



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

**MEETING AGENDA**

**Monday, November 14, 2022 @ 3:30 – 5:00 pm**

**Virtual Meeting on Zoom Platform**

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

- I. Opening (Gardiner, 1 min)
- II. Approval of Minutes – September 12, 2022 (all, 2 min)
- III. Additions or Deletions to the Agenda (all, 2 min)
- IV. Public Input (10 min) - *See page 2 for instructions.*
- V. Livable Ashland Alliance Progress Report (AARP All-Age Friendly initiative) (25 min)  
Sandy Theis and Anne Bellegia, Co-Chairs of Livable Ashland Alliance Steering Committee
- VI. Progress Report on Senior Services Division Goals (15 min)  
Isleen Glatt, Senior Services Superintendent
- VII. Standing Reports (20 min)
  - a. APRC Liaison (Bachman)
  - b. City Council Liaison (Seffinger)
  - c. Education Report (Mettler)
- VIII. Items from ASAC Members or Work Groups (All, 5 min)
- IX. Next Meeting: Monday, January 9, 3:30-5:00pm, on Zoom (5 min)  
2023 meeting calendar
- 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).*

**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](mailto: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](mailto: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  
September 12, 2022

Committee Members Present:

- Anne Bellegia
- Cori Frank
- Debra Johnson, Vice Chair
- Jim Bachman
- Kathy McNeal
- Mike Gardiner, Chair
- Noriko Toyokawa

Staff Present:

- Michael Black
- Isleen Glatt
- Natalie Mettler

Committee Members Absent:

- Stef Seffinger

## CALL TO ORDER

Gardiner called the meeting to order at 3:30pm.

## OPENING

Guests: Paul Collins (CERT), Sydney Jenkins (Ashland Fire & Rescue)

## APPROVAL OF MINUTES

**Motion:** Johnson/Bachman m/s to approve the minutes from July 11, 2022. Voice vote – all AYES. Minutes approved.

## ADDITIONS OR DELETIONS TO AGENDA

None

## PUBLIC INPUT

None.

## PRESENTATION: ASHLAND DISASTER PREPAREDNESS

Paul Collins, Ashland CERT volunteer, and Sydney Jenkins, Fire & Life Safety Specialist with Ashland Fire and Rescue, presented about Ashland's Disaster Preparedness (see [presentation slides](#) and [evacuation map](#)).

Collins and Jenkins added the following information during a question-and-answer period:

- *What should one do if a disaster strikes when you're not in your home zone?* Sign up for local alerts for the area you are in. (Nixle is a national service, although not all communities have implemented access).
- *Should neighborhoods update the Map Your Neighborhood exercise, and does CERT or another agency checks on the validity of neighborhood plans?* Regular updates to neighborhood plans are good, but CERT has limited resources to help with updates.
- *Are there plans to help SOU students during a disaster?* Outreach to SOU is ongoing, to get students more educated and involved in disaster preparedness. SOU has a dedicated emergency response staff person.
- *Does CERT has any responsibility or role in a mass shooting incident?* CERT training includes a terrorism component, but that CERT volunteers are only able to assist in situations where there is no immediate danger to them.

- *How does the Firewise program fits in with CERT?* Firewise is a separate program, but CERT volunteers can help educate the community about Firewise.
- *Will Ashland Fire & Rescue will be able to assist Ashland homeowners with home modifications to be compliant with SB 762?* The parameters of SB 762 are still being determined, but that Ashland Fire & Rescue will likely not have direct help for this.

Gardiner asked if CERT was involved in the recent go-bag display at Ashland Senior Center. Frank explained she shared her personal go-bag for the display and has since received calls from citizens asking for help assembling their own go-bags. She is working with SSD to organize future education opportunities. Glatt added that people appreciated the go-bag display because it was personalized and low-tech. Mettler noted that people are continuing to come to Senior Center to pick up go-bag contents lists, highlighting the importance of having printed information available for the public.

Collins reminded all that the preparedness booklet [\*Ashland is Ready\*](#) is available for download. Bellegia recommended including a list and photo of go-bag contents in a future Senior News newsletter.

Theis asked about a CERT member joining the Livable Ashland Alliance. Collins mentioned that CERT will be offering a course through OLLI in their next season.

### **IMPACT OF BUDGET CUTS**

APRC Director Black summarized budget cuts to APRC as \$151,000 to materials and services and \$199,000 to personnel, which included reducing funding for the 0.75 FTE Office Assistant position at SSD to .25 FTE. He added that the City also took about \$200,000 from APRC's ending fund balance last fiscal year. APRC is hiring 1.0 FTE position based at the Recreation Division but with .25 allocated with SSD. Black will try to restore funding for an SSD office assistant position in the next budget biennium. He noted that this fiscal impact is compounded by the past few years and that funding is not secure going forward. Experience has shown that APRC takes the biggest cut from the General Fund when resources are limited, with the traditional thinking being that public health, safety and welfare should be prioritized (Fire, Police, Public Works). He cautioned that the services provided by APRC are critical for community wellness.

