

Council on Aging Minutes of April 21, 2022
Online Remote Board Meeting

This meeting will be aired live on Comcast 8 and Verizon 40, and will be available on demand the following morning. When two meetings are being held simultaneously, the second meeting will be live on Channel 9 or Verizon 39. Also, meeting agendas are posted on wellesley.ma.gov at least 48 hours prior to the meeting, and protocol for participating in Citizen's Speak is at the bottom of that agenda.

Members Present: Marlene Allen, Chair; Tony Parker, Vice Chair; Susan Rosefsky, Secretary; Tory DeFazio (joined at 4:03pm); Lori Ferrante (joined at 4:09pm); Bob Ferrell; Dianne Sullivan; Kathy Trumbull (left at 5:00pm); Kathleen Vogel; and Tina Wang (joined at 4:33pm)

Absent: None

Also Present: Heather Munroe, Director of Senior Services; Gregory Wilson, Assistant Director of Senior Services

Meeting Documents:

- Agenda
- Minutes of February 7, 2022
- Minutes of February 10, 2022
- Minutes of February 11, 2022
- Director's Report including:
 - Fitness Class Guidelines
 - Lunch Program Policy
 - Revolving Fund & Pilot Policy/Procedure
- Mission Statement Draft

I. Call to Order:

Ms. Allen, Chair, called the meeting to order at 4:02pm. There was a Roll Call for attendance. Ms. Allen announced that Director Heather Munroe announced her resignation, effective April 28th, to return to her previous work as Town Manager, soon to be in Paxton. Ms. Allen spoke about her accomplishments, thanked her for her service, and extended the Board's best wishes.

II. Citizen Speak: None

III. Meeting Minutes:

Minutes of the February 7th, 10th, and 22nd meetings were reviewed. An edit was made to the February 10, 2022 minutes, changing "Working Group" to "Subcommittee for Vaccine Policy Development".

A motion was made by Bob Ferrell and seconded by Kathy Trumbull to accept the minutes of the February 7, 2022, February 10, 2022, and February 11, 2022 meetings as amended with the above mentioned edit. The motion passed unanimously, 8-0. Lori Ferrante and Tina Wang were not present at this time to vote.

IV. Director's Report:

Highlights of the report included:

- Finances;
- Personnel;
- Policies; and
- Programming.

A. Finances

I. FY22

1. Gift Acceptance

A donation of \$100 was made by Stan Pignone as a general donation.

A donation of \$335 was made by the Friends of the Wellesley Council on Aging (FWCOA) for March 2022 subsidized lunches.

A donation of \$310 was made by the Simons Fund for February 2022 free lunches.

A donation of \$567.35 was made by the FWCOA for March 2022 Subsidized coffee.

An anonymous donation of \$4 was given to the COA for the bus.

Anonymous mask donation

A motion was made by Kathleen Vogel and seconded by Bob Ferrell to accept all above mentioned monetary and nonmonetary gifts given to the COA. The motion passed unanimously, 9-0. Tina Wang was not present at this time to vote.

2. Pilot Program Analysis and Review

Ms. Munroe presented an overview of the Pilot Program analysis, which highlighted the program, cycle, cost per session, cost per class, number of students to break even, as well as the attendance during and after the free trial period. Ms. Munroe noted the trend that the classes have higher attendance when they are free, and then are lower once they are charged a fee. Ms. Munroe highlighted that for Line Dancing, patrons started attending the class elsewhere once the COA started charging for the class, and the class was cancelled due to low enrollment. All Levels Yoga has lower enrollment set by the instructor, but he is increasing his number of students per class and increasing the number of times he comes in per week. Ms. Munroe believes that these classes have higher interest when free.

