

Wellesley Council on Aging  
Board Meeting  
January 17, 2019

**Location:** John and Dwin Schuler Multipurpose Room, Tolles Parsons Center

**In Attendance:** Kathleen Vogel, Lisa Heyison, Dianne Sullivan, Diane Campbell, Penelope Lawrence, Thomas Kealy, Frank Pinto, Anne Marie Gross, Barbara Offenhartz  
Staff: Gayle Thieme, Linda Clifford

**Call to Order:** Kathleen Vogel called the meeting to order at 4:04pm.

**Citizens Speak:** Frank Pinto noted that when talking to former Advisory Committee member Mark Kaplan recently, Mark complimented the COA's presentations to Advisory over the years.

**Approval of December 20, 2018 meeting minutes:** Diane Campbell put forth a motion to approve the December 20 meeting minutes and Penny Lawrence seconded. Kathleen said that due to an apparent technical glitch, the 12/20 meeting did not record. Dianne Sullivan said the minutes do not reflect the discussion about Gayle and Kathleen following up concerning Town policy to have a custodian in the building when it is open. It was noted this discussion was captured on page two of the document. Gayle Thieme said the lunch program survey will be issued to all diners since March 2018, rather than since TPC opened, as was indicated. Linda Clifford will make this change to the minutes.

Tom Kealy said Blythe Robinson's comment about the custodial hours, noted as eight hours per week but only for half the year, was not said in the meeting, rather Blythe said \$7,000 was budgeted. Tom said this means extended hours would not begin until January 2020. Kathleen said she thought the comment was stated as noted in the minutes, but she has heard it in a number of meetings so she cannot swear it was said. Kathleen said when the COA was invited to the 12/10 BOS meeting to discuss the COA's plan to explore extended hours, Blythe clarified the FMD placeholder for the TPC custodial hours was intended to be for half the year.

Tom Kealy said he thinks the result of the extended hours survey will show a need to have the building open beyond the current hours of operation. Kathleen said the COA must recognize there is a process in Wellesley that must be followed. Anne Marie Gross said Advisory asked justifiable questions and there should be a working group specific to extended hours to help respond to questions going forward in the process. Tom Kealy said if the COA doesn't have more experience with extended hours before FY 21 budget planning, the COA will be in the same position it was this year. Tom added the Advisory Committee asked why the building isn't open after hours currently. Kathleen said she heard that question as TPC not being open in the evenings for public meetings, and that Advisory Chair Tom Skelly asked the COA Board to develop a response concerning how to make the building available to the Town in the evenings. Kathleen said she is in support of forming an extended hours working group.

Diane Campbell said this topic has been discussed since before the COA moved into TPC, and she feels it is not solely the COA's decision. Other Boards and committees would need to be invited to have meetings here and those Boards would be responsible for securing custodial coverage. Additionally not all meeting spaces in town have filming capability. Diane added the idea of private room rentals is separate from the idea of using the building for various municipal uses. Tom Kealy said this is the first he is hearing about starting extended hours in January. Linda Clifford said the minutes do not indicate a January start date, and that the total number of custodial hours can be distributed over the full year. Kathleen said the number of hours is a budgetary issue. The dollar amount for 8 hours of custodial overtime for the half the year came in a little under the amount of adding in a new custodial position.

Kathleen responded to Dianne's earlier question and said it is a practice, not a policy to have a custodian in Town buildings when they are open. Kathleen said that not every public institution has a policy that mandates a custodial presence, such as the branch libraries. Anne Marie Gross said those buildings are managed by the Library Trustees, not the Town. Kathleen said the COA may explore the possibility of having a building monitor that is not an FMD employee. Anne Marie said the working group should first understand the rationale for custodial presence in other buildings before developing a solution for TPC.

Lisa Heyison put forth a motion to approve the December 20 meeting minutes as amended and Diane Campbell seconded. The motion to accept the minutes as amended passed by a vote of eight to one. Tom Kealy opposed.