During discussion:

- Gardiner asked if any APRC programs have had to be cut. Black pointed to Pioneer Hall and other cuts, as well as the contraction of regular programs. He noted that the public is probably not very aware of these changes. Glatt echoed the change in level of service across APRC, with the Grove and Senior Services having to cut public open hours, and observable maintenance impact in parks. She also noted that Recreation is changing how it manages its programs, offering less support to instructors. Black commented that this erosion of services is obscured by other changes wrought by the pandemic.
- Bellegia disagreed about the public not noticing changes, stating that she has heard public criticism about the greens at Oak Knoll golf course, trash pickup and brown spots in parks. Black acknowledged that the golf course is a divisive issue but pointed out that it is a green space that can be used for more than golf, which APRC is exploring. Black noted that the issue with the golf course has mostly to do with water supply. Bellegia explained that the public is not aware of the distinction between the golf course and the adjoining park, emphasizing the missing public information piece.

- Frank asked how budget cuts directly affect senior activities. Glatt answered that while no senior programs have been cut, the cuts have impacted staff's ability to add new activities. The priority is to maintain existing activities and staff availability for information and referral.
- Bellegia asked how the Walker Elementary School construction on Homes Ave and Hunter Court is affecting Senior Center, pool, tennis courts. Black said that APRC is trying hard to minimize the impact and credited Maintenance Supervisor Wes Casale with coordinating with Adroit Construction to work around planned events.

## UPCOMING REFERENDUMS

Gardiner explained two measures on the upcoming November 8 ballot that will have significant impacts on how APRC functions:

- Measure 15-210: City Manager and Council request for City Charter change facilitating the City Manager overseeing all APRC, in addition to City employees. If this passes, the Ashland Parks and Recreation Commission will be limited in its ability to direct policies overseeing City parks. Bachman added that while the Commission will still stand, operational issues will be shared with the City in ways not yet understood. The Commission would become one of the City's two standing commissions, alongside the Planning Commission. He fears this move would lead to the eventual dismantling of the Commission. Bellegia asked if the City Manager will have the power to fire or lay off current APRC staff. Bachman said yes. Bellegia noted the example of APRC's marketing staff person who was already redirected to work half time for the City, without APRC approval.
- Measure 15-211: Amendments to Food & Beverage Tax. Proposes to dedicate a portion of the Food & Beverage revenues to general government services and extend the sunset date to 2035. Under the 2016 measure currently in effect, 25% of collected Food & Beverage tax goes to APRC for capital improvement projects, and the tax sunsets in 2030.

In the 2021-2023 Biennium budget, the City Council had assigned an additional 73% (at total of 98%) of the Food & Beverage tax to APRC for fiscal year 2022-23, but those dollars were then redirected in the 2022 budget revision. The citizen group Friends of Ashland Parks and Open Spaces, reorganized as the PAC Preserve Our Parks (POP), attempted to file a citizens' initiative for the November ballot, asking that 98% of food and beverage tax revenue be allocated to APRC budget and to extend the tax to 2040. However, concerned about confusing the public, POP withdrew their petition when the City Manager and City Council voted to put the contrasting Measure 15-211 on the ballot. Measure 15-211 instead maintains 25% of the tax for APRC capital improvement and allows the City Council to budget the remaining 73% of the tax for "general government purposes including public safety, wildfire prevention, and emergency event housing."

Gardiner noted that POP is currently focused on public education about these two November 8 ballot measures, which they predict will, if passed, have a catastrophic impact on APRC and Ashland.

Bellegia clarified that the intended 98% allocation of food & beverage tax to APRC for fiscal year 2022-23, a departure from usual practice, was supported by the Council and Citizen Budget Committee in 2021, at the advice of the then Finance Director, with support from two attorneys.

## **STANDING REPORTS**

### **a. APRC Liaison**

Commissioner Bachman ceded his time as he covered what he wanted to report on during the previous agenda item.

### **b. City Council Liaison**

Councilor Seffinger was absent.

### **c. Education Report**

Mettler announced upcoming educational presentations: Jackson County Library Tech Basis Class (PC/Windows, 9/14/22), Author Talk: Sue De Marinis, *The Station Master's Wife* (9/21/22), Yoga Basics Workshop (9/28/22), Medicare Open Enrollment Presentation (10/26/22). She also named upcoming social events: Opening for Ashland Senior Center Outdoor Venue (10/14/22), Food & Friends Halloween Lunch (10/31/22).

