

Voted on July 13, 2017

**COUNCIL ON AGING**  
**P.O. BOX 243, 36 Muddy Pond Road**  
**Sterling, MA 01564**

The Council on Aging Board meeting was called to order at the Senior Center on Thursday, June 8, 2017 at 5:30 p.m.

**1. Open Meeting**

**2. Roll Call**

**PRESENT**

Kevin Beaupre, Member  
Bob Bloom, Member  
Constance Cleary, Member  
Barbara Foster, Chair  
Mary Higgins, Member  
Charlie Madden, Member  
Debbie MacLennan, Member  
Liz Pape, Treasurer

Veronica Buckley, Director

Richard Maki, Building Committee  
Nancy Castagna, Audience

**ABSENT**

Sue Doucette, Secretary  
Angie Richard, Associate

**3. Review/Approve Minutes and All Monthly Reports** – Kevin Beaupre made a motion to approve the May 11, 2017 Minutes and the month end May Reports with the following changes:

**Volunteer Report:** change total volunteer hours from 776 to 1012.30; and

**May 11, 2017 Meeting Minutes;** delete Paragraph 7.1) Town Meeting Results, as it is covered in the Director's Report; Mary Higgins seconded; all in favor.

**4. Building Committee** – Bob Bloom reported that DE (an environmental engineering company) is doing a test on the Senior Center's HVAC system and is collecting data on temperature variations in the building. The Senior Center will transition to air conditioning over the next several days. Richard Maki reported that the door repair work in the large meeting room is nearly complete. Chief Hurlbut, Sean Hamilton and the Building Committee are working to get a generator through a grant from the Fire Dept or Building Committee. Maureen is discussing with the DPW how to dress up the area by the street

**5. Public Session** – No public session.

**6. Unfinished Business -**

- a) **September Yard Sale** – The yard sale is September 16, 8am – 2 pm. Need to set up a committee to identify bakers to bring baked goods to the Sr Center by Friday, bag baked goods on Friday and schedule people to serve and take money at the table on Saturday. Barbara Foster suggested that the table have coffee and baked goods as "carry-out" for people going to the yard sales. Mary suggested a craft/knitting table, also, with all items gathered and priced by Friday, September 15.
- b) **BBQ Committee Plans** – 45 tickets have been sold to date for the June barbecue. Monday is the last day for ticket sales. Kevin Beaupre asked that the Board give 6 tickets to the Simpson family for his sponsorship. Set up help will be at 4:30 and the following volunteered: Barbara, Richard, Debbie, Bob, Constance and Mary. Food for the barbecue will include hamburgers, hot dogs, green salad, pickles, watermelon and a potato or pasta salad.
- c) **Review May Activities** – The volunteers for all our events did a wonderful job.
  - a. Ken Day's 100<sup>th</sup> birthday celebration went well.
  - b. Volunteer Appreciation BBQ was very good.
  - c. Mother's Day Tea – feedback was that it was the best we've ever had. Fantastic menu.

## 7. New Business –

- a) **Usage Policy Changes** – A contract clause was developed in response to Selectman Lane's comments. The Board agreed to put the clause in both the Event and Single Meeting contracts. Charlie Madden made a motion to accept; Constance Cleary seconded; all in favor.
- b) **Senior Center Survey** – The Board agreed that no further action on the survey is needed.
- c) **Nominating Committee Proposal Changes** – Last month the Board voted to do away with the Nominating Committee. At the July Board meeting, nominations from the floor will be accepted and there will be a voice vote for officers that are running unopposed.
- d) **Activities on the Patio** – The weather hasn't been cooperating, but herb and vegetable beds have been planted. Carl Hewitt helped with the raised beds and Weymouth Whitney built another raised bed garden. There is not a big interest in gardening at the Senior Center, but enough people have volunteered to maintain the existing gardens. Additional patio activities included having a fire pit.
- e) **Proposal to add July to the Meeting Calendar** – Charlie Madden made a motion to add July to the meeting calendar; Mary Higgins seconded; all in favor.
- f) **Appoint Art Committee** – Per the Art Committee Policy, a minimum of three members, one of whom is the Director, is needed. Charlie Madden made a motion to appoint Richard Maki, Kathy Carlin and Veronica Buckley to the Art Committee and to seek two additional members; Bob Bloom seconded; all in favor.

