

City of Ashland
PARKS AND RECREATION COMMISSION
AD-HOC SENIOR PROGRAM ADVISORY COMMITTEE (ASPAC)
MEETING MINUTES
March 12, 2018

Committee Members Present:

- Jackie Bachman, Citizen Member (Senior Program Patron / ASPAC Chair)
- Marion Moore, Citizen Member (Senior Program Yoga Instructor / ASPAC Vice Chair)
- Anne Bellegia, OLLI Representative
- Peggy Byrnes, Citizen Member (Senior Program Patron)
- Rob Casserly, Citizen Member (SOU, OLLI Program Manager)
- Katharine Danner, Ashland At Home Representative
- Jim Lewis, APRC Commissioner
- Laura O'Bryon, RVCOG Representative
- Stef Seffinger, Ashland City Councilor

Facilitator Present:

- Jon Lange, Jon Lange Consulting

Staff Members Present:

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

Committee and Staff Members Absent:

- Mary Russell-Miller, Citizen Member (SOU Faculty Member)
- Mike Gardiner, APRC Commissioner

I. Opening and Reminders (Bachman & Lange, 2 minutes)

ASPAC Chair Bachman called the meeting to order at 3:15pm in Council Chambers, 1175 E. Main Street. Facilitator Lange welcomed everyone and said the meeting agenda was full, then he turned the meeting over to Bachman.

II. Approval of Minutes (Bachman, 5 minutes)

Byrnes asked a clarifying question about the minutes. Black responded, stating that APRC would fund the Senior Services Program 100% in the 2018-19 budget year as no revenues were anticipated from the program during that period.

MOTION: Lewis moved / Danner seconded approval of the February 12 minutes as presented.

The vote was all yes

III. Additions or Deletions to the Agenda (All)

None

IV. Public Input (20 minutes)

Sue Wilson of Ashland, Oregon, spoke about the Senior Program and the work of ASPAC ([Wilson testimony](#)).

V. Senior Services Program Progress Report and SPAC Approval Process (Information) (Dials, 5 minutes)

Dials provided a report on new and ongoing services and programs at the Senior Center. She spoke about the Parks Commission's approval, at their February 26 regular meeting, of the formation of Senior Program Advisory Committee (SPAC) and its founding document entitled "Mission and Purpose." She read the document aloud and said commissioners removed the final phrase in the main paragraph over the previous version. In terms of soliciting applications for persons interested in serving on SPAC, she said the application process opened on February 28 and two applications had been submitted so far. The request for applications was posted on APRC's Facebook page, the City of Ashland website and through additional channels. Applications would be accepted until March 28. Bellegia requested clarification / Dials confirmed that SPAC would be made up of program participants and community partners.

VI. Senior Services Superintendent Job Search Update (Information) (Black, 5 minutes)

Black thanked Dials for her update and also thanked APRC staff for keeping the Senior Program open and operating during the transition period. He said good people were working at the center to meet the needs of the citizens.

Black provided an update on the job search for the Senior Services Superintendent (SSS), stating that the job would be advertised beginning that week, as ASPAC had requested its immediate posting and commencement. When asked about the normal search range and methods for posting, Black said various websites were utilized such as the League of Oregon Cities (LOC), City of Ashland and others. He said LOC was considered a clearinghouse for municipal jobs and its website had a good reach. Staff was open to hearing other suggestions for posting the job description and the reach could even go nationwide. He said it was hoped that the job search would pinpoint the right person for the job based on the job description.

VII. Senior Services Division Budget Update (Information) (Black, 5 min)

Black said the SS Division budget was in process and there was no pot of money for the extra positions but APRC staff dug deep and found reductions in divisional budgets toward funding the SS in its initial year. He said the proposed budget would go before the Parks Commission at their March 26 regular meeting for discussion and possible approval. He thanked APRC staff for their work in finding an internal solution and said that after FY 18-19, it might be possible to pinpoint revenues to offset costs.

Discussion

When asked by Bellegia about whether there was any risk of the Parks Commission not approving the budget on March 26, Black said he could not answer that question as he did not want to steer the recall vote. Seffinger stated that any votes would require a quorum and there was a Parks Commission recall effort underway that could potentially remove a quorum of the commission. When asked by Byrnes about funding for the program, Black said that after one good year, APRC could begin working on finding budget resources for the next biennium.

VIII. Subcommittee Progress Reports

a) Community Needs Assessment Final Report (Information) (Moore, 5 min)

Speaking about the community needs assessment, Moore said she had been reviewing verbatim comments and categorizing them, then printing them out and placing them in the resource notebook. Between the public input and listening sessions, 75 unique suggestions were received on topics ranging from food improvements, staffing, programming suggestions and others. She said the most commonly heard suggestion was the importance of retaining Senior Services functions. She said the group also learned that many people knew nothing about the Senior Center or the Senior Program and others knew just a bit. Her deduction was that the information needed to be forwarded to Senior Services staff and to SPAC and that a marketing guide was needed. Commonly heard requests included: 1) the necessity for a warm, welcoming environment; 2) knowledgeable staff; 3) health and wellness programs; 4) classes for planning long-term care and for end-of-life; 5) transportation services and 6)

outdoor classes. Moore said ASPAC had truly listened and she thanked everyone who assisted with the community needs assessment process.