### **d. Senior Services Superintendent Report**

Glatt highlighted the following from her report in meeting packet: ASAC member Debra Johnson will be volunteering free guidance for Advance Directives at Ashland Senior Center, starting in October. The new outdoor activity space in Hunter Park next to Ashland Senior Center is almost complete, just waiting on installation of permanent benches and sign.

## **ITEMS FROM ASAC MEMBERS OR WORK GROUPS**

Theis reported that the Livable Ashland Alliance steering committee has now presented a progress report to both the Ashland Parks & Recreation Commission and City Council. The presentation was well-received by both bodies. Theis and Bellegia will present the same progress report to ASAC at the 11/14/22 ASAC meeting. The steering committee had a productive meeting last week. Bellegia added that livability is an issue for the upcoming ballot measures discussed earlier.

**Next meeting – Monday, November 14, 3:30-5:00pm (Zoom)**

**Adjournment – 5:03pm**

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



## Senior Services Division

# Senior Services Division - Progress Report on Goals

## November 2022

In November 2019, ASAC created the following mission for the Senior Services Division (SSD) and identified goals and priority strategies through the 2019-2021 biennium, which ends June 30, 2021. The mission, goals and strategies were formally adopted by ASAC on 12/10/18 and approved by Ashland Parks and Recreation Commission (APRC) on 1/28/19. In January 2021, ASAC agreed that the same goals continue to be the priority, but strategies may evolve.

**Mission:** The Ashland Parks and Recreation Commission Senior Services Division enhances the lives of seniors by promoting healthy aging, well-being, dignity and independence. We empower older adults as valued, contributing members of the community and together advocate for the diverse needs of seniors and their families throughout Ashland.

Goals	Initial Strategies Prioritized by ASAC	Progress August 2018-December 2020	Progress January 2021-November 2022
<b>1. Build partnerships with the many local and regional organizations that serve seniors to foster collaboration and create a stronger safety net.</b>	Build relationships with community organizations & City departments	<ul style="list-style-type: none"><li>Met with leaders or key staff from over 30 local organizations and businesses.</li><li>Established strong mutual referrals with other agencies</li><li>Recruited event co-sponsors and business sponsors</li><li>Participated in regional emergency planning efforts</li><li>Collaborative relations with City departments and key commissions including Utility Billing, Planning, Public Works, Police, and Fire</li><li>Collaborated with partners to increase resources for seniors. (eg: Ashland Fire &amp; Rescue Home Safety Program 2018 and Air Purifier Distributions 2020, Rebuilding Together Rogue Valley Smoke Busters 2019, RVTD's Ashland Connector 2019, Senior Volunteer Fair 2020, Adopt-a-Neighbor Ashland 2020-21).</li><li>Relationships already established allowed Senior Services Division to play key emergency response role linking seniors to resources during the COVID-19 crisis and the Almeda Fire.</li></ul>	<ul style="list-style-type: none"><li>Continued relationships with established partners through many changes of staff at partner agencies.</li><li>Expanded sponsorships to include financial sponsors for ongoing programs (weekly movie, three game groups, Young at Art) as well as all major events.</li><li>Expanded collaboration with Jackson County Library System for reciprocal marketing of programs and enhanced programming at Ashland Senior Center (see Goal #6).</li><li>Expanded collaboration with AARP Oregon, which awarded us an Age-Friendly Communities grant to build an Outdoor Activity Space (see Goal #5). Resumed hosting the AARP Smart Driver course in person at Ashland Senior Center.</li><li>Recruited Rogue Valley Manor as annual education sponsor for 2023.</li><li>Established Mike Hersh Memorial Food Pantry as a joint project with Ashland Emergency Food Bank.</li></ul>
<b>2. 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.</b>	Explore Gatekeeper program and other models. If chosen as the best model, pursue funding and initiate program.	<ul style="list-style-type: none"><li>Gatekeeper program strategy was deferred first due to other goals, then due to the COVID-19 pandemic.</li><li>During the pandemic, redirected focus to helping seniors access needed resources, reducing social isolation, and vaccine access.</li><li>Created or collaborated on new initiatives for those most vulnerable<ul style="list-style-type: none"><li>COVID-19 Senior Resources webpage (<i>continued on next page</i>)</li></ul></li></ul>	<ul style="list-style-type: none"><li>Gatekeeper program concept abandoned due to lack of capacity at regional services to manage additional referrals.</li><li>Evolution of programs for most vulnerable:<ul style="list-style-type: none"><li>COVID-19 specific Senior Resources webpage and Adopt a Neighbor Ashland ended.</li><li>Ashland Senior Phone Buddy modified to permanent program with trained volunteers calling isolated seniors</li></ul></li></ul>