## 8. Upcoming Events –

- a) Father's Day Ice Cream Social – Monday, June 19. Veronica will be out of town that day, so Nickole is covering. Barbara, Constance and Mary will be hostessing, Linda Davis will be doing dishes.
- b) Country Music – June 28 – serving country BBQ for lunch, then musicians. 40+ already signed up. Volunteers: Charlie, Barbara, Mary.
- c) Artist's Reception will be July 6, 6-8 pm. Kim Beckham is the artist.

## 9. Future Topics –

- a) Nomination and election of Board Officers, July Board meeting;
- b) BBQ for July 20, "Christmas in July". Sponsored by Simpson family. Ticket deadline July 18
- c) Acknowledgement of Simpson donations;
- d) Progress toward CY17 goals
- e) Committee Charters

## 10. Director's Report –

Veronica presented monthly statistics. There was a discussion of the My Senior Center report and the guests category. Veronica proposed committees be used to help the Director do the ever-expanding work of the center and assist in long-range planning. Board reviewed the Program and Marketing/Communications committee charters. July upcoming events include:

- a) Closed for July 4<sup>th</sup>;
- b) Artist's Reception, July 6;
- c) Zentangle Workshop, July 10;
- d) MA DoT Disability Placards talk, July 19;
- e) Brown bag pharmacy, July 24;
- f) Forensic Science Road Show, July 27.

## 11. Chair's Comments –

Barbara presented a thank-you gift to Constance Cleary, for her 8+ years of service on the CoA Board.

## 12. Next Meeting -

The next Board Meeting will be held on Thursday, **July 13 at 5:30 p.m.**

## 13. Adjournment –

A motion to adjourn the meeting was made by Charlie Madden at 7:26 p.m.; seconded by Mary Higgins; all in favor.

Respectfully submitted,

Liz Pape, Treasurer

Attachments - 7

Council on Aging Treasurer's Report  
CoA Board Meeting June 8, 2017

**FY17 July 1, 2016- June 2, 2017**

Account #	Description	Appropriated	Expended	Balance	<i>Budgeted Monthly Expense</i>
01541-51200	CoA Wages	\$ 123, 933.00	\$106,298.90	\$ 17,634.10	113,605.25
01541-53000	CoA Home Care	\$ 400.00	\$ 400.00	\$ -0-	
01541-53001	CoA Title VII Nutrition & WHEAT	\$ 4,500.00	\$ 4,300.00	\$ 200.00	
01541-57000	CoA Expense	\$ 16,050.00	\$ 13,807.24 SSC: \$13,992.86	\$ 2,242.76 SSC: \$2057.14	14,712.50
01541-57001	CoA Sr.Tax Work off Program	\$ 15,217.00	\$ 11,477.50	\$ 3,739.50	
01541-57003	Sr Ctr Operations	\$ 31,000.00	\$ 21,025.09 SSC: \$21,074.89	\$ 9,974.91 SSC: \$9,925.11	28,416.67

**Other Accounts**

Account #	Description	FY17 starting balance	Revenues *****-48400	Expenses *****-57000	Current Balance
24000-	Sr. Center Usage	\$ 0	\$ 1599.19	\$ 0	\$ 1599.19
24000-	Revolving funds	\$11,552.29	\$14,806.00	\$13,225.44	\$ 13,132.85
25003-	CoA Donation/ Gift Account	\$15,429.57	\$ 1,605.00	\$ 4,802.00	\$ 12,232.57
26011-	Formula One Grant	\$ 0.54	\$15,826.06	\$14,311.54 \$163.70 enc.	\$ 1,067.96

**Respectfully Submitted,  
Liz R Pape, Treasurer**

Report to the Sterling Council on Aging  
Senior Center Volunteer Coordinator  
For the period May 1-31, 2017  
June 8, 2017

- Volunteer Hours: 776
  - Admin/computer: 45
  - Bakers: 5
  - Meal Site: 309
  - Meals on Wheels: 57
  - Office Coverage: 122
  - Pancake breakfast: 33
  
- My volunteer hours for April: 41 hours

Respectfully submitted,  
Liz R. Pape

**COA Board Meeting June 8, 2017****Director's Report for May 2017****My Senior Center Report****Event Statistics from 5/1/17 – 5/31/17**

<b>Category</b>	<b>Duplicated</b>	<b>Unduplicated</b>	<b>60 and Over Guests</b>
<b>Community Education</b>	<b>31</b>	<b>18</b>	<b>0</b>
<b>Congregate Meals</b>	<b>310</b>	<b>50</b>	<b>0</b>
<b>Fitness/Exercise</b>	<b>501</b>	<b>133</b>	<b>61</b>
<b>Food</b>	<b>82</b>	<b>50</b>	<b>65</b>
<b>Health Screening</b>	<b>15</b>	<b>15</b>	<b>0</b>
<b>Information Sharing</b>	<b>32</b>	<b>12</b>	<b>0</b>
<b>Recreation</b>	<b>171</b>	<b>110</b>	<b>80</b>
<b>Social Event</b>	<b>593</b>	<b>116</b>	<b>3</b>
<b>Total Event Signins</b>	<b>1735</b>	<b>294</b>	<b>209</b>

**Comparative Statistics from 5/1/16 –  
5/31/16**

<b>Category</b>	<b>Duplicated</b>	<b>Unduplicated</b>	<b>60 and Over Guests</b>
Community Education	60	37	0
Congregate Meals	186	31	0
Fitness/Exercise	380	109	0
Food	99	79	12
Health Screening	9	8	0
Information Sharing	154	85	0
Recreation	17	14	0
Social Event	390	93	0

Total Event Signins	1295	289	12
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**VAN REPORT March 2017**

Van 1 33 Riders	278 trips	2298 miles
Van 2 14 Riders	101 trips	892 miles

**KITCHEN REPORT May 2017**

# MOC Meals Served	232 or 15.5 per day
# Home Cooked or other	233 or 39 per day
# Pancake Breakfast	101

**Comparative April 2017**

# MOC Meals Served	228 or 16 per day
# Home Cooked or other	154 or 39 per day
# Pancake Breakfast	97

**For Discussion:**

Event Usage Contract (attached)  
Committee Charters (attached)  
Vacation week of June 19 – June 23  
July Upcoming Events

CoA Meeting – June 8, 2017OUTREACH STATS MAY 2017

Services provided between 05/01/2017 and 05/31/2017

Filters:

Age: &gt;=0

Site(s): All

Category	Duplicated	Unduplicated
Application Assistance	12	9
Assessment/Well check	33	21
Case Management/Advocacy	22	12
Client finding/Outreach	2	2
DME Medical equipment/loan	12	9
Family Support	19	13
Friendly visiting	9	5
General Information/Referral	30	21
Inter-generational program	16	13
Isolation Intervention	15	5
Nutritional support	19	11
<b>Totals</b>	<b>189</b>	<b>83</b>

# OUTREACH STATS MAY 2017

Services provided between 05/01/2017 and 05/31/2017

Interaction	Duplicated	Unduplicated
email	3	3
Home Consultation	30	20
mail/letter/card	2	2
Office Consultation	39	25
Phone Consultation	115	62
Totals	189	83



**Sterling Council on Aging  
Marketing and Communications Committee Charter**

**Marketing and Communications Committee Role**

The Marketing and Communications Committee ("Committee") develops and executes the overall marketing and communications strategy of the Sterling Senior Center, under the guidance and direction of the Sterling Council on Aging Board of Directors ("Board"), with the goal of supporting the Sterling Senior Center's goals and objectives.

**Accountability**

- The Marketing and Communications Committee is a standing committee established annually by the Board.
- The Marketing and Communications Committee reports to the Board and works closely with the Sterling Senior Center Director.
- The Committee Chair is to be determined by the Board annually and shall be a member of the Board.
- The Committee shall cause to be kept adequate minutes of its proceedings, and will report on its actions and activities at the next regular meeting of the Board.

**Composition and Term of Service**

- The Committee shall have a minimum of three members and a maximum of eight members, all of whom shall be citizens of Sterling, and five of whom shall be over the age of sixty (60).
- The terms of service will be two years, with opportunities for serving additional terms. Terms of service shall be staggered to ensure continuity of Committee work.
- Committee members shall have experience in marketing, communications or public relations.

**Responsibilities**

- Work with the Sterling Senior Center Director and Board to define the short-term and long-term marketing and communication needs.
- Develop the marketing and communications plan to ensure progress toward annual and long-range goals.
- Work with the Senior Center Director to develop annual marketing and communications budget recommendations.
- Set priorities for marketing and communications efforts; evaluate plans and strategies; and present outcomes to Board, as appropriate.
- Work with Senior Center Director to coordinate efforts around the Sterling Senior Center brand, public relations, website, social media communications, newsletters, annual report, and other marketing projects.
- Identify and recruit community leaders to serve on the Marketing and Communications Committee.
- Engage in advocacy and networking.

**Committee Member Expectations**

- Attend and participate in regular Marketing and Communications Committee meetings. Committee will meet at least 6 - 10 times each year. A quorum is required to conduct business.
- Prepare adequately for meetings in order to make informed decisions.

**Time Commitment:** 2-6 hours per month.

Sterling Council on Aging  
Program Committee Charter

### **Program Committee Role**

The purpose of the Program Committee (the “Committee”) is to assist the Sterling Council on Aging Board of Directors (the “Board”) in fulfilling its oversight responsibilities relating to developing, implementing and monitoring senior programs and to contribute to program development and assessment. In furtherance thereof, the Committee will:

1. monitor results and evaluation of program activities and outcomes; and
3. review program standards to ensure they meet the highest quality.

### **Accountability**

- The Program Committee is a standing committee established annually by the Board.
- The Program Committee reports to the Board and works closely with the Sterling Senior Center Director.
- The Committee Chair is to be determined by the Board annually and shall be a member of the Board.
- The Committee shall cause to be kept adequate minutes of its proceedings, and will report on its actions and activities at the next regular meeting of the Board.

### **Composition and Term of Service**

- The Committee shall have a minimum of three members and a maximum of eight members, all of whom shall be citizens of Sterling, and five of whom shall be over the age of sixty (60).
- The terms of service will be two years, with opportunities for serving additional terms. Terms of service shall be staggered to ensure continuity of Committee work.

### **Responsibilities**

- Work with the Sterling Senior Center Director and Board to define the short-term and long-term programming needs of the Center.
- Explore new program ideas and strategies at early stages and serve as a sounding board in assessing proposed plans.
- Periodically assess participation and satisfaction levels of existing programs, and make recommendations for improvement.
- Work with the Marketing and Communications Committee to develop marketing and communications strategies for programs and events sponsored by the Sterling Senior Center.
- Prepare an annual report to the Board describing programmatic goals and performance.

### **Committee Member Expectations**

- Attend and participate in regular Program Committee meetings. Committee will meet at least 6-10 times each year. A quorum is required to conduct business.
- Prepare adequately for meetings in order to make informed decisions.

**Time Commitment:** 2-6 hours per month.

Sterling Senior Center  
Event Usage Contract

Priority for Sterling government and non-profit organizations: The Sterling Senior Center is a municipal building, and, as such, recognizes its need to provide space to Sterling town and non-profit organizations to the best of its ability. We will make every attempt to avoid disruption to the signee's use of this facility. However, there may be times when a request from a Sterling town or non-profit organization will take precedence over the signee's use of the building. Every attempt will be made by the Sterling Senior Center to find another day and time that will meet the signee's needs.