finds Connections at the Ashland Senior Center

“John” came into the Senior Center a few weeks ago and inquired about our programs. He said he was recently retired and was feeling very isolated from all his sudden free time at home. Staff gave John the current newsletter and told him about our programs. It happened to be a Tuesday, so staff asked if he would like to join the Discussion Group, which immediately welcomed him. From that small start, he has continued to come for lunch, Discussion Group, Computer Tutoring, Friday Movies, and Line Dancing. It’s clear that John has found a new family of friends at the Senior Center!

Operations/Programming

- In March 2019, there were 648 visits to senior fitness classes and 226 visits to recreation activities. RVCOG Food and Friends provided approximately 550 meals onsite and 650 meals to homebound Ashland seniors. Our office provided 249 information and referral contacts, and there were 69 visits to services including resource consultations, Medicare insurance counseling, computer tutoring, blood pressure or foot care clinics, and sewing clinic. We provided 17 passes (20 rides each) for the bus or Valley Lift.
- Estate Planning Lawyer Cheri Elson Sperber gave a free presentation on “Legal Matters for Older Adults: Keeping it Current” on March 27. Thirty seniors and family members attended and gave positive feedback.
- The monthly Dementia Caregiver Support group has doubled in size this year, now receiving 10 to 16 drop-in participants each month.
- With the help of Volunteer Coordinator Ainsworth, Senior Services Division is hosting an “Afternoon Tea Honoring Senior Services Volunteers and Instructors” on April 10, 3:30-5:00pm at the Senior Center. S-SAC members are encouraged to attend to be honored as volunteers and to thank all who help at the Senior Center.
- SDS completed our contract with ADRC as of 3/31/19. SSD staff are now providing the one-hour resource consultations.

Partnerships

- Glatt and S-SAC Chair Theis met with Housing & Human Services Commission Chair Rich Rohde and staff Linda Reid to consider opportunities for collaboration, including presentations at each other’s meeting and collaborating on an education event connected to senior housing.
- Glatt recruited Katharine Danner of Ashland at Home to apply for the Transportation Commission as a senior advocate and ally of S-SAC.
- Staff are engaging with emergency/disaster preparedness issues:
 - Superintendent Glatt was appointed to AFR Emergency Management Advisory Committee, first meeting still to be determined.
 - Coordinator Mettler attended the City’s Extreme Event Interactive Disaster Game on 3/15/19.
 - Mettler and Glatt have joined the RV Community Organizations Active in Disaster (RVCOAD) and will alternate attending quarterly meetings when the topic fits.
- Superintendent Glatt met with the following community partners in this period:
 - Attended RVTD Master Plan presentation, for work on STIFAC. The plan

proposed an additional bus route in Ashland that go on Walker Ave, much closer for seniors than the current stop on Ashland Street.

- Attended Ashland Women Leaders group quarterly meetings, building relationships with key local leaders.
- Connected with the United Way on disaster planning, transportation, and financial education.
- Met with Scott Fleury, Deputy Director of Public Works, regarding Transportation Commission and projects pending that would enhance bus and pedestrian access for seniors. Scott agreed to present at the 4/8/19 S-SAC meeting, and S-SAC will present at the Transportation Commission after new Transportation Commission members are on board.
- Met with Leigh Madsen, Director of Ashland Community Resource Center (ACRC). ACRC is an excellent referral for both homeless clients with intensive needs and housed seniors at risk of losing housing due to economic or behavioral crisis. We also discussed a possibility for future collaboration should grant funding be obtained.
- Met with RVCOG Food & Friends program to negotiate renewal of service.
- Attended SONAR senior services networking meeting on 3/21/19 and identified new business sponsors for Senior Center events.
- Attended Chamber Greeters meeting at Mountain Meadows on 3/29/19 and made several new contacts including Madeline Hill, founder of Mountain Meadows.

Advocacy

- Ashland City Council biennium goals adopted on March 19th include “All-Age Friendly Community” as one of 12 “value services”.
[http://www.ashland.or.us/SIB/files/031919_Council_Goals_FINAL\(1\).pdf](http://www.ashland.or.us/SIB/files/031919_Council_Goals_FINAL(1).pdf)
(Note that Council approved this but asked the Tier 1, 2, 3 language be removed.)
- Glatt emailed Stef Seffinger to thank her for ongoing advocacy. S-SAC Advocacy subcommittee is strategizing about the next steps.

Budget/Facilities

- SSD goals and budget proposal were submitted to APRC for consideration for the 2019-2021 Biennium.
- Interruption of Avista gas service caused some issues at the Senior Center, but resourceful staff found interim solutions to maintain activities and lunch service until service was restored a few days later.

Staff Training

- Sean Connelly, Older Adult Behavioral Health Resources, provided an orientation to older adult behavioral health resources, referral procedures, and detail on RVCOG programs.
- Several other services providers will be providing training at future SSD staff meetings

Respectfully submitted by
Isleen Glatt, Senior Services Superintendent
4/1/19