Goals	Initial Strategies Prioritized by ASAC	Progress August 2018-December 2020	Progress January 2021-November 2022
		<ul style="list-style-type: none"> <li>○ Adopt A Neighbor Ashland for help with shopping and errands (<a href="http://adoptneighobor.org">adoptneighobor.org</a>)</li> <li>○ Senior Phone Buddy peer program to reduce social isolation</li> <li>○ Access to COVID-19 vaccines when seniors were first eligible but there were few sources in Ashland</li> <li>○ Outreach calls to check in with patrons and offer resources above or other referrals as needed</li> </ul>	<ul style="list-style-type: none"> <li>○ Outreach calls continued quarterly for most vulnerable seniors</li> <li>● Collaborated with City departments and commissions on solutions for extreme heat and smoke. Identified local and state resources for adding cooling to homes of low-income seniors.</li> </ul>
<b>3. Raise community awareness of senior needs, available resources, wide range of seniors/families served, and special Ashland Senior Services Division initiatives.</b>	Develop social marketing plan. Rebrand and message about larger role in community via website, materials, publicity.	<p>Creative new events and aggressive publicity sent the message that SSD and Ashland Senior Center is now serving a wide range of ages and interests, from new retirees to vulnerable elders to friends and family members seeking information and support.</p> <ul style="list-style-type: none"> <li>● Many public awareness successes, resulting in increased participation in events, activities &amp; services. Education programs moved from just a handful of participants to a peak of 75, and specials events peaked at 150 for the Senior Volunteer Fair.</li> <li>● Large events drew positive press coverage. Featured in local media nearly 20 times pre-pandemic, 10 times during pandemic.</li> <li>● Diversified publicity channels (Ashland City Source newsletter, OLLI, YMCA, Facebook, emails to partners)</li> <li>● Created a modified APRC logo for the Division.</li> <li>● Created Senior Services Division flyer for outreach.</li> <li>● Developed template PowerPoint for the Senior Services Division adaptable to different presentation needs.</li> <li>● Refined the monthly <i>Senior News</i> to be more readable and useful. Increased circulation to 600 patrons (400 mail, 200 email) and another 100 professional partners.</li> </ul>	<ul style="list-style-type: none"> <li>● <i>Senior News:</i> Further increased distribution to 850, now 350 via mail and 500 via email.</li> <li>● Public Outreach: Made presentations for APRC, OLLI, and Ashland Kiwanis. Connected with new patrons at OLLI Open House.</li> <li>● Website: Redesigned Senior Services Division web content and moved from an old external site to the City of Ashland website at <a href="http://ashland.or.us/senior">ashland.or.us/senior</a>, so that it is integrated with APRC and City pages. (URL ashlandseniorservices.org now redirects to the new site.) The change also allows for more efficient updates and prepares the Division for the City's planned website redesign (which has been delayed 2 years).</li> <li>● Brochure: Completed a long-standing objective to create a tri-fold brochure for the Division. <a href="#">View here</a>.</li> <li>● Publicity for new Outdoor Activity Space also made link to the larger all-age-friendly initiative and the Livable Ashland Alliance. The opening celebration drew many partners as well as seniors who had never engaged with Ashland Senior Center before.</li> </ul>
<b>4. Advocate for the needs of Ashland seniors and provide input to the City of Ashland and other entities (such as regional partnerships) regarding policies that affect seniors.</b>	Advocate for needs of seniors and their families in community planning: Advocate for Age-Friendly Communities, other initiatives for livable communities for all ages. Attend City commissions or public meetings,	<ul style="list-style-type: none"> <li>● ASAC members advocated for senior needs with many commissions, boards, etc.</li> <li>● Succeeded in getting City of Ashland to join AARP Network of Age-Friendly States and Communities. Leaders Bellegia and Theis formed initial steering committee.</li> <li>● Superintendent Glatt represented the needs of seniors on RVTD's State Transportation Improvement Fund (STIF) Advisory Committee 2019-2022. The Ashland Connector on-demand van service pilot funded by STIFAC was a great success (now on hold pending enough drivers).</li> </ul>	<ul style="list-style-type: none"> <li>● Participate in Livable Ashland Alliance, now an independent community group to pursue all-age friendly livability improvements. ASAC members continue to provide leadership and have presented a progress report to AARP, Ashland Parks and Recreation Commission, and Ashland City Council.</li> <li>● ASAC members have advocated with elected officials regarding budget for senior programs and consideration of senior needs in master plans and ordinances.</li> <li>● Advocated with local agencies to ensure senior access to vaccines.</li> </ul>

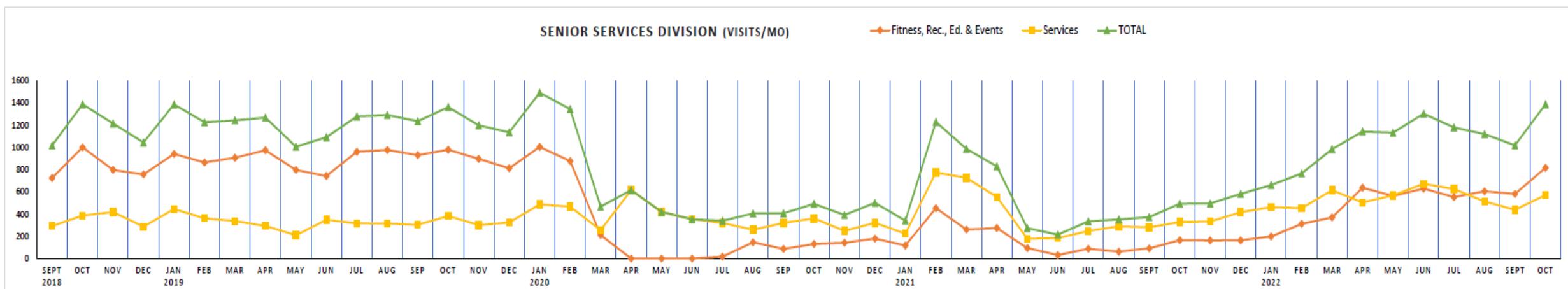
Goals	Initial Strategies Prioritized by ASAC	Progress August 2018-December 2020	Progress January 2021-November 2022
	provide public comment on senior needs		<ul style="list-style-type: none"> <li>We continue to advocate with RVTD to resume Ashland Connector van service as a top priority as soon as they have enough drivers.</li> </ul>
5. Evaluate/maintain/ improve/add facilities to ensure sufficient, safe, accessible venues for programs and activities.	Engage with pool planning to link Senior Center and other senior needs	<p>Pool planning process finished with improvements to benefit seniors in place, but budget issues have delayed progress.</p> <p>In addition, there were many facility repairs and improvements at Ashland Senior Center to ensure a safe and accessible venue. Improvements included:</p> <ul style="list-style-type: none"> <li>Replaced rotting deck at the Hunter Park side of Ashland Senior Center and repoured adjacent walkway to drain properly.</li> <li>Added bike parking in front of the Center to encourage healthy transportation options and highlight the diversity of Senior Center users.</li> <li>Painted interior of Ashland Senior Center.</li> <li>Installed acoustic panels in the Dining Room to cancel noise reverberation and make the room more enjoyable for all users, especially the many seniors with hearing loss.</li> <li>Installed new bulletin boards and redesigned displays to highlight the rich opportunities offered by Senior Services Division. Created separate community boards to feature relevant community events and resources.</li> </ul>	<p>Continued facility improvements at Ashland Senior Center</p> <ul style="list-style-type: none"> <li>Replaced patchwork of peeling hard flooring with continuous vinyl planking to reduce tripping hazards and update appearance of the dated Senior Center.</li> <li>With the help of a grant from AARP Oregon, created a new outdoor activity space with a safe, level floor surface for outdoor classes and events. The new space will ensure that social connections can continue even when gathering indoors is unsafe.</li> <li>Replaced and added chairs, tables and program supplies to better meet current programming needs and reduce risk of staff injury from moving previous heavy furniture.</li> <li>Installed hand sanitizer stations throughout. Upgraded two additional sinks with soap and paper towels to encourage frequent handwashing.</li> <li>Will install acoustic panels in the Activity Room this winter to make to make hearing easier in this second room, especially for events and workshops when multiple people are speaking at once.</li> </ul>
6. 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 & refine education programming  Expand education programming at Senior Center and other venues, include more for active seniors (eg: Prepare for Care curriculum), and partner with OLLI and others.	<ul style="list-style-type: none"> <li>Added significant new programming to appeal to a wide range of ages and abilities, including new recreation activities and a free monthly lecture series with pro-bono instructors from our partner agencies. Added senior programs at the Grove.</li> <li>Learned how to effectively promote activities to new seniors not previously engaged with Ashland Senior Center. Success evidenced by increased participation numbers.</li> <li>By recruiting co-sponsors and business donations, offered more senior opportunities without budget impact. Two new events, a cookout co-sponsored by Ashland Police Department and Ashland Asante Hospital and a Senior Volunteer Fair co-sponsored by Community Volunteer Network, were both packed to capacity.</li> <li>Created volunteer job descriptions. Recruited and trained a team of office and event volunteers to help with expanded programming.</li> </ul>	<ul style="list-style-type: none"> <li>Resumed in-person activities, classes and education events starting March 2022.</li> <li>Activity participation has now reached numbers close to pre-pandemic rates.</li> <li>Resumed large events in 2022: Ice Cream Social, Opening Celebration for Outdoor Activity Space, Firefighters Thanksgiving, and Holiday Party.</li> <li>Added digital education with Jackson County Library System, now featuring a monthly Technology Basics class with rotating topics. Resumed one-on-one computer tutoring with two tech-savvy senior volunteers.</li> <li>Added a Senior Walking Group that moves each season to a new park and neighborhood and provides a new opportunity for seniors to exercise and socialize outdoors.</li> </ul>