### **FY 19 Year to Date Budget update – Linda Clifford**

Linda referenced the previously distributed budget report, providing the mid-year update for the personal services, operating expenses, gift accounts, revolving accounts and EOEA Formula Grant accounts. Under personal services, the part-time staff category is currently underspent and the surplus is projected to cover the additional expenses incurred from the Program and Office Assistant reclassification. Operating expenses are currently underspent. The projected surplus will cover additional heavy-duty kitchen cleaning not in the original budget. Kathleen Vogel asked if the COA can justify this expense after Advisory called into question the need for it if the kitchen is not being used heavily at this time. Linda said over the course of a month, the sinks and other stainless steel surfaces need a more thorough cleaning than the staff can provide. Anne Marie noted it appeared that Advisory seemed surprised this expense doesn't fall under FMD's budget and indicated they may discuss further with FMD. Diane Campbell said a future room rental policy could include a cleaning fee if the kitchen is used.

Linda said that FWCOA lunch program subsidy is now deposited into the supplemental programs gift account rather than the general gift account. The decision to make that change was made in consultation with Finance Director Sheryl Strother. Linda added the Coffee/Café gift account revenue does not reflect the recent donation made by Stephen Verdelli of Laer Realty as a 2019 COA coffee sponsor. Dianne Sullivan asked about the grant received from the Wellesley Hills Junior Women's Club for the 2018-2019 Evening and Weekend Lecture Series. Linda said that grant was received prior to 7/1/18 and was reflected as FY 18 revenue. Gayle Thieme said she is about to submit an application for the next grant cycle for the same purpose.

Linda said the monthly credit card fees are charged to the general revolving account and the COA is currently on pace for approximately \$3,000/year in credit card fees. Tom Kealy said changing the whole program pricing structure is working out extremely well so far. Linda noted all funds in the EOEA Formula Grant account must be spent by 6/30/18. Linda provided an update on the plans to spend down funds in the following categories:

*Outreach to Non-English Speakers* – monthly Language Line bills and plans for a not yet fully vetted program in conjunction with the ESL program.

*Volunteer Recognition* – costs associated with the annual Volunteer Appreciation week and event happening in April, as well as birthday postcards.

*Outreach to New Users* – more welcome events, spring evening speaker series, and seminars that tie in with launch of Transition Navigator program.

*Transportation to/from the COA* – taxi transportation to and/or from COA activities when the bus or VDP is not available. Due to this category being underspent, Linda proposed expanding use of the grant funds to provide transportation to other destinations served by COA transportation services, as well. Kathleen Vogel asked why if we have the funds, have they been restricted to only rides to and from the COA? Gayle said the EOEA Formula Grant budget was accepted and voted on by the Board earlier this year, and the initial goal was to increase

participation. Now we are several months in with limited spending, so now is the time to expand use of the funds. Kathleen said she would like to ensure that medical rides are being met. Linda proposed that with the Board's support, these funds could provide taxi transportation for requests that would have otherwise been unmet, including medical rides. Dianne Sullivan asked how many people are using the taxi to leave TPC at the end of the day, even with the extended bus hours. Linda said use of the taxi to date has been different every day. Participants have been taking taxis to/from TPC at different times if the bus is not available at the time they made their request.

*Enrollment Incentives* – continue full and partial program subsidies, including new initiatives such as the Senior Learning Network, a potential lunch program incentive later this spring, newspaper and magazine subscriptions for the Mary Bowers Café.

*Fitness Instruction* – plans to begin a pilot personal training program with trainers from Longfellow Health Club as well as any additional equipment such as mats or bands. Anne Marie Gross suggested asking Longfellow how often they recommend reevaluating clients. Whether or not participants will need to pay for a 6 or 12-month fitness room membership in order to participate remains to be determined.

*Execution of Marketing and Branding Recommendations* – professional graphic design and photography (it was noted that the COA should make sure not to sole source), as well as branded office supplies.

*Other Temporary Staff* – the Personal Services offset.

Tom Kealy said this year the COA has more formula grant dollars allocated to flexible uses than it did in FY 19 and what is budgeted for FY 20. Linda also provided a verbal update on the available Capital funds. There have been no expenditures from the \$8,000 budgeted for TPC Equipment in FY 19 and about \$9,600 remain in the FY 18 capital account for Technology Equipment. The plan is to use some of those funds to help pay for a third touchscreen.