Discussion

Bellegia said it would not be necessary to reinvent the marketing toolkit as the basics were already provided through NISC and NCOA.

b) Community Partners Report (Information) (O'Bryon, 8 min)

O'Bryon gave a review and wrap-up on the Partnership Subcommittee that included Bellegia, Danner, Casserly and O'Bryon. She said they looked at current and future community partnership options and their wrap-up would be inserted into the Senior Services resource notebook. The categories were according to Best Practices guidelines. She said they anticipated that the incoming SSS would review and prioritize the categories and think about their implementation, with the approval of the Parks Commission.

O'Bryon talked about the "Gatekeeper" program and said it was an outreach effort to identify, refer and respond to at-risk older adults and people with disabilities within the community. She said gatekeepers were trained to identify warning signs. She outlined the history of the gatekeeper program:

- Developed in 1978 by Ray Raschko, MSW, who got his start in older adult mental health work
- A response to isolated older adults with little or no support
- Seen as a way to connect older adults to community resources
- The gatekeeper model has grown, both nationally and internationally
- Considered a national Best Practice, especially for those who are isolated
- Provides streamlined access to a confusing array of services
- Develops peace of mind to those with needs; provides confirmation that we're behind the services we aim to provide
- Provides good customer service support while referring for services
- Single entry access: No wrong door to the ADRC

Gatekeeper referrals were detailed: from utility companies, police/fire/rescue, social service agencies, bank and credit unions and others. It was stated that gatekeepers are asked to identify red flags and make phone calls. The program is already developed; all training modules are available online; the program can be rolled out over time.

O'Bryon shared the gatekeeper website: <http://www.oregon.gov/DHS/SENIORS-DISABILITIES/SUA/Pages/Gatekeeper-Program.aspx> and said an online training program was available in which fundamentals were provided along with a training manual and implementation guidelines. She said even without a formal program in place, ASPAC and APCR could act as conduits to friends and family and community members. O'Bryon said this was a way to build partnerships within the region and to be serve as conduits for elderly individuals with needs.

Discussion

Bellegia said it was important to recognize that people have pride and don't always reach out when they are in need. She said neighbors could look out for neighbors and report / refer if situations seemed unusual or out of the norm. She said people would still call the Ashland Senior Services Program for assistance; the gatekeepers program was a supplemental program for more complex problems or if Senior Services staff were overwhelmed with a large volume of calls.

Black said this was an opportunity for doors to be opened for staff interacting with others every work day. He said that if patterns didn't make sense, gatekeepers could get help for those in need. He thanked O'Bryon for the list of potential partnerships provided and said a lot of services would be enhanced through those leads.

Danner said training hairdressers (and others working with the public) to notice out-of-place patterns would also be helpful. The gatekeeper program answered the large isolation issue in the community and could serve even those not visiting the Senior Center. She said the website could be used to access resources for those in need.

IX. Final ASPAC Draft Recommendations and Approval Process (Action) (Bachman, all members, 20 minutes) Attachment

Bachman said it was time to approve the recommendations developed through the ASPAC process. She said ASPAC had just one goal: to develop recommendations and refer them to APRC for approval. She read a prepared report that included nine recommendations and said each recommendation was based on the NISC National Standards of Excellence. The subcommittee was made up of Bellegia, Casserly, Russell-Miller, Moore and herself. She felt they had done the best possible job of presenting criteria for a successful future Senior Services Program. In addition, the group also provided an extensive notebook of resources about grant opportunities, marketing options and other ideas. Bachman said the senior population was growing at a faster rate than the nation, the county and the state. She said Ashland's Senior Services Program needed to stand shoulder to shoulder with all the fine offerings in the community. ASPAC knew what was needed and now was the time to do it.

Bachman shared a statement from Mike Gardiner, who could not attend the meeting, in which Gardiner suggested approving all nine recommendations. He wrote that the commissioners would be provided with these recommendations at their March 26 meeting (for review and approval).

Discussion

The group made suggestions about prioritizing or heightening the importance of some recommendations over others. Black said the new SSS could also affect the recommendations in terms of prioritization. He said that without the new SSS on board, critical information was not available to make prioritization possible at this time. Moore said she could agree to using the word "critical" and said 2f and 5a were critical for prioritization, in her opinion. Bellegia said it would be possible to sit and analyze the points and their prioritization for a long time; however, it might be better to trust that the SSS would implement what ASPAC outlined in its recommendations. Lewis said people could join the SPAC or show up at APRC and SPAC meetings to lobby for their positions. He agreed with Black's suggestion to allow the new SSS to prioritize the recommendations. O'Bryon suggested bolding the items of most significance. To her mind, five items rose to the top: 5a and 2c-f. She said bolded items would let APRC know the points ASPAC felt were critical; however, the document was critical in all regards. Seffinger said 2a was also critical to her. She suggested including the word "City" in terms of forging collaborative community partnerships. Brynes spoke about the importance of recordkeeping, noted in 8a-e, and said that should not wait for the SSS to implement but should be happening now. She asked how records were being kept at the present time.

