

Date

To: Files
Fr: David Alschuler
Re: Hingham Council on Aging
Meeting Notes

Tuesday, September 8, 2020

Attending:

- Dawn Sibor
- David Alschuler
- Karen Johnson
- Eleanor Letterie
- Joe Millburg
- Linda Power
- Jean Silverio
- Deb Sullivan
- Jennifer Young
- Theresa McDonald
- Cindy King
- Scott Stevenson (Observer)

1. Call to Order at 11:32am
2. Chairman's Remarks– Dawn Sibor
Welcome to new member Jean Silverio
Introduction of each member
New appointments expected for COA Board next week
3. Minutes June Meeting
Minutes haven't been distributed. Will review at next meeting
4. Director's Report – Jennifer Young
New members have been named by BOS to the building committee advising design of the new Senior Center.
Hope for fall town meeting (early Nov?) to approve purchase of site for Public Safety Building.
Programming has continued over summer with reasonable success. Programs which were

previously established seem to be doing better than new programs.

We still are running limited medical transportation.

Laurel Cosman has retired as Transportation Dispatcher; party to honor her is being planned.

John Callahan has retired as a van driver.

Constant Contact has been licensed for Direct Mail campaigns. Link to the campaign contained in the Director's Report.

5. Old Business

a. Program Fees Increase/ Fee Structure Review:

We have been paying our instructors their regular fees for their (virtual) services. But we have not been charging people for attending the classes.

Jennifer is investigating online payment and registration systems to begin to charge for the classes.

Q: How much should we charge? (\$3? \$5?). Jennifer will query class attendees concerning their price sensitivity. Should we absorb the transaction fee or charge a "handling fee?"

Q: How do we manage registration for classes? Have people register for a series of classes or individual classes?

Jennifer to investigate further and will report back.

b. Newsletter is distributed only to individuals who have provided email address and request it. Dawn: Is there a way we could do some outreach to expand our Newsletter audience – and participation in Senior Center programming. Mailing cost is issue of concern.

c. Strategic Plan: COVID disrupted plan to move forward with Strategic Plan. Dawn: Hold starting the planning process until we know more about both the long term impact of COVID and the availability of an expanded physical facility. Will virtual delivery of services continue beyond a vaccine availability and herd immunity? Will we want to deliver programming virtually for shut-ins? For snowbirds? For snow days? Discussion to be continued in October.

d. 50th Celebration: PowerPoint presentation developed by Jean and Karen. Distribute through Constant Comment campaign? Jennifer to work on digitizing materials. V

e. Volunteer Appreciation notice should occur in the October Newsletter. Jennifer will include this in her message.

6. New Business:

a. Annual Appeal: Should we follow our historic pattern, or should we change our approach? We need to rework the solicitation letter to reflect COVID-related changes and requirements. Review and approve letter at next COA meeting. Target distribution date of mid-November. Assume three week turn-around for distribution by mail house.

7. COA open seats: two open seats

8. Building Committee: BOS has appointed seven members

9. Other Business – Items not reasonably anticipated 48 hours in advance.

10. Future Agenda Items

a. Annual Appeal

b. New Board Members

11. Motion to Adjourn by Cindy, seconded by Karen passed unanimously at 12:43pm.

This meeting is being held remotely as an alternate means of public access pursuant to an Order issued by the Governor of Massachusetts dated March 12, 2020 Suspending Certain Provisions of the Open Meeting Law. You are hereby advised that this meeting and all communications during this meeting may be recorded by the Town of Hingham in accordance with the Open Meeting Law

Director's Report: June- August 2020

The Senior Center closed its doors on Friday, March 13, 2020. All staff transitioned to working remotely out of an abundance of caution due to concern for the possible impact and spread of the novel Covid-19 virus. It should be acknowledged that the staff worked very hard to cancel all programs and contact all seniors with existing appointments to postpone indefinitely including existing tax filing appointments.

Facilities

- June 20th Annual Spring Town Meeting Warrant Articles 14: Design Funds for Senior Center Renovations and 15: Senior Center Building Committee approved.
- The Board of Selectmen appointed three members of the newly established Senior Center Building Committee on August 26th. The members are: Tom Carey, Sally O'Hare and Beth Rouleau.

Outreach Efforts

- Existing remote program opportunities; Yoga, Strength, Arthritis, Aerobics, Strength and Chair, Pilates, World Affairs Discussion Group, Coffee Shop and Memoir Writing, & Ladies Coffee Hour
- July programs included a real estate seminar (0 participants) and a presentation on scams from the Office of Consumer Affairs.
- Constant Contact was established and a campaign was delivered to 955 email addresses on August 31st. (Link: <https://conta.cc/2YMiGbB>)

Other:

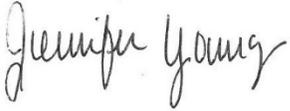
- Medical transportation is running on a limited, case by case basis. Only one senior per day is transported per vehicle to allow for proper decontamination in between rides. Seniors and drivers are wearing masks. Rides are only provided if the appointment is deemed to be medical urgent; i.e. wound care, dialysis, cancer screening, etc. All routine medical requests are rescheduled.
- Fitness Instructor Amy Murphy took leave in June and will return in September.
- Yoga Instructor Angela Babushak left the Senior Center and was replaced by Beverly Bielewicz.
- Medical Driver, John Callahan resigned effective August 3rd and Laurie Cosman gave her notice of resignation effective September 4th.

New:

- Staff have completed annual Cybersecurity training.

- Director researching electronic payment options; UniPay and My Active Center.
- Discovery Committee continues to meet monthly. Programs will run 1-2 times per month starting in September.

Respectfully submitted,

A handwritten signature in cursive script that reads "Jennifer Young".

Jennifer Young, Director of Elder Services