

Wellesley Council on Aging
Board of Directors Meeting Minutes
Tolles Parson Center
July 20th, 2023 @ 4 PM

PRESENT:

Susan Rosefsky (Secretary), Marlene Allen, Patty Chen, Lori Ferrante, Robert McCarthy, Corinne Monahan, Cynthia Sibold, Dianne Sullivan, and Tina Wang, Deborah Greenwood (Director of Senior Services) and Frank Lam (Assistant Director of Senior Services)

Not in attendance – Kathleen Vogel (Chair), Tony Parker

CALL TO ORDER:

Susan Rosefsky (Secretary) called the meeting to order at 4:04 PM.

Ms. Rosefsky announced the meeting is aired live on Comcast channel 8 and Verizon channel 40 and will be available on demand the following morning. When two meetings are being held simultaneously, the second meeting will be live on Comcast channel 9 or Verizon channel 39. Meeting agendas are posted on wellesleyma.gov at least 48 hours prior to the meeting, and protocols for participating in Public Speak appear within the agenda.

CITIZEN SPEAK:

Thomas Kealy (Lehigh Rd) - Non agenda item

Extended Hours – Mr. Kealy made a suggestion to utilize the Campana funds to extend operating hours, with the aim of attracting younger seniors to the community. In support of this proposal, Mr. Kelley provided the board with a comprehensive 2-page list of ideas outlining various initiatives and their justifications. This initiative aims to enhance the services and activities offered, catering to the interests and preferences of a broader demographic of seniors.

APPROVAL OF MEETING MINUTES:

Upon a motion made by Ms. Allen and seconded by Ms. Wang, the Board VOTED to approve the minutes of the continuation of June 15, 2023. With abstention from Ms. Sibold, Ms. Monahan, and Mr. McCarthy

FINANCES:

Gift Acceptances

From	Purpose	Amount
Paul Ring	General Donation	\$100.00
Paul Ring	General Donation	\$500.00
Friends of the Wellesley COA	June Coffee 2023	\$557.00
Friends of the Wellesley COA	June Lunch FWCOA share	\$553.00
Friends of the Wellesley COA	June Lunch Simmons	\$665.00
Priscilla Parker	General Donation	\$60.00
Carolyn Letvin	General Donation	\$130.00
Patrons of the COA	General Donation	\$60.00

Motion made by Ms. Monahan and seconded by Ms. Wang; the Board unanimously VOTED to accept the donations.

FY 24 Operating Accounts / Budget - presented by Ms. Greenwood

End of Fiscal Year 2023 just wrapped up and operating accounts are set to be moving forward. Ms. Greenwood is waiting for the actuals from Finance, but it's expected to be what was in the proposed budget for FY24. Once received, the information will be passed along to the board. A financial committee will be formed for budgeting future accounts.

Executive Office Elder Affairs budget (EOEA) allocation expected to go from \$12 per senior to \$14 FY24. The budget is determined by the number of Wellesley seniors reported in the census.

Contract for in-house art - Ms. Greenwood has reached out to the Executive Director Meghan Jop and the Public Information Officer Stephanie Hawkinson who will meet with the town council to see if there is any need for a contract to hang art within the Tolles Parson Center.

DIRECTOR'S REPORT: – presented by Ms. Greenwood

Ms. Greenwood was pleased to present the June Director's Report to the Board with the following highlights:

Enrollment

Individual Unduplicated patrons – The COA is averaging 400 – 500 individual unduplicated participants each month. The COA had 1200 unduplicated patrons since January 2023.

Notables:

- 147 lunches served in June, 50% rise since January.
- The COA had 1200 participants since January 2023.
- Staff reviews are completed.
- Kitchen Update was held on July 17th, 2023.
- Revamped newsletter to reach younger seniors.

Art at the Tolles Parson Center

A copy of the Artist Participation form and waiver of liabilities was included in the handout to the board.

Any Wellesley resident senior (60+), or anyone who has at any time taken a class in a visual art class at the COA. Artists who are not members of any art society and have not previously exhibited are encouraged to share their work along with more established artists.

Personnel

We have an interview with a perspective Bus Driver candidate later this week.