Goals	Initial Strategies Prioritized by ASAC	Progress August 2018-December 2020	Progress January 2021-November 2022
		<ul style="list-style-type: none"> <li>During pandemic peak, transitioned to activities outdoors or on Zoom, education via Zoom, drive-through events, and phone outreach to maintain social connections with isolated seniors.</li> </ul>	<ul style="list-style-type: none"> <li>Will resume Seniors Celebrating Creativity art exhibit as of January 2023.</li> </ul>
<b>7. Expand services:</b> Provide older adults and their families with information and referrals to services, benefits, and support.	<i>No priority strategy chosen.</i>	<ul style="list-style-type: none"> <li>Support services provided by staff, volunteers, and partner agencies had grown from 300 to 450 visits per month before the pandemic, thanks to public awareness work described previously.</li> <li>Partner services Repair SO and Foot Clinic relocated to other settings, while other services such as computer and device tutoring were expanded with excellent new volunteers.</li> <li>During the pandemic, continued to answer phone and email throughout, while most other agencies went to voicemail only. Helped seniors connect to needed services that were otherwise difficult to access. Added new services for vulnerable seniors (see Goal #2).</li> <li>Helped over 600 seniors to access COVID-19 vaccines during the initial shortage. Directly coordinated two drive-through clinics which served over 100 Ashland seniors for first and second doses.</li> </ul>	<ul style="list-style-type: none"> <li>Implemented a client database customized by the City of Ashland IT Department, modernizing and unifying our tracking systems and allowing us to now collect and track emergency contact information for participants.</li> <li>Added the Mike Hersh Memorial Food Pantry as a joint project with Ashland Emergency Food Bank. (See Goal #1)</li> <li>Reinvigorated our Free Library of books, DVDs, jigsaw puzzles and magazines and our ongoing Free Table of resources donated by community members.</li> <li>Acquired free COVID-19 test kits, COVID-19 masks, and smoke masks from partners or donors and distributed to seniors.</li> <li>Added free Advance Directives Assistance by ASAC member Debra Johnson.</li> <li>After budget cuts resulted in loss of Office Assistant, changed hours to be closed Fridays by moving rather than cutting programs. Recruited and trained volunteers to expanded reception role to maintain excellent customer service despite reduced staff.</li> </ul>

#### Service Statistics from Inception of Senior Services Division

Activity and events visits were originally much higher than service contacts, but that reversed during the pandemic. We continue to maintain a high level of services as more activities are added.

Our partner RVCOG Food & Friends continued to provide senior meals throughout the pandemic for home delivery or pick-up. Meals served dropped from about 1300/month pre-pandemic to about 1100/month.



# ASHLAND PARKS & RECREATION COMMISSION

340 S PIONEER STREET • ASHLAND, OREGON 97520

COMMISSIONERS:

Rick Landt  
Jim Lewis  
Jim Bachman  
Julian Bell  
Leslie Eldridge



Michael A. Black, AICP  
Director

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parksinfo@ashland.or.us

## STAFF MEMORANDUM

**TO:** Ashland Senior Advisory Committee (ASAC)

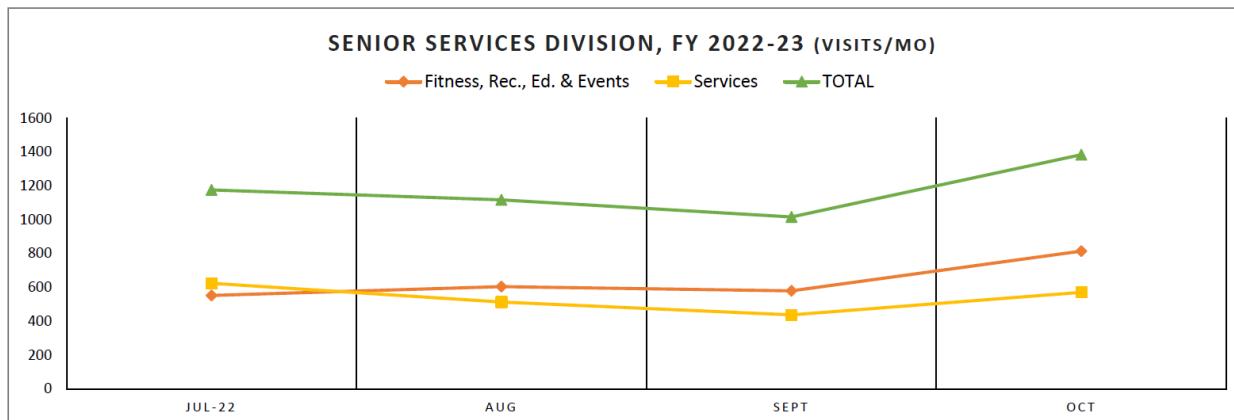
**FROM:** Isleen Glatt, Senior Services Superintendent

**DATE:** November 2, 2022

**SUBJECT:** Superintendent's Report to ASAC

### PROGRAMMING & SERVICES

- **Service Statistics** for the first four months of FY 2022-23 continue to show strong engagement. Visits averaged 1173 per month, somewhat lower than the pre-pandemic peak of 1300 in January 2020. The FY 2021-22 average was just 718 visits per month, but visits hit over 1100 visits per month during the last quarter of the fiscal year.



- **Advance Directives Assistance:** In October, ASAC member Debra Johnson started volunteering at Ashland Senior Center to help seniors prepare or review their Advance Directives. Publicity through our newsletter, flyers and community partners has generated several appointments already, and interest is growing as word spreads.
- **Medication Disposal:** The Senior Services Division is participating in a new state program to help people dispose of expired/unwanted medications. Ashland Senior Center now hosts a display with special, postage-paid mailer bags. People may take home the bag, fill it per the instructions, and drop in the mail.



- **Author Talk:** Local author Sue DeMarinis shared fascinating local history in her September 21 talk about her latest novel, *The Station Master's Wife*.
- **Education:**
  - **Yoga Basics:** This free September 28 class with Gentle Yoga instructor Cherie Theobald filled to capacity with both her ongoing students who wanted to review the basics and new students ready to consider a yoga class.
  - **Digital Education:** Our partnership with Jackson County Library System continues with a Technology Basics class series this fall to help seniors master the technology in their lives. The monthly class rotates through topics on Windows, Mac Basics, Android Phone/Tablets, and iPhone/iPad. We hope to make this an ongoing monthly program in 2023 as well.
  - **AARP Smart Driver:** We also hosted the AARP Smart Driver course on October 19-20. AARP has resumed teaching the Smart Driver course once per quarter at Ashland Senior Center.
  - **Medicare:** Our partners at Community Volunteer Network's SHIBA program provided an excellent presentation on Medicare Open Enrollment on October 26.
- **Holiday Events:** Staff are working on bringing back the annual Thanksgiving and Holiday gatherings for seniors indoors this year. The Ashland Firefighters Union will put on a full Thanksgiving meal on Monday, November 21, at 5:30pm. Space is limited and pre-registration is required.  
We will have a Holiday Party on Wednesday, December 21 this year, with refreshments provided by our sponsor Village at Valley View. Due to reduced staffing, we will be offering self-serve snacks and desserts rather than a full luncheon; we hope to also have gifts from Ashland Rotary and French carols performed by members of an OLLI class.
- **December Class Schedule:** Several of our ongoing programs (yoga, tai chi, and line dance) are taking a break for all or part of December.



## VULNERABLE SENIORS

- **RVT Valley Lift** is changing fares from a paper pass system to an electronic "UMO card" system. Because the Senior Services Division provides free passes to eligible seniors, our staff worked with RVTD staff to coordinate a smooth transition from our current stock of free passes to using the UMO card starting in November. Valley Lift agreed to continue to accept the remaining paper passes indefinitely.

## PARTNERSHIPS

- **Rogue Valley Manor** has offered to sponsor our Education Programs for 2023 and may sponsor a Volunteer and Instructor Appreciation Tea in April.

- **JCLS, SHIBA, and AARP:** See Education Programs under Programming and Services.

## ADVOCACY

- **Livable Ashland Alliance:** The Opening Celebration of the new Outdoor Activity Space was an opportunity for Livable Ashland Alliance to gain some public exposure. See details under Public Awareness.