Ms. Vogel asked for clarification on September/October. It was mislabeled and Ms. Munroe clarified that it should say "September/October" on a couple of them rather than "November/December". Ms. Vogel asked where the funding for pop-up classes was coming from for participants in the 7th and 8th week of classes. Ms. Munroe clarified that the money for the free classes came from the PILOT fund. It was also clarified that the free pop-up classes have not done as well. Ms. Munroe stated that Pilates saw lower attendance in the 7th and 8th week compared to the 6 classes. Ms. Munroe said the COA was still searching for the best case scenario. Ms. Vogel asked Mr. Wilson if there was a plan for gathering this information to understand how to go forward with the classes and for numbers to analyze the pop-up classes. Ms. Allen asked what decisions would be made with

the numbers. Mr. Wilson clarified that the COA was still considering the status of the pop-up classes. Ms. Sullivan asked whether the people in the pop-up classes were new people or people already taking the class. Ms. Vogel stated that in her class the pop-up classes were attended by the regulars. It was clarified that the purpose of the pop-up classes was to expose new people to the class and to garner interest. The COA is also offering a hybrid class for Chair One Fitness to try and expand. The COA is also offering a new class called NIA. Ms. Munroe also spoke to the success of using the newsblast to promote one program at a time. Multiple factors need to be considered in order to determine the best way to move forward.

Ms. Vogel asked if we could target patrons who took the pop-up classes and find out why they took it. Ms. Munroe clarified that it is something the COA can do. Ms. Vogel said that the instructor for Pilates pushed the pop-up class, so she wondered if the news blast was successful.

II. EOEA Spending Report Update

Ms. Munroe presented an update on current EOEA accounts. For FY22, there is currently 23.97% of the budget, or \$12,493, remaining. The Wellesley Media budget paid for the creation of training videos for the Fitness center, which will be uploaded to YouTube and accessible from iPads onsite. The videos will also be shared with people currently using the Fitness Center. The offset set aside for fitness classes was not needed and has not been used. Along with other unused funds, there should be an EOEA FY22 balance of \$12,493. For FY21, the EOEA balance carried over is \$15,630. Ms. Munroe recommended that we do not expend it but rather hold it if needed for the transfer of benefits for the additional part-time to full-time benefits for the Office Assistant position. Ms. Munroe stated that new rules allow carry-over of EOEA funds for 10 years.

Ms. Vogel asked if there is any chance this EOEA carryover will affect our budget in the future. Ms. Munroe clarified that it should not affect the next budget process.

Ms. Sullivan asked for confirmation that there are no restrictions on how the EOEA money is spent as long as the money goes towards seniors.

Ms. Allen suggested that we could expand hours this way or use it for field trips or extras and experimental programs. Ms. Vogel suggested an option for use could be to provide technology for seniors that do not have any.

III. FY23 Recommendations- Increase in Fitness Class Rates

Ms. Munroe presented the current cost of fitness classes, which includes \$3 for a 30-minute class, \$4 for a 45-minute class, and \$5 for a 60-minute class. Ms. Munroe recommended increasing the cost of each class by \$1.00 in order to maintain a substantial enough balance to continue funding PILOT programs. Ms. Munroe acknowledged that she recommended increasing the cost, but we may not need to at this point. Keep in mind that if rates do not increase, we could have some classes run in the negative.

Ms. Allen suggested that we could use EOEA funds to allow patrons to try classes for free, similar to PILOT classes, but they have the choice of what to use it on. Ms. Munroe suggested another idea that came about where they work with the Friends of the WCOA (FWCOA) to have new people get a free lunch.

Ms. Munroe mentioned that we have remaining FY21 Capital funds (\$5,392) and FY22 COVID funds (\$12,500). COA met with Recreation Department for hybrid class research. COA could use a small web cam with a speaker set and adapter to project content to the screen. The COA could also

upgrade hybrid technology in all activity rooms. Anticipated costs would be around \$30-50K for upstairs rooms. The \$12,500 for capital won't cover all of that, but we might apply for New Era funds to offset the balance.

B. Personnel

I. Health & Human Services Worker - Position Update

Ms. Munroe informed the Board that the job description was fully edited and officially filed with Human Resources. The position moved from Job Group 53 to 55 with an annual increase of \$6,026. The COA should be able to absorb the added costs for FY22 as well as FY23 with anticipated underspending on part-time office staff.

