

Danvers Council on Aging
Board of Directors Meeting

April 19, 2018

Present: Don Gates, Bob King, Marge Leonard, Barbara Remon, Joe Palmer, Gerri Cosgrove, John Keohane, Larry Chisholm & Pam Parkinson

Excused: Bob Sosnowski

Minutes of March 15, 2018 were reviewed. Gerri Cosgrove moved to accept the minutes. Larry Chisholm seconded the motion. All were in favor and the motion passed.

Fiscal Update:

Pam reviewed the fiscal update for March with Board members.

Old Business:

Supportive Day Program continues to do well. We average twelve people per day. Pam said there is a wait list to get into the program. Don asked how many are on the wait list. Pam said she was unsure and that Judith keeps track of the list.

The Evening Dinner had very low attendance last time. In lieu of the Evening Dinner this month we are having our volunteer Appreciation party tomorrow night. Pam discussed the cruise theme and told board members what the menu will be.

Mark Armstrong will be the speaker this month for the Men's Club. Pam got an email from a man who worked with JFK and two or three other presidents and he is looking for places to speak. Pam asked if the board members thought this would be a good topic for the Men's Club next month. Everyone agreed it would. Larry asked if he was local. Pam said he is from Massachusetts.

New Business:

Pam said she has received applications for the Assistant Director for Senior and Social Services position. She received fourteen applications and out of the fourteen, four men have applied for the position. She is going to pick the top five that she feels would best suit the position. Don asked if they are local. Pam mentioned a couple of local towns that the applicants are from.

Barbara Remon spoke to the board about an article on the front page of the Salem News today that part of the state's forty million dollar budget is looking to give pantry's and other social services money. She gave the article to Pam.

We are still waiting to hear back on when the reviewer will be coming to do our on-site review for reaccreditation.

Pam said one thing she would like to do is put together a marketing plan for the senior center. She said our marketing of the senior center is lacking and we do it in house. Pam is going to check with the FDCOA board to see if they would consider investing in a formal marketing agency to develop literature and brochures for the Senior Center. Don asked what is the end game. Pam said to do a better job for outreach and informing people of who we are, what we do and the services we provide. Barbara said we could get a lot of publicity through the newspapers. Pam said a lot of people don't read the articles on the senior center because they feel they are not ready for that yet. Pam spoke about the Ambassador Program we are starting up. She is hoping to get feedback from seniors about what they are looking for from the senior center and what we can do to improve outreach as we go forward.

Pam asked if anyone on the board had a recommendation for a marketing company. She said the Duxbury Senior Center did a very successful marketing campaign. Pam said she would contact them for a contact person. John suggested Mark Jones from Mead Design and a girl in Beverly whose company is called Purple Diamond. The board also discussed contacting John Call.

Pam said Janet Lettich is going to receive the same award that Barbara Remon won previously from the State "Unsung Women Hero Award". They will honor her at the State House and there will be a small reception at the Senior Center on June 20th at 5pm for Janet.

Director Report:

Café is going really well. We had forty-five people attend last week's café. We are supplying the Social Seniors with the café on Wednesdays and Fridays because they are complaining about the congregate meal. Tomorrow we have thirty people signed up for chicken salad with cranberries and walnuts. Joe asked if we have put the menu up at Town Hall and DPW. Pam said no but Paula has been advertising it on our Facebook page and putting up pictures of the meals. We are giving them surveys on the back of their ticket to get feedback such as if they liked the meal and if they have any meal suggestions. Joe suggested delivering the café meals to Town Hall and DPW workers with one of our vans. The board discussed having a minimum of six orders to offer delivery. Pam said she can send an email to everyone in Town about the café.

Friends of the DCOA Report:

The Annual Meeting is scheduled for Wednesday, May 16th. Pam was unsure if the meeting was going to be open to the public.

Participants Meeting:

Gerri reported the next meeting is on May 14th.

North Shore Elder Services:

Marge reported the last meeting was cancelled due to snow and the next meeting is scheduled for next Thursday.

Barbara Remon motioned to adjourn meeting. Marge Leonard seconded the motion.

The meeting adjourned at 3:50pm.

The next meeting is scheduled for Thursday, May 17th at 3pm.

Submitted by:

Larry Chisholm, Secretary