## PUBLIC AWARENESS

- **October 14 Celebration for the Outdoor Activity Space:** The new venue funded by the \$6250 grant was completed in early October with five benches and a sign recognizing AARP Oregon as the funder. The grand opening event was a great success. Over 50 people attended, including most ASAC members and three Parks Commissioners. Feedback on the new space has been very positive. The publicity also drew the attention of seniors who had never been to Ashland Senior Center before who have now signed up for newsletters and are engaging in activities.



During the brief event program, Superintendent Glatt and Director Black thanked AARP Oregon, the many staff involved in constructing the space, and the many volunteers helping with the event. ASAC member Sandy Theis, also co-chair of Livable Ashland Alliance, linked this project to Ashland's membership in the AARP Network of Age-Friendly States and Communities and the broader livability work of the Alliance.



- **Website:** Staff have completed the transition of the long-standing external website for Ashland Senior Center to the shared City of Ashland website. The change will substantially reduce staff time required to update and maintain the site, and it prepares the Division for the City's planned redesigned site, whenever that is implemented. View the new site including homepage and menu of additional pages at: [ashland.or.us/senior](http://ashland.or.us/senior). The old URLs of ashlandseniorservices.org and ashlandseniorcenter.org now redirect to the new site. The site also includes updated Senior Resources on our most frequent inquiries from seniors and their families.
- **New Brochure:** Staff recently completed a long-standing objective to create a tri-fold brochure for the Senior Services Division. [View the brochure here](#).

## **BUDGET/FACILITIES**

- **New Outdoor Activity Space at Ashland Senior Center:** See under Public Awareness.
- **Construction on Hunter Court:** The Walker Elementary construction project included extensive work on Hunter Court along the side of Ashland Senior Center during September and October. The curb cuts were redone at the intersection with Homes Ave to bring them up to ADA standards, ramps were installed on either side of Hunter Court where there will be crosswalk mid block, then the south portion of the street was repaved. Staff tried to ensure access to the Senior Center, but parking was severely restricted for a few days. Construction continues at Walker Elementary, but we are not expecting more disruptions for the Senior Center for now.
- **Acoustic Panels in Activity Room:** Thanks to donations in the last two years, there are enough funds in the senior center account of Ashland Parks Foundation to cover acoustic panels for the activity room. The acoustic panels installed the dining room in December 2019 have made an enormous difference for patrons to be able to enjoy conversation without so much echoing. It has become obvious that the activity room also needs acoustic dampening for any event or class where multiple people are speaking at once. We hope to have the new panels installed by the end of the year.

## **PERSONNEL**

- APRC is hiring a new full-time Office Assistant II who will provide 25% of their time to support the Senior Services Division. The person will be stationed at The Grove and assist with senior programs there, registrations in person and by phone, and occasional vacation coverage at the Senior Services Division office.
- Coordinator Mettler will be on long-overdue time off during November 28-December 23. ASAC member Kathy McNeal will be covering additional volunteer hours in the office, and the new Office Assistant will assist as needed.

## **PATRON FEEDBACK**

- A 63 year old resident connected with Senior Services Division for the first time seeking help with bus fare to get to a job interview and help with food. Staff signed her up for our bus passes (20 rides every 10 weeks), introduced her to our Mike Hersh Memorial Food Pantry, and provided additional referrals. She wrote, "Thank you so much, you are a lifesaver! The card worked, now I can get to my job interview on Friday and have food supplies until my paycheck."
- "I just read through the Oct Senior News and I am so impressed! It's so informative, friendly, and filled with helpful ideas and supportive events. I especially enjoyed the Patron Spotlight! So special to learn about people that you just didn't know about...with all their grand life adventures! Thank you so much for all your hard work in helping seniors in our community!"
- "I just moved up here two months ago. I am grateful for all the help I have received from [Senior Services Division] staff. I am very impressed!"



## Ashland Senior Advisory Committee

### 2023 Meeting Calendar

**Monday, January 9, 3:30-5:00pm**

**Monday, March 13, 3:30-5:00pm**

**Monday, May 8, 3:30-5:00pm**

**Monday, July 10, 3:30-5:00pm**

**Monday, September 11, 3:30-5:00pm**

**Monday, November 13, 3:30-5:00pm**

Unless otherwise indicated, the Ashland Senior Advisory Committee meets on the second Monday of odd numbered months, 3:30-5:00pm. Meetings are currently held on Zoom unless otherwise noted on the meeting agenda.

All meetings are open and have an opportunity for public input. Agendas are posted at [ashland.or.us/APRCAgendasAndMinutes](http://ashland.or.us/APRCAgendasAndMinutes) about five days in advance of each meeting and include instructions for public participation.