

Senior Citizens/Portage Senior Center Advisory Board Meeting Minutes

July 18, 2012

Board Present: Jim Hoppe, Mary Maisto, Ruth Ann Meyer, Ruth Michelhaugh, Mary Lou Petrulio, Trudy Riker, Art Roberts, Audrey Searing, and Larry Smith

Absent Excused: Patricia Berninger and Ann Perkins

Absent Unexcused: Nic Opresco

Staff: Jill Hess, Deputy Director

Guests: Janet Gates, PSC Administrative Assistant, and Georganne Oldenburg, Friends Volunteer/Liaison

Chairperson Ruth Ann Meyer called the meeting to order at 2:30 p.m. June minutes were reviewed and no changes were required. Jim moved to approve the minutes and Art seconded. Minutes were approved as written.

Introductions

Ruth Ann introduced Audrey Searing, our new youth participant board member. Audrey provided some background information. Audrey was welcomed by Jill, and all attendees introduced themselves as well.

Management June Report – Jill

- Participation and outreach activities for June totaled 3484.
- Total active memberships for June were at 1720, with 12 new members and 89 renewals.
- Volunteer hours totaled 2177. An enjoyable field trip to the Michigan Glass Art Center was taken by participants in the intergenerational Partners Program, which includes over thirty PSC “partners” along with elementary school students. A farewell for Terri Drafta, PSC Volunteer Coordinator, was held on July 2 with support from Larry and Babs Smith, and PSC staff. A job posting for Terri’s replacement is in process.
- A new intern will be coming to PSC in the fall. She will be with us for six months.
- Jill provided copies of the grant proposal letter submitted to the Irving S. Gilmore Foundation for support of the purchase of the MySeniorCenter™ computer-based management system. We were also given a detailed project overview. Cost of the software was reduced by agreeing to allow some advertising.
- Jill is also planning to submit a request to the Kalamazoo Foundation for a grant to help provide volunteer leadership training.
- Flyers were distributed for the August 11 “Get Active” event at Ramona Park. We were encouraged again to attend.

Jan Gates reported on a building upgrade to replace existing flooring. An informational meeting for members is planned.

Wellness – Ruth

Ruth informed us of a July 24 meeting sponsored by Michigan Campaign for Quality Care concerning nursing home issues. She also mentioned that 10 of 18 new elder abuse laws have recently passed.

Travel – Art

Many successful trips were taken in June including baseball, music, a mystery trip to Indiana, and an extended trip to Maine.

Friends of PSC Updates – Georganne

Georganne reported that Tom Vance will be leaving the Friends Board. He has been a valued member. The 2013 golf scramble fundraiser is planned for Monday, May 13. Some consideration is being given to having it at Angels Crossing Golf Course in Vicksburg. A fall fundraiser will be held at the Hayloft theatre on Oct. 13. It will be a folk/rock concert. A fundraiser at Culver's will be held Aug. 13 between 4 and 7 p.m. No flyer is needed and 10% of dollars spent will benefit PSC. The Holiday Bazaar and Bake Sale will be Nov. 3.

Jill explained that the Friends hope to engage a Certified Fund Raising Executive to assist in creating a 3-5 year fund development plan. In preparation, the board compiled a list called "Planning the Plan" which was provided as a handout.

Jill also informed us that the Friends board has nominated Georganne for a senior impact award because of her many volunteer involvements.

Portage Community Center (PCC) – Art

The PCC Wine and Cheese fundraiser on June 21 raised \$2000. PCC plans their golf scramble at the Moors on May 13, 2013. This is the same date as the PSC golf fundraiser.

Youth Advisory Board Member – Audrey

Audrey mentioned the Get Active event and youth participation in planning. Many activities will be provided for no cost, including Friends and Family CPR training.

Old Business –

2012-2013 Goals #1-6: Board input was provided by email prior to our meeting regarding our first and second priorities for each goal, based on our opportunity brainstorming at previous meetings.

New Business

New 2012-2013 Goals – Ruth Ann gave us the results of our priority ranking of opportunities pertaining to goals #1-6. She encouraged us to think of specific ideas to accomplish each goal. See below for summary of board input.

Goal #1 Help to increase new and renewal memberships to 2,000.

- Explore and promote incentives/benefits of membership
- Membership/open house (weekend)

Goal #2 Help to increase funding for operational support: investigate new ideas and sources of funding in cooperation with the Friends of the Portage Senior Center

- Out of box fund raisers
- Healthy mix

Goal #3 Continue development of innovative programming to reach the population of seniors 50 years of age and older.

- Evenings/weekends (donated)
- Need to know what people want

Goal #4 Continue to explore opportunities to enhance marketing and outreach of Portage Senior Center programs and services

- Market in collaboration with Recreation and city.
- Take advantage of partnership with Parks events – especially where revenue can be made to benefit senior center.

Goal #5 Help senior center management to increase the number of volunteer leaders to build current and future programs.

- Take advantage of a capacity grant through the Kalamazoo Foundation.
- Consider focus group for current volunteers – gather feedback on needs and interests.
- Gather information in PSC New Member orientation on talents of members as potential volunteers.

Goal #6 Continue to advise the City Council and the Portage Senior Center management on issues and projects pertaining to seniors and the Portage Senior Center

- Discuss concerns at board meeting
- Actively listen to member input. Solicit input from activity leaders, perhaps at a meeting

Advisory Board Comments:

Ruth Ann questioned whether discussion was needed regarding a survey for PSC members. Jill advised us to wait until our technology upgrade because input will be gathered as a requirement for implementing the new database.

Citizen Comments: None

The meeting was adjourned at 4:15 p.m.

The next Advisory Board meeting will be held August 15 at 2:30 p.m. at the Senior Center.

Submitted by Mary Maisto, Secretary