



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

MEETING AGENDA

October 14, 2019 @ 3:30 – 5:00 pm

ASHLAND SENIOR CENTER, 1699 HOMES AVENUE

- I. Opening (1 min)
- II. Approval of Minutes – August 12, 2019 (all, 2 min)
- III. Additions or Deletions to the Agenda (all, 2 min)
- IV. Public Input (10 min)
- V. Election of officers for FY 2019-20 (Theis, 10 min)
Reminder of term dates for each member
- VI. Reconsider meeting frequency, work group meetings (Bellegia & Glatt, 10 min)
- VII. 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 (Glatt)
 - d. Senior Services Superintendent Report (Glatt)
- VIII. Items from ASAC Members or Work Groups (all, 15 min)
 - a. Age-Friendly Communities (Bellegia)
- IX. Upcoming Meetings
 - a. Monday, November 4, 3:30-5:00pm, at Ashland Senior Center, 1699 Homes Ave
(November meeting moved to first Monday due to Veteran's Day holiday.)
- X. 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).

City of Ashland
PARKS AND RECREATION COMMISSION (APRC)
ASHLAND SENIOR ADVISORY COMMITTEE (ASAC)
Meeting Minutes
August 12, 2019

Committee Members Present:

- Anne Bellegia
- Rob Casserly
- Mike Hersh, acting Chair
- Sandy Theis
- Mike Gardiner

Staff Members Present:

- Isleen Glatt
- Sean Sullivan

Committee Members Absent:

- Mary Russell-Miller
- Stef Seffinger

CALL TO ORDER

Theis called the meeting to order at 3:30pm

OPENING

Glatt introduced Corey Whitaker who recently started as the Senior Services Office Assistant II.

APPROVAL OF MINUTES

Hersh/Bellegia m/s to approve the minutes from July 8, 2019. Voice vote – All AYES.

ADDITIONS OR DELETIONS TO AGENDA

None

PUBLIC INPUT

Jackie Bachman thanked the committee for their work and praised the programs offered by the Senior Services Division.

PROPOSED REVISIONS TO THE ASAC BYLAWS

Glatt reviewed the staff memo included in the [meeting packet](#) which details the proposed changes to the ASAC bylaws to allow for the increase in maximum allowed ASAC members as authorized by the Commission on July 29, 2019.

Motion: Gardiner moved to approve the changes to the ASAC bylaws as presented in the staff report. Seconded by Hersh. Voice vote – ALL AYES.

Glatt stated the next step is to identify & recruit potential ASAC members in the fall. The changes to the bylaws will be sent to the Commission for acknowledgement.

PROGRAM STATISTICS FOR FY 2018-2019

Glatt reviewed the materials included in the meeting packet. On average there are 1,200 visits per month to the activities and services of the Senior Services Division. It was noted that the table does not include monthly Food and Friends attendance, because they provide annual data only. They average 1,300 meals served monthly (~650 onsite meals and ~750 offsite meals).

Starting in September of 2018, Glatt implement consistent tracking of all information and referral contacts by staff. Glatt clarified that the statistics reflect both brief information and referral contacts and more intensive resource consultations by staff. Brief information and referral can take from two to twenty minutes and can include class registration or referring patrons to an outside service provider. Resource consultations are scheduled, one-hour

appointments for people with more complex needs. For seniors with the very complex needs, staff frequently refer to RVCOG's Aging and Disability Resource Connection (ADRC); ADRC is able to provide a series of home visits to assist people identifying their options for care or support and implementing changes.

Glatt also reported that the City senior utility discount and winter assistance (ALIEP) is currently being processed through City of Ashland Utility Billing, but Senior Service Division (SSD) staff are being trained and will provide application assistance to senior and disabled customers at the SSD office.

Multiple committee members stated it would be desirable to identify a process to better capture unique visitor data, such as a membership system.