Diane Campbell put forth a motion to allocate the transportation funds to include destinations in addition to TPC. Tom Kealy seconded. The motion passed unanimously.

#### **FY 20 Budget update – Gayle Thieme & Linda Clifford**

This item discussed earlier (COA presenting before Advisory Committee, custodial discussion).

#### **Gifts to the COA – Gayle Thieme & Kathleen Vogel**

Kathleen said a gift policy is currently in draft form not yet ready to be reviewed by the full Board. The Gifts to the COA must be accepted by the COA Board and represented in the minutes before they can be communicated to the BOS. Diane Campbell put forth a motion that the COA Board accept the donations as documented as of January 14, 2019. Anne Marie Gross seconded. Kathleen noted non-monetary gifts cannot be assigned a dollar value, per state law, with the exception of a gift card that has a known cash value. Kathleen added the FWCOA do not have a gift policy and the Board would be wise to ask them to consider one. Tom Kealy asked about Roche Bros. food donations. Gayle said there have been occasions where FWCOA has asked Roche Bros. for a refreshment donation, e.g. for a volunteer appreciation event. Otherwise, the COA pays Roche Bros. Tom asked about the inclusion of sponsorships. Kathleen said it will be considered as part of the policy. Dianne Sullivan asked about the date range of gifts listed on the document. Kathleen said it goes back to November 2018.

Diane Campbell put forth a motion that the COA Board accept the donations documented as of January 14, 2019 as amended. Anne Marie Gross seconded. The motion passed unanimously. Anne Marie suggested reaching out to the Schools to review their gift policy as part of the process.

### **Director's Report – Gayle Thieme**

Gayle referenced the previously distributed report. Tom Kealy said he is in favor of including a business reply mail return envelope with the extended hours survey going out with the February MLP bills. Gayle said she will get more information on costs and logistics and will need to do quick work to set it up. Anne Marie asked how many households receive paper bills. Gayle said over 6,000 households receive paper bills as opposed to electronically. Gayle said she is interested to know if the Board is in favor of using COA funds to pay for the business reply mail.

Tom said the COA should be most interested in younger seniors responding and there are monies in the budget to cover the associated costs. Diane Campbell said it is important to provide survey recipients with an easy return method in an effort to gather as much data as possible. Diane Campbell put forth a motion to move forward with the business reply envelopes. Penny Lawrence seconded. The motion passed unanimously. Gayle noted she will communicate with FWCOA, as they previously helped coordinate pre-paying for the business reply responses to the COA's Marketing and Branding survey.

Lisa Heyison asked about the Transition Navigator (TN) program. Lisa said it appears there is overlap between this program and other similar programs, such as SOAR55. She is concerned it could take up a lot of staff time when otherwise the COA could refer individuals to the similar programs that already exist. Anne Marie Gross said it may take some time, but it will draw new people to TPC. Kathleen Vogel said she also attended the seminar but doesn't feel the idea is fully developed. Gayle said this is a pilot program and Wellesley is one of six Senior Centers to be asked to host, which she views as an honor. Pilots programs have some unknowns. In terms of the COA's role, staff will run the TN's CORI, as they will be a volunteer of the COA. TPC can be a meeting location, but meetings between the TN's and the person receiving the service could also take place elsewhere. TN meetings will be appointment based, much like SHINE. The hope is that the TN's will eventually own the program. Kathleen said she just want to be sure that it is not stretching staff too thin. Dianne Sullivan asked how it will impact TPC room utilization. Gayle said the meetings at TPC will take place in the Lee Conference Room, where the other appointment –based programs take place.

Gayle said the TN program will help target younger seniors, and individuals coming to TPC to meet with a TN will count as attendance. Kathleen asked about associated costs with the program. Gayle said the COA contributes to the costs of the evening Transition Navigator seminars, which are currently budgeted under the EOEA Formula Grant (Outreach to New Users). Gayle noted all of the pilot sites have signed a letter of agreement. Kathleen said there seems to be consensus that it is a well-intentioned idea but that there are still some unknowns as it relates to potential costs to the COA, and that the Board can continue to discuss. Anne Marie suggested following through with the pilot program and that the Board can offer its support to Gayle as needed. Diane Campbell said as the COA looks to broaden participation she supports moving forward with the pilot and to evaluate how it goes. Penny Lawrence said she also attended and she feels this is huge need for retirees. Kathleen said the takeaway is that this kind of initiative should come before the Board for discussion to ensure protection of the COA.