Transportation

Mr. Lam has proactively been reaching out to past volunteers and is actively engaged in the process of recruiting new volunteer drivers. His efforts are aimed at ensuring the VDP a starting point for the revitalization of the program.

CHAIR UPDATES: presented by Ms. Rosefsky

New Member -

Welcome to the new members COA Board Member – Patty Chen, Robert McCarthy and Corinne Monahan.

FY24 COA Meeting Calendar –

The August COA Board meeting will be moved from August 17th, 2023 to August 24th, 2023. Ms. Greenwood will advise Wellesley Media of that change.

COA Board Roster –

No changes needed to the distributed roster.

Finance Working Group –

New members invited to participate in the working group.

Strategic Plan – Presented by Ms. Sibold

During the period spanning from May to June, the Strategic Plan working group, led by consultant Mark Wey, carried out a total of 27 interviews. These interviews followed a structured format consisting of 12 questions and generated approximately 30 pages of raw data.

Data Points:

- Key Challenges
 - Building optimization
 - Undervalued Perception of the Senior Voice within the community.
 - Communication
 - Branding

- What's Working
 - Outstanding Staff
 - Programs and Activities
 - Atmosphere and Culture
 - Sense of Community Hub
 - Group focused Problem Solving – involving the community before making decisions.

- Key Strategies – Themes the group is looking at.
 - Be Adaptable and Flexible
 - Communication
 - Branding / Rebranding
 - Outreach
 - Enhancing the Senior Voice
 - Architecture
 - The building (Tolles Parson Center)
 - Optimization and utilization of space
 - Staffing
 - Outreach
 - Inclusion
 - Caretakers
 - Program and Activities
 - Age-friendly Community

Next Steps:

As a collective, the group will deliberate on the best approach for obtaining additional senior community data. The options under consideration include conducting another survey, organizing a series of focus groups, or establishing a writing group to formulate a comprehensive 3–5-year vision. Meanwhile, the Strategic Planning group will persist in their regular meetings to craft an action plan and compile a written report.

During board discussions, the primary topics under consideration are the optimization of space and the possibility of extending operating hours. Ms. Sibold proposed that the strategic plan should prioritize addressing the most significant and impactful issues at hand.

Hybrid meetings – Ms. Rosefsky will provide the board with an article from the Attorney General's office concerning hybrid meetings. The summary of the article indicates online board members attending can participate in voting if a roll call vote is conducted.

Open Meeting Law – Ms. Greenwood informed the Board that K.C. Kato will be holding staff training for Open Meeting Laws and invited board members to attend. (7/25/23 @ 3:00 PM)

New Business / Old Business – presented by Ms. Rosefsky

Orientation – Following the kitchen presentation, Ms. Allen had a meeting with the new member to guide them through the process. They covered various aspects, particularly focusing on finance-related matters. Additionally, Ms. Allen recommended that the new member attend the Open Meeting Laws training to gain a comprehensive understanding of relevant regulations and procedures.

Kitchen – Ms. Allen expressed concerns regarding the questions that were directed to Crabtree and McGrath. She believes that the COA (Council on Aging) working group should be involved in providing input on the flow of the kitchen before any final decisions are made. To facilitate this, Ms. Greenwood will inquire about the timeline for the next iteration of the kitchen design, ensuring that the working group has the opportunity to contribute their input at the appropriate stage.

Survey – Ms. Wang proposed that in the event the board decides to develop a new strategic plan survey, the survey should be published in the newsletter. This approach aims to ensure maximum visibility and engagement from the community.

BBQ with the Blue – Ms. Greenwood invite the board to participate in the BBQ with the Blue held on 7/21/23.

NEXT MEETING DATES:

Next monthly meeting of the Board: August 24, 2023, at 4:00 PM

ADJOURNMENT:

At approximately 5:20 pm, following a motion that was put forward by Ms. Allen and seconded by Ms. Wang, the Board unanimously voted to adjourn the meeting.

Respectfully submitted,

Frank Lam

MEETING DOCUMENTS:

- COA Board Meeting Agendas
- Meeting Minutes 6/15/23
- Director's Report – July 2023
- Copy of the Art Participation Waiver
- COA Board Roster

Minutes Approved 8/24/2023