

Wellesley Council on Aging
Board Meeting
July 19, 2018

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

In Attendance: Kathleen Vogel, Lisa Heyison, Dianne Sullivan, Diane Campbell, Thomas Kealy, Penelope Lawrence

Board of Selectman (BOS): Beth Sullivan Woods

Executive Director of Government Services: Blythe Robinson

Staff: Gayle Thieme, Linda Clifford

Absent: Barbara Offenhartz, Ann Marie Gross, Frank Pinto

Call to Order: Kathleen Vogel called the meeting to order at 4:00pm, and announced the meetings this year are being audio recorded.

Citizens Speak: None.

Approval of June 18 meeting minutes: Lisa Heyison called for a motion to approve the June 18 meeting minutes and Tom Kealy seconded. The Board voted unanimously to accept the minutes.

FY 18 Board Chair Recognition

Kathleen Vogel and Lisa Heyison recognized Diane Campbell for her work as Board Chair for the previous two years, during which the COA transitioned into TPC.

Welcome Beth Sullivan Woods, BOS liaison

Kathleen welcomed Beth Sullivan Woods as the new COA liaison from the BOS. Beth said she is very excited to be the liaison and is looking forward to supporting the COA in the year ahead.

Update on Board appointments – Kathleen Vogel

Kathleen noted Tom Kealy, Diane Campbell, Dianne Sullivan and Barbara Offenhartz were reappointed for a three-year term. She is looking forward to a continued partnership with the BOS and Blythe Robinson this year.

Tom Kealy said during the 5/29 meeting the Board discussed the qualities and skills that are desired in new members, and also discussed ways to advertise the two available positions. Beth Sullivan-Woods said the BOS want to know more about what the Board's skills needs are before filling the two open seats. Blythe Robinson said the ad was posted on the Town website, and four or five candidates did apply. Gayle asked what steps, if any, will be taken with the pending applicants. Diane Campbell said the Selectman's Office let her and Gayle know who had applied and asked her to call each person that was not known to the BOS. Diane said she gathered some general information in these conversations, asked each applicant what drew them to the COA and thanked each person for applying. She said she told each person the Board and BOS would be determining next steps. Dianne Sullivan said Gayle was going to put together a list of the skills discussed at the 5/29 meeting and send to the BOS. Blythe said the BOS want each to Board to determine its own criteria and suggest candidates accordingly. Beth added as the Board determines its goals for the coming year, certain skills that are needed may become apparent. Diane Campbell said she feels the Board is not yet in alignment on what its roles and responsibilities are and suggested the Board continue its internal work before bringing in new people. Kathleen said the list of skills Gayle created was thorough and thoughtful and the Board will continue discussions on the topic, possibly to include a facilitated retreat this fall.

Director of Senior Services Report – Gayle Thieme

Gayle referred to her written remarks that were previously distributed. Regarding the lunch program, FWCOA are willing to provide funding for five days per week, if the Board is in support. Diane Campbell put forth a motion to support the extension of the lunch pilot program of five days per week through 3/31/19, and Penny Lawrence seconded. The motion passed by a unanimous vote.

Working groups update: Linda Clifford will facilitate the Newsletter Distribution working group. This group will explore methods of disseminating the newsletter, including adding an opt-out feature for people who do not want to receive a copy in the mail as a way to keep operating costs down. Kathleen Vogel, Lisa Heyison and Penny Lawrence expressed interest. Kathleen said it might be worthwhile for the group to also explore how often the newsletter should be created, i.e. monthly instead of bi-monthly. Gayle noted it would be a good idea to gather that information as well even though it is not the top priority of the group. Diane Campbell expressed interest in Art Committee. Diane noted other people involved in the arts in Town have previously expressed interest in being involved. Penny Lawrence expressed interest in the TPC café/lounge working group. Lisa requested members think about one or two areas in which they can participate in a corresponding working group.