BRAINSTORM FUNDRAISING OPTIONS

A membership fee for Ashland Senior Center is sometimes suggested to increase revenue and sustainability. Glatt researched senior centers in the region who have a membership program: Central Point charges \$15 per year for memberships; Medford charges \$30; Roseburg charges \$24. However, a membership for Ashland Senior Center is controversial and may create a barrier for low-income participants. Glatt proposed instead a tiered donor membership system that would provide some sort of benefit similar to area non-profits.

Discussion on this topic included the following points:

- Concerns were raised about creating a sense of discrimination based on income/wealth status.
- Hersh suggested utilizing a membership system that is free that could then track patron usage stats. Memberships could include benefits such as: raffle tickets, community discounts and program cost discounts. Hersh stated he would be willing to seek donations to fund a member scanning system if staff provided a clear fact sheet and budget. Glatt will look into the costs of a scanning system.
- Glatt clarified that the budget includes the expectation to increase revenue for sustainability, and that this brainstorm session could help identify sources to meet revenue goals.
- Seeking donations from individuals or businesses was proposed as a fundraising activity. ASAC members could be responsible for direct solicitation.
- Glatt has generated many business sponsorships to defray costs of Senior Services Division activities. Casserly agreed that seeking sponsorships is worthwhile and suggested increasing these efforts.
- Creating a fundraising arm such as the Friends of the Library was suggested. It was clarified that it is possible to collect donations through the Ashland Parks Foundation, a 501(c)3, which has dedicated funds for Senior Service Division programs.
- Glatt clarified that she is not proposing a full-scale fundraising program, which would require dedicated development staff. Staff will explore grants as time permits.
- Gardiner and Casserly suggested continuing to look into implementing some sort of membership program which could potentially start out as free and move towards a revenue generating program.
- Bellegia suggested that starting with a capital campaign (eg: for an additional classroom portable) would be the best way to begin building a list of donors who might continue to contribute to an annual campaign in future years.

Glatt thanked the committee for their input and suggested more discussion in the future.

SUBCOMMITTEE REPORTS

a. Public Awareness

Russell-Miller was not present to report. Bellegia reported on the OLLI open house where 600 people attended. Coordinator Mettler staffed a table to promote Senior Services Division programs. The OLLI Community Partner Directory handed out to all participants included a page on Senior Service Division and the Senior Center.

b. Education Programs (Glatt)

Glatt reported on behalf of Coordinator Mettler who has scheduled the following events:

- Oregon Relay/TDAP on free assistive devices – September 18
- Providence Medical on fall prevention – September 25
- Jackson County Veteran's Services November 13, the week of Veterans' Day.

The *City Source*, a news bulletin included with City of Ashland utility bills, has been a successful avenue for publicizing events to Ashland seniors.

There have been discussions about making the Education Committee ad hoc advisors instead. Mettler will continue to utilize Theis and Casserly as resources for education activities.

c. Advocacy (Bellegia)

Bellegia stated that a subcommittee meeting on Thursday will discuss the Age-Friendly Communities application that needs to be completed and submitted.

STANDING REPORTS

d. APRC Update, if any pertaining to seniors (Gardiner)

Gardiner reported that the Daniel Meyer Pool is starting to fail, and the Pool Ad-Hoc Committee has one more meeting to finalize a recommendation to the Commission on how to move forward. Black reported that changes will be made to the pool. The Senior Center facility will not be impacted, and there may be opportunities to improve connections between the Senior Center and the Daniel Myer Pool.

e. City Council Update, if any pertaining to seniors

Seffinger was not present to report. Jackie Bachman of Ashland reported that she will be a member of the new downtown revitalization committee and will be representing the interests of seniors and the homeless.

f. Senior Services Superintendent Report (Glatt)

In addition to the report included in the meeting packet, Glatt reported on work to update policies including the need for all volunteers and instructors to undergo a background check. Background checks are a requirement for coverage by the City of Ashland's liability insurance. Some volunteers and instructors are uncomfortable with this unfamiliar process and require reassurances and explanation as to why this is being implemented.

ITEMS FROM ASAC MEMBERS

Hersh recommended targeting the Mail Tribune for press coverage as many seniors in Ashland subscribe to the Tribune rather than the Tidings.

UPCOMING MEETINGS

- a. Monday, September 9 – CANCELLED
- b. Monday, October 14, 3:30-5:00pm, at Ashland Senior Center, 1699 Homes Ave
- c. Monday, November 4, 3:30-5:00pm, at Ashland Senior Center, 1699 Homes Ave

Adjournment – 4:59pm

Respectfully submitted,
Sean Sullivan, Office Assistant II
Ashland Parks and Recreation Commission

Senior Services Superintendent Report to Ashland Senior Advisory Committee For October 14, 2019 Meeting

Operations/Programming

- In September 2019 we had 568 visits to senior fitness classes, 201 visits to recreation activities, and 35 visits to education events. A total of 125 people participated in the Hunter Park Cookout event (details below). Our office provided 223 information and referral contacts and 6 extended resource consultations. Partners and volunteers provided 49 visits for computer tutoring, blood pressure and foot care clinics. We provided 27 passes (20 rides each) for the bus or Valley Lift. RVCOG Food and Friends provided approximately 550 meals onsite and 725 meals to homebound Ashland seniors.
- In August 2019 we had 659 visits to senior fitness classes, 268 visits to recreation activities, and 47 visits to education events. The RVTD Travel Trainer and AARP Safe Driver programs were both drew a large audience and were well received. Our office provided 235 information and referral contacts and 2 extended resource consultations. Partners and volunteers provided 55 visits for computer tutoring, blood pressure and foot care clinics. We provided 35 passes (20 rides each) for the bus or Valley Lift. RVCOG Food and Friends provided approximately 550 meals onsite and 650 meals to homebound Ashland seniors.
- August and September were rich months for education programs:
 - On 8/21/19 Mike Bowman, RVTD Travel Trainer, provided a presentation on how to use the bus system and Valley Lift to an enthusiastic group of 19 participants, including 7 representatives from other non-profits, who came to learn more about how to help their own members or clients. After extensive Q&A, Mike took those interested on a bus ride and showed them the kneeling bus entrance, wheelchair access, and bicycle loading features.



- On 8/28 and 8/29, the AARP Safe Driver course, offered three to four times a year here, had a full house of 28 participants. Senior Services staff have raised enrollment by advertising the class in the Ashland *City Source* newsletter that goes out monthly with utility bills. The October class is already full.

- On 9/18/19, a presentation on the Oregon TDAP (Telecommunication Devices Access Program) educated participants on the many types of adaptive phones available free to help people with disabilities stay connected. All 10 participants planned to apply for a free device.
- On 9/25/19, Providence Health presented “Fall Prevention: Stay Healthy & on Your Feet” to 24 participants with excellent reviews.
- In honor of Veteran’s Day, staff are working on a 11/13/19 presentation with Jackson County Veterans Services and the White City VA on benefits for veterans and their families and geriatric services available.
- We received a nice kudo from patron Lorenzo Taylor, “It’s been so much fun sharing afternoons of cribbage and spades with Mitzi, Addie, Kevin and all the nice people at the Ashland Senior Center. I will miss everyone as I rerun south for the winter. Everyone has been so kind and welcoming. Thank you.”



Vulnerable Seniors

- With additional funding from Health Net, the Foot Care Clinic has increased capacity from 50 visits year to 110, allowing for year-round care and capacity to see 50% more low-income, high-risk patients. In August, we started bringing people off the waiting list for this critical service. Soroptimist International-Ashland continues to fund \$1000 year, and Health Net Medicare Programs is now funding an additional \$1200/year.
- Staff met with Adam Hanks, Assistant City Manager, and Travis Reeder of the Utility Billing office to coordinate on the utility assistance programs for low-income seniors and people with disabilities. We created several strategies to redirect seniors/disabled to Senior Services Division (SSD).
- Worked with Ashland Emergency Food Bank to increase capacity in their senior food box delivery program by helping to recruit additional volunteers. Our thanks to Volunteer Coordinator Ainsworth and ASAC member Mike Hersh for their successful recruiting efforts.