It was clarified that the Programs and Activities Coordinator position has been updated and should be rescored. The Board will receive the current copy, and then it will be finalized with HR. Additionally, all other staff descriptions will be updated just for verbiage, not for reclassification. Ms. Vogel raised concerns regarding the job description for Programs and Activities Coordinator being in a changed format. The paperwork looks different now because HR updated their paperwork and process. Mr. Parker spoke about organizational review with board involvement in the future.

Ms. Munroe clarified that jobs have changed a bit because of COVID. The Program and Activities role has changed enough that it needs to be rescored, specifically within the realms of budget management, supervision, and more.

II. Staff Position Description Annual Updates

Ms. Munroe informed the Board that all other COA job descriptions are in review and edited through the tracked changes feature since no further re-scoring is needed. Once the Director, Assistant Director, and staff members job descriptions are reviewed, the Board will be able to provide any additional feedback before the changes are submitted to Human Resources.

C. Policies

I. PILOT Policy – Review

Ms. Munroe presented the Revolving Fund & Pilot Policy/Procedure. No edits were made to the policy. She suggested that it is good practice to review these annually. Ms. Vogel asked to edit the approval date to reflect 6/17/21.

Fitness class guideline was also sent out. We can do seven classes per cycle. Many edits were supposed to be made. Since edits to these guidelines made last year have not been reflected in this current document. Ms. Vogel suggested we review an edited version at our next meeting.

II. Lunch Policy – Review

Ms. Munroe presented the Lunch Policy for review, which reflects how the COA currently operates its lunch program. Ms. Munroe noted that the Friends of the Wellesley Council on Aging is okay with not increasing the cost to patrons. Edits to my Director's Report have been made under cost, tiered payment options, and full payment. It was clarified that non-Wellesley residents currently pay \$11, residents' full price is \$10, and Wellesley resident subsidized cost is \$5. Ms. Allen asked that for the next meeting we receive the average prices per vendor. Ms. Allen is not opposed to raising it but would like more data. Ms. Munroe stated that the decision should be made at the next meeting for the newsletter deadline. Ms. Wang asked if extra money from EOEA could offset costs. While that

could be done, currently the FWCOA absorbs the extra costs. Ms. Munroe announced other edits to the Lunch Policy in her Director's Report.

D. Programming

Frequency of Fitness Classes per Newsletter Cycle

I. Ms. Munroe explained that each fitness class the COA offers runs six sessions per program cycle (two months) and recommends we offer 7 per cycle.

II. Fitness Center Equipment Videos

Ms. Munroe informed the Board that videos demonstrating how to use Fitness Center equipment were created and uploaded to YouTube. Patrons will have access to an iPad with internet access and a shortcut to the YouTube page where they can view how to correctly use Fitness Center equipment if they need a refresher.

III. Exciting May/June Programs

Ms. Munroe informed the Board of a few upcoming programs that will be a big hit. The programs are an in-person Red Sox game on Thursday, June 16th; a day trip to the Newport Flower Show on Friday, June 17th supplemented by the Friends of the WCOA; a pool tournament on Tuesday, May 17th; and a cooking class at the Rec Center on Tuesday, June 21st.

During discussion, it was clarified that we asked the Friends to subsidize some of the cost for the Flower show. There are currently 42 slots taken, and it was clarified that Kate, our social worker, handles the financial aid determinations for those who request financial aid.

V. Vaccine/Mask Policy- Review and consideration of termination date of existing policy (possible Vote):

Ms. Allen said that the governor's health emergency is still tied to the requirement. It was clarified that the mask and vaccination policy is one policy. Ms. Sullivan said that there is still a national emergency. Ms. Allen said that we can make no change, end it now, or choose to have it end the day after the emergency is lifted. Ms. Sullivan said that nationally it's still viewed as a pandemic. Mr. Farrell suggested that we wait until the governor rescinds the order and meet afterward to make a change, if we wish. Ms. Sullivan reminded the Board that when surveyed previously 197 out of 237 seniors were in support of the policy.

Ms. Vogel asked if the staff can continue this when Ms. Munroe leaves and we are down one. Ms. Munroe brought up that there has been a patron that has been missed for weeks, and these things unfortunately happen. Ms. Munroe concluded that the staff should be able to continue the policy.

The Board decided to take no action and leave the policy in place until the Governor rescinds his order.

VI. COA Goals:

Goal One was to draft a mission statement. Groups should try I to meet once a month.

A. Review of COA Mission Statement (Possible VOTE)

A draft of the Mission Statement was presented.

A motion was made by Tony Parker and seconded by Kathleen Vogel to approve the Mission Statement. The motion passed 9-0. Kathy Trumbull was not present at this time to vote.

B. Expansion Working Group

Dianne, Tina, Tory, Bob, and Marlene are members. Ms. Sullivan requested more information about expanding hours – the target group, specific programs, staffing, etc.

C. Outreach Working Group

Kathy, Tony, Lori, Kathleen, and Susan are members. Mr. Parker said they met but have a way to go. They are working on the materials for the parade. He spoke about overall ways to outreach, but no specifics yet. Ms. Allen brought up that the Friends of the WCOA meeting the previous day discussed how to reach people, try to be a melting pot for all seniors to merge and engage together, and be a safety net for those in need.

VII. Reports/Updates

A. Nominating Subcommittee

The Officers determined we should have a Board retreat to discuss an organizational model as well as assess and plan for the Board's immediate and extended future. Ms. Allen suggested doing so within the next week. Ms. Allen suggested a meeting Tuesday or Wednesday next week in the evening. The Board settled on Tuesday, April 26, 2022 at 5pm, and Ms. Allen will try to get a room at the Library.

B. Open House/Parade – Wellesley's Wonderful Weekend

Mr. DeFazio stated that the online application still needs to be submitted. Ms. Allen asked Amy to invite walkers to participate. Ms. Allen mentioned two events: 12-3pm Saturday Open House and Sunday's 1-3 Parade, gathering at the Community Center. Ms. Vogel offered to drive the van and is checking with MWRTA on how to make that happen. For the Open House, the COA needs balloons, signage, and refreshments. Ms. Allen asked Ms. Munroe if we have a custodian. Ms. Munroe replied that they did not have one yet but is working on the forms with Mr. Wilson. Ms. Munroe will work with Dawnmarie once she is back from vacation. Ms. Allen suggests a one page sheet to hand out during the parade and Open House. Ms. Vogel's working group will work on the brochure. It was clarified we could use EOEAs or gift funds or Friends' funding. Ms. Allen will handle coordinating refreshments.

Ms. Vogel asked if they could put out a motion to turn working groups into subcommittees. Ms. Sullivan stated that they would have to worry about posting and minutes. Ms. Vogel thinks it is worth it. No action was taken.

VIII. Old Business/New Business:

Matters not anticipated by the Chair at the time of posting.

Ms. Sullivan addressed the new newsletter and whether the font on the mission statement could be changed. Ms. Munroe said that Amy and Sherry Hanks would be asked to address the concern, especially since the Mission Statement has to be changed now, anyway.

IX. Next meeting dates/time

Special Meeting Tuesday April 26, 2022 at 5:00pm, place TBD.

Outreach Meeting Tuesday May 10, 2022 at 1:00pm on the patio

COA Board Meeting Thursday, May 19, 2022 at 4pm (possibly remote)

COA Board Meeting Thursday, June 23, 2022 at 4pm (possibly remote)

X. Adjourn

A motion was made by Bob Ferrell and seconded by Kathleen Vogel to adjourn the meeting. The motion passed unanimously, 9-0, and the meeting was adjourned at 5:58pm.

Approved at the July 28, 2022 meeting.