Black said now might not be the time to prioritize the items as there was not enough time to do a full prioritization process. He agreed with some of the others who felt that all items were critical and staff needed to be trusted to implement all items in the future.

Black suggested making a motion directly APRC to keep all of the Senior Services Program offerings at the Senior Center, 1699 Homes Avenue in Ashland. He said a great deal of work had been laid out because people cared so much. He suggested keeping track of the process and making sure APRC implemented each point, some quickly and others over time.

Bachman said she would be more comfortable allowing the new SSS handle the prioritization as all 34 items were important. She said APRC staff and the Parks Commission could partner with the SSS to ensure that the items were

implemented. O'Bryon said many of the items had already been approved. She expressed that all items on the list were accomplishable.

Motion: Bellegia moved / Danner seconded approval of accepting the recommendations as presented.

The vote was all yes

X. Statement to the Community (Information) (Bellegia, 5 min)

Bellegia read a prepared statement to the citizens of Ashland, listeners, watchers and those in the room. She said everyone was aging and unexpected needs arose for seniors, sometimes quite suddenly [[Bellegia statement](#)].

XI. Items from ASPAC Members (Information) (Lange facilitating, 20 min)

Lange congratulated everyone and said it was an honor to assist in the ASPAC process. He said he hoped the recommendations would assist the process with moving forward in the best possible way. He opened the floor to ASPAC members wishing to share their thoughts.

Danner spoke about CAPRA standards and said there were 166 CAPRA-certified agencies in the US and Medford was one of them. She said she hoped CAPRA standards would be used to guide the work of the Senior Services Program in the months and years to come.

Lewis said the framework and structure of this group had exceeded his expectations. He said the revamped Senior Services Program would be a center for the 21st century and he thanked everyone for their volunteer efforts.

Seffinger said this program was given to APRC from the City and APRC had taken it and managed / operated it without any funding or direction from the City. APRC had done its very best with very little. The committee had looked into identifying the needs of the community. She commended the group for the amazing amount of work they achieved, and especially Bachman for her leadership. She said Bellegia's statement was beautiful.

Byrnes said this had been a learning experience and she thanked everyone. She said the public might not understand about quorums and how discussions could not occur outside of public meetings if they involved a quorum or more members. She said this point might appear to show a lack of transparency in terms of decision-making outside of the public view. She spoke about researching public meeting laws and read a statement from the Oregon Public Meeting Laws manual. She said coming back together and publicly deliberating was very important.

Bellegia addressed Byrnes's statement and said postings on the City of Ashland website were an important part of public meeting obligations. She said there was so much feeling in the community about this issue that she wanted to make sure the public knew ASPAC had welcomed public involvement from the beginning.

Moore thanked everyone for their efforts, especially the Community Needs Assessment Subcommittee.

Casserly said actions spoke louder than words and he was proud of the work of ASPAC. He said this was his first time serving on this type of committee and he thanked all ASPAC members and support staff.

O'Bryon said she was pleased to be part of the endeavors of ASPAC. As a former Ashland resident for years and a former employee of SOU, she had a passion for Ashland and felt like a member of the community. She said it had been an honor to help put the plan together and would be excited to see the evolution of the process as it unfolded.

Black said the intention all along was to improve services for seniors and ASPAC helped move the process forward, farther than could have been imagined. The work achieved was top tier work and would have an effect for a long time. He said APRC was also grateful for the work of ASPAC and he congratulated them on their achievements.

Dials made a personal statement about her father passing away during the ASPAC process (between October 2017 and the present). She said some ASPAC members had called into question her younger age but she had utilized the Senior Program services during the time of her father's passing and felt proud to be an advocate for senior services.

Dyssegard thanked everyone for including her in the process and specifically thanked Bachman for her work on ASPAC.

XI. Additional Thank You (Bachman, 3 min)

Bachman thanked everyone for their expert knowledge, field research and efforts to expand the program. She said Gardiner had also expressed thanks before the meeting. Bachman thanked APCR staff members for their continuous support and meeting preparations. She thanked APCR for listening to ASPAC throughout the process and for staying open to all ideas and recommendations ASPAC brought forward. She thanked Lange for guiding the advisory committee's progress and process. She thanked the public for sharing opinions, ideas and concerns over the past five months. She said the public motivated ASPAC to do their work. She ended her statement with a quote from C.S. Lewis.

ADJOURNMENT

There being no further business, the meeting was adjourned at 5:07 p.m.

Respectfully submitted,

Susan Dyssegard, Executive Assistant
Ashland Parks and Recreation Commission