Dianne Sullivan asked about the personal trainers the COA is working with for the pilot program. Gayle said two of the personal trainers are already teaching fitness classes at the COA and the other one is submitting his information to become a new vendor. Anne Marie said she has contact information for someone affiliated with 900 Worcester St. for potential future collaboration with the COA.

Kathleen said TPC updates will be discussed at the next meeting. Ongoing HVAC and plumbing issues are being discussed at BOS and PBC.

**New Business:** Kathleen inquired about Board members' availability if the February Board meeting is changed from February 14 to February 7. There were no objections, so the group agreed to move the meeting.

## **Working group updates**

*Newsletter Working Group* - Linda Clifford reviewed the preliminary recommendations made by the Newsletter Working Group at the 11/15 Board meeting:

1. Continue to mail the newsletter to all Wellesley households with someone age 60 and over. The FY 20 Budget request includes an \$8,000 expense offset (EOEA Formula Grant funds) specific to the newsletter printing and mailing costs.
2. Introduce an annual \$10 subscription fee for non-residents who wish to receive a copy in the mail. Non-residents who do not wish to pay the fee can pick up a complimentary copy at TPC or view online at no cost.
3. As the FY 20 Budget request is final, no recommendation on potentially changing the publishing frequency (which would affect postage and service costs) before July 2020.

Linda suggested adding a fourth recommendation related to the discussion at Advisory concerning adding an “opt-out” option – people can request to be removed from the newsletter mailing list if they would prefer to read the newsletter electronically.

Lisa Heyison put forth a motion to accept the four recommendations concerning the COA newsletter. Diane Campbell seconded. The motion passed unanimously.

*Transportation* – the group met last week. Kathleen said the group has identified 10 peer communities to talk to about their transportation services, and is actively engaged in its plan to be responsive to the BOS. Ellen Gibbs sits on the MWRTA Advisory Board and COA staff plan on trying to schedule a meeting with the MWRTA to discuss the COA bus partnership.

*Strategic Plan Review* – The group has not yet met.

*Policies and Procedures* – The gift policy is being developed and a room rental policy will be developed.

## **Report of Executive Coaching Engagement – Gayle Thieme**

Gayle reviewed questions asked by some Board members in response to the previously distributed report, concerning the following topics:

*Effective delegation* – Gayle provided several examples of how she has delegated various tasks and projects to other staff, including the community garden, fitness room orientation, working groups and CORI checks.

*Encouraging productivity* – Gayle gave some examples of methods and resulting changes such as:

- Meeting with staff individually has resulted in more streamlined and effective supervision meetings.
- Registration logistics, including planning meetings and checklists used by staff and volunteer greeters.

*Work priorities* – Gayle provided some examples of how she works with staff to prioritize when there many demands including organizational systems, offering flex schedules for certain staff who need uninterrupted time to work on detail oriented tasks and projects, and developing systems to effectively manage the walk-in traffic alongside the volunteer greeters.

*Encouraging staff development and growth* – Gayle reviewed means to do this including the professional development budget line item, annual professional goal making, attending the annual MCOA multi-day conference, and participation in various networking groups with counterparts in other communities.

*Improving leadership* – Gayle gave some examples such as leveraging camaraderie within the COA network, sitting on the MCOA Advisory Council, using the network for information gathering on various policies and

procedures, interdisciplinary meetings with Library and Recreation, and providing updates on the COA at Department Heads meeting. Gayle spoke about improving her own time management and getting ahead of upcoming priorities, and passing these tips on to other staff.

**Meeting adjourned:** Kathleen Vogel adjourned the meeting at 6:18pm

**Documents and/or Exhibits referenced at this meeting (previously distributed by Gayle Thieme unless otherwise noted):**

- FY 19 YTD budget report
- Director of Senior Services Report
- Executive Coaching Engagement Summary
- List of recent gifts to the COA
- Questions by Board members concerning the Executive Coaching engagement (distributed by Gayle Thieme)

Minutes prepared by Linda Clifford