Friends of the Wellesley COA (FWCOA) update: At their 7/17 meeting, FWCOA discussed the proposal for a hosta garden that was made by a community member, and approved funding a garden hose and reel for the project. The COA will take steps to advertise the opportunity to create a community garden and bring interested parties together. Dianne Sullivan asked if one of the gardening clubs in Town could be involved and there was general group discussion about this. Gayle said the first step is to reach out to COA participants, and the September/October newsletter will include information about starting this project. Tom Kealy said he views the FWCOA/NEF as a catalyst for change at the COA with the ability to fund pilot projects that can turn into the future of COA programming, which supports the COA budget. Tom offered to be back-up liaison to FWCOA in the event Ann Marie Gross is unavailable. Frank Pinto had also expressed a willingness to serve in this role. Lisa Heyison put forth a motion that Tom Kealy and Frank Pinto serve as Board liaisons to the FWCOA/NEF, in addition to Ann Marie. Penny seconded the motion, which passed by a unanimous vote.

Executive Office of Elder Affairs (EOEA) Formula Grant update: Gayle noted as of 7/9, the communication from EOEA was to plan for \$10 or \$11 elder. An updated communication sent today indicated for COAs to plan for \$12/elder, which would total \$65,148 in Formula Grant funds for Wellesley. In FY 19, \$33,432 is allocated to offsetting transportation staff wages. \$12/elder will leave an additional \$31,716 for other approved uses. Gayle reviewed some potential uses for the remaining funds, including Volunteer Recognition, Outreach to non-English speakers, Volunteer Development and Training, and Execution of the Marketing and Branding recommendations. Other new ideas include a Town-wide mailing of the new COA brochure, personal training sessions and building enhancements. Linda and Gayle will further discussions with Kathleen and revisit this topic in August. Tom Kealy suggested using funds to support expanded hours of operation.

Director of Senior Services Performance Review update: Kathleen Vogel noted there are two approved approaches for the Director's annual performance review, as a result out of recent case law from the Town of Wayland. The first option is for the Board Chair and Director to meet one on one, and the review is not completed in a public session. The second option is that all Board members participate in the process, and the review is complete at a public meeting. For the first option, the Board needs to authorize the Chair by a vote to conduct the review one on one. In an oversight, COA Board did not vote on this prior to now.

Kathleen Vogel put forth a motion to authorize former Board Chair Diane Campbell to complete Director of Senior Services Gayle Thieme's annual performance review as she has been, without input from the COA Board and without public discussion. Lisa Heyison seconded the motion. Diane Campbell noted that at the June meeting, she suggested other members contact her directly with feedback, and she heard from one member. Penny Lawrence asked if the motion includes sharing the review with other Board members. Blythe Robinson

said the case stated the evaluation is conducted either privately or publicly. It doesn't matter how many people gave feedback, if not done publicly, it cannot be shared. Beth Sullivan Woods noted this year's evaluation has been done privately up until now and it may be difficult to switch method at this time. Kathleen said she doesn't want to hold up the process and the wording of the motion indicates members are not to give any additional input at this time. Kathleen added she would like the Board to learn what is necessary in order to do the review in the public manner next year, as she hopes the entire Board can share in the success of the Director's achievements. Dianne Sullivan asked if it could be done in Executive Session. Blythe said performance evaluations are not an acceptable use of Executive Session. The motion passed by a unanimous vote.

The COA Director creates annual goals in discussion with Board Chair. Gayle provided updates on her goals for FY 18:

1. **Develop uniform standards for program cost structure for both participant fees and instructor payments by creating policies and guidelines relative to instructor payments and develop a financial plan to support a blend of fee-based drop-in and multi-week session classes.** The COA developed an hourly rate payment model for instructors using benchmark data that went into effect in March 2018. This change in model did result in the resignation of a long time instructor, but also provided the opportunity for the COA to expand its pool of instructors and increase offerings. It also resulted in open meetings with the COA and participants, which opened the lines of communication. Vendor packets were developed and the process of onboarding new instructors is now consistent and streamlined. Participant waivers were developed in consult with Town Counsel. The COA utilized EOEIA Formula Grant funds to offer free trial classes for new instructors and offerings, and participant fees have been reduced to \$5/class for most fitness offerings. A new spreadsheet tool is now used to monitor profit and loss across the fee-based classes.
2. **Implement a social media presence and along with the new Town website, enhance the COA's website presence.** The new COA website launched concurrent with TPC opening and it includes many enhancements. The website incorporates the marketing and branding recommendations, including the new COA logo and color palette. The COA is now using the Town website platform's "Civic Send" feature to send branded email communications to subscribers, and is the second Town department to utilize this feature. The COA's Facebook page launched in December 2017.
3. **Review existing COA policies and revise to reflect operations at TPC, including creation of a Policies and Procedures manual.** This goal was not fully achieved, due to delays in the timeline for the goal and actions taken. Board volunteers for a COA Policies and Procedures working group were identified in April 2018. TPC Fitness room policies were developed, along with program policies that are included in each newsletter issue. The plan is to carry this goal into FY 19.

Gayle's goals for FY 19 are:

1. Explore possibilities for expanded hours at TPC, with a particular focus on establishing programs for young seniors who are unable to participate during the COA's current business hours.
2. Determine possibilities for use of the TPC kitchen, as it relates to food-service programs.
3. Continue work on TPC Policies and Procedures.

Tom Kealy encouraged the Board to be thinking about goals for FY 20 as the COA prepares to plan for its FY 20 budget later this calendar year.

Bus Fare Promotion update – Linda Clifford

Linda referred to the updated data previously distributed to the Board. The model of sending letters to passengers indicating the number of bus rides they had during the previous month and suggesting a voluntary donation of \$1.00 per ride continues. \$2100 in donations have been received since the start of promotion,

including a \$500 gift from the Village Churchwomen. Approximately \$2500 will be carried over to FY 19 in the bus gift account, which meets the financial obligation for the transportation offset in the FY 19 operating budget. 34 new passengers have registered for the COA transportation program since the start of the promotion. Staff plan to continue monitoring bus usage and donations into the fall to determine if the donation model is financially viable over the long term. Linda asked the Board to consider extending the promotion through 6/30/19, and mentioned the need to develop a plan to accept unused tickets purchased prior to 3/1, either in lieu of a donation or for a refund. Tom Kealy noted that he was unable to drive for a period earlier this year and utilized COA transportation services. Tom praised the efforts of COA Transportation Coordinators Jill Dube and Judy Siggins coordinating his transportation needs during that time.

Diane Campbell put forth a motion to extend the bus fare promotion (no fares) through 6/30/19 and Penny Lawrence seconded. The motion passed by a unanimous vote.

TPC updates – Gayle Thieme & Kathleen Vogel

Gayle provided an update on the following outstanding items completed since the last Board meeting:

- Mini-refrigerator in the café installed
- Light sensors in some activity rooms are now functioning

The following items are ongoing:

- Traffic counts as part of the PSI requirement are happening
- Kitchen doors – new ones have been spec'd and are going to PBC for their review
- Grate at front entrance – the new one ordered is not a proper fit
- Installation of rails at the hydration stations
- HVAC & Plumbing – FMD is still monitoring the previously noted issues
- Assessing additional ventilation options for the IT room, which tends to get warm
- FMD cleaned the gutters and are planning on obtaining gutter guards
- The gas was shut off to the building temporarily, as result of work done in the IT room, but is back on.

FY 19 reports to the Board – Gayle Thieme & Linda Clifford

Due to time constraints, this agenda item was postponed until next meeting.

New Business: February 14 was decided as the February 2019 meeting date. The group briefly discussed considering changing some meeting times to the evening, based on a suggestion previously made by Ann Marie Gross. This will be discussed further at a future meeting.

Meeting adjourned: Kathleen Vogel adjourned the meeting at 6:08pm.

Documents and/or Exhibits referenced at this meeting:

- Director of Senior Services Report (previously distributed by Gayle Thieme)
- Bus fare promotion data (previously distributed by Gayle Thieme)

Minutes prepared by Linda Clifford