Partnerships

- A new collaboration with OLLI to host OLLI classes at the Senior Center is bringing in significant rental revenue and introducing new seniors to the Center. "Knitting Techniques: Continental, American, Color" started September 9 with 10 participants, and "Drawing for Beginners" started September 13 with 20 participants. "Knit a Festive Christmas Ball Ornament" will start October 14. Instructors have responded well to the dining room space and light, and appreciated staff support with set up and providing materials.
- The Hunter Part Cookout on September 28 was a great success. Co-sponsors Ashland Police Department and Ashland Asante Community Hospital provided all food and supplies. About 125 people attended, including seniors; park neighbors; staff and volunteers of our co-sponsors; and our own staff, Commissioners, and ASAC members. Seniors enjoyed a wonderful meal, the festive party atmosphere, and the chance to connect with all three organizations. We will make this an annual June event starting in 2021.



- SSD collaborated with ScienceWorks to co-sponsor a Senior Day at the Apollo 50 exhibit on 10/3/19. Seniors enjoyed half-price admission to the full museum and a special gallery talk for the Apollo exhibit; about 20 people attended the talk. ScienceWorks hopes to offer a free/discounted senior event twice a year in the future, as well as some interactive presentations at the Senior Center.



- Twenty non-profits have enthusiastically accepted our invitation to a Senior Volunteer Fair on 1/22/20. This will be an excellent opportunity to raise awareness of the Senior Services Division in a broader cross section of the community.

Public Awareness

- Ashland Tidings reporter Caitlin Fowlkes did a second, more comprehensive story on the Smoke Busters project which supplied air purifiers for the Senior Center. See 8/15/19 cover story: <https://ashlandtidings.com/news/top-stories/free-air-purifiers-and-help-for-seniors-in-the-rogue-valley-and-ashland-senior-center>
- On 8/29/19, Ashland Tidings printed our letter to the editor thanking Soroptimist International – Ashland for more than ten years of support for the low-income senior foot care clinic. <https://ashlandtidings.com/opinion/letters/letters-aug-29-08-29-2019-010232207>
- Superintendent Glatt was quoted in 8/28/19 article about Social Security scams <https://mailtribune.com/news/top-stories/phone-scammers-strike-hard-in-southern-oregon>

Advocacy

- The ASAC advocacy work group has written a draft application for the City of Ashland to join the AARP Age-Friendly Communities Network, the required follow-up to the letter of intent submitted by Mayor John Stromberg. We are recommending that the APRC Chair and Mayor co-sign. ASAC Chair Theis and Superintendent Glatt will present the proposed application to the Commission at their 11/18/19 study session.
- RVTD's STIF application was approved, allowing many new routes to be added over the next three years. Additional grant applications were also approved, including an Ashland Demand Response Microtransit demonstration project. The 1X Express between Medford and Ashland started in September, and quite a few seniors have been talking with us about it and picking up the new route card in our office. RVTD notes, "The Ashland MicroTransit project is different than any service we have ever provided, so it's taking some deeper consideration than a typical fixed route. However, we hope to also have that in place in December/January and have been meeting with Ashland officials to work out the details before going public with any information."

Budget/Facilities

- At the request of multiple patrons and volunteers, staff are working on purchasing sound dampening foam panels to be installed in the Senior Center dining room. The room currently reflects sound, and it is difficult to hear during lunch when many people are speaking at once. Several patrons have contributed small donations in support of the project, and the vendor agreed to donate a 10% discount. We expect the project to be complete by December 31, 2019.
- Sponsorships and partnerships continue to expand Senior Services Division capacity without growing the budget. See above for discussion of Health Net sponsorship and partnership with Ashland Police Department and Asante Ashland Community Hospital.

Staff/Training

- Office Assistant Whitaker has done well in her orientation and is a tremendous addition to our team. She just completed an RCC community education class on Microsoft Excel.

Respectfully submitted by Isleen Glatt, Senior Services Superintendent, 10/8/19