

City of Ashland
PARKS AND RECREATION COMMISSION
SENIOR PROGRAM SUBCOMMITTEE
MEETING MINUTES
April 17, 2017

Present: Commissioners Gardiner and Lewis; Director Black; Superintendent Dials; Senior Program Manager Dodson

Absent: Executive Assistant Dyssegard

CALL TO ORDER

Chair Gardiner called the meeting to order at 11:30 a.m. at The Grove, Otte-Peterson Room, 1195 E. Main Street in Ashland.

PUBLIC COMMENT

There was none.

ADDITIONS OR DELETIONS TO THE AGENDA

There were none.

OLD BUSINESS

a. Review Subcommittee Goals

Black said he wanted to review Senior Program Subcommittee goals at the start of each of meeting as a reminder about their purpose. He read the goals aloud:

1. Through the gathering of information, gain a greater understanding of the Senior Program and the function it serves the citizens of Ashland;
2. Explore new ways of marketing and program innovation to ensure that the greatest number of citizens are benefited by the Senior Program;
3. Evaluate the organizational structure of the program and ensure that the organization of the Senior Program and the goals for innovation are aligned for efficiency and service delivery;
4. Seek advocates of the Senior Program and new ways to increase community involvement through volunteerism; and,
5. Evaluate the current Senior Program policies and create an official subcommittee of the Ashland Parks and Recreation Commission reporting directly to the Commissioners to ensure collaboration and governance.

b. Report on Survey of Senior Community

i. Discuss Goals of Survey

Black said a survey meeting was held on Monday, April 10, and included APRC staff with survey experience. The group discussed how to make the survey successful in terms of content and how to comprehensively distribute it to the greatest number of individuals. He said survey recipients might be potential users of the center, friends or family members of users or potential users, or anyone with an opinion about matters relevant to those 50 and older. He said the timing of the survey and its distribution would be an important consideration. He suggested distributing it in

conjunction with the fall recreation guide (late July and early August). Online distribution and other methods were also discussed. Lewis asked if the survey would be a separate item within the guide; Black said it might be a perforated page but that had yet to be determined. Dials said the winter / spring guide was the only issue mailed to all mailing list members so it would reach the widest audience. The group discussed not waiting that long to issue a survey. Once created, Black said there were other ways to distribute the survey including monthly City of Ashland utility bills and direct mailings. The cost would be prohibitive before July 1, 2017 (new fiscal year). A direct mailing could cost between \$5,000 - \$7,500. Dodson shared details about a past Senior Program survey. Black said the group wanted to work with a research group called SOURCE at SOU, an organization that could be hired as a contracted advisor. In terms of a comments section, he said optional comments could be included in each section and at the end of the survey. With regard to collection of completed surveys, drop boxes were suggested as well as self-addressed, stamped hard copies mailed back to the APRC offices.

With regard to survey goals, Black asked subcommittee members for their input. Gardiner said his goal from the beginning was to reach a broader audience (beyond the existing core group) to stimulate participation and reach out to the entire senior community in Ashland. Lewis said several goals could be achieved with the survey: getting the word out and advocating for meeting the needs of all seniors. Dodson said the survey would be a marketing and information tool. Toward avoiding duplication of services, Dials suggested two questions for the survey: 1) If you're not using the Ashland Senior Program, why? and 2) From what other source are you receiving those services? Black said key points to consider would be: Who do we reach, who don't we reach and how do we reach a broader audience? The group discussed also asking SOURCE to provide key survey questions for inclusion. Black summarized the discussion so far:

- Who do / don't we reach?
- How do we reach a broader audience?
- How do we use the survey as a marketing tool?
- Is there a reason the Ashland Senior Program isn't used by some seniors, including for recreation programs?
- Age of respondent(s)?
- Citizen or non-citizen of Ashland?
- Source of Senior Program services if not the Ashland Senior Program?
- Expectations of a senior program: programming as well as facilities?

Black asked for input about the timing of the survey; Gardiner said it should be done earlier rather than later. He said he understood that only legwork could be undertaken at this point, with no funds expended for the survey until after July 1. Black said Promotions Coordinator Dorinda Cottle suggested approaching the survey in the same way as a special event, with social media and other methods used toward promote it well in advance of its arrival. Black said the Ashland Parks Foundation could be asked to assist with funding for the survey. Dials and Dodson said SOURCE was used by the City of Ashland for the downtown beautification survey. Black said the Oak Knoll Golf Course might also wish to use SOURCE for a golf survey in the summer or fall.

NEW BUSINESS, not completed

- a. History of Senior Program and Involvement in the Community**
- b. Volunteerism at the Senior Center**
- c. Cost Recovery Review**
- d. Ashland Parks Foundation Funds Dedicated to the Senior Program**

SET FUTURE MEETING DATE

The next meeting was suggested for the first week in May (two weeks in the future). Staff was asked to avoid the lunch hour when scheduling future meetings.

ADJOURNMENT

There being no further business, the meeting adjourned at 12:20 p.m.

Respectfully submitted,

Susan Dyssegard, Executive Assistant
Ashland Parks and Recreation Commission