



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Meeting Minutes COMMITTEE ON AGING

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Wednesday, December 11, 2019

2:30 PM

Madison Senior Center  
330 W. Mifflin St.

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### CALL TO ORDER / ROLL CALL

**Staff:** Sally Jo Spaeni; Laura Hunt; John Weichelt

**Present:** 8 - Michael E. Verveer; Barbara Harrington-McKinney; Donna C. Bryant; Daryl K. Sherman; Felicitus Ferington; Faisal A. Kaud; Ben Obregon and Eileen D. Mershart

**Absent:** 4 - Kathleen Whitt; Kathleen A. Poi; Blinda H. Beason and Alnisa T. Allgood

### APPROVAL OF MINUTES

A motion was made by Sherman, seconded by Verveer, to Approve the minutes; Motion carries by Voice Vote.

### PUBLIC COMMENT

None

### DISCLOSURES AND RECUSALS

None

### REPORTS

- [57521](#) Volunteer and Fund Development Report- John Weichelt  
Program and Activity Report- Laura Hunt  
  
**Weichelt- three new planning teams to help with: Special Events & Fundraising, Marketing, and Programming.**  
**Shabazz mural project- sized 5x7', projected for February-March; volunteers have committed to participating.**  
**In 2020, goal of more focus on intergenerational projects and downtown events.**  
  
**Fund development- two new events; Nostalgia Night & Golf Outing.**  
**Rotary grant in the works.**  
  
**Hunt- Wreath sales were about the same number as last year, but probably affected due to mail wreaths being discontinued this year. There was a table set up for "Shine on Madison," but only sold 3 wreaths that night. It might be a better approach to have wreaths on hand, for instant transaction, moving forward, rather than submitting orders with a later pick-up date/time.**

In 2020, quarterly program themes, starting with Wellness & Multi-cultural programs.

Former AAPSIRE intern Graduate student developed Preparing the Care, which will continue in the Spring next year.

January- tech classes are scheduled.

Art-based cognitive training, January-March, with a Senior student project Li Chiao Ping back in January

Cookie Walk & Wine Walk; nice events, attendance a little lower than expected; possible issues with parking and event routing, but good exposure and worthwhile, overall.

2. [57872](#)

50 Plus Update- Fay Ferington

Ferington provides a brief overview and history for LGBT 50+ Alliance, which receives sponsorship from MSC and Outreach.

As of last year, volunteers and programs lagged; MSC Staff were helpful in being involved in steering. The "LGBT Senior Alliance" became the "50+ Alliance." Older leaders are supportive of new members and leadership. Using Meet Up to organize. Coffee, outdoor activities, pool group, etc

Trying to attract participants in their 50's & 60's, especially those outside the currently connected participants.

3. [51726](#)

Madison Senior Center Foundation- Kathy Whitt

Whitt absent

4. [58389](#)

Approval authorizing both the Senior Center & Senior Services Manager and Senior Center Office Manager to sign rental agreements in amounts up to \$2000.00.

A motion was made by Sherman, seconded by Verveer, to Recommend Council Authorization; Motion carries by Voice Vote.

5. [55504](#)

Review Available Report- Sally Jo Spaeni

October highlights include: connecting Weichelt and Coral Manning concerning low staff counts at day care centers, and for possible involvement for Seniors to volunteer there; recruitment underway for that.

Shabazz- Intergenerational program: everyone enjoyed it; students gave presentations on what they learned from their discussions.

November: United Way cut funding for Senior Services; NewBridge loses about \$80k. Anticipating Home Chore, Senior Activities, & Volunteer Guardianship will be affected. Spaeni encourages affected seniors to utilize the Senior Center.

Spaeni appointed to the Healthcare & Aging Network Council; American Society on Aging.

Bryant- Can CoA work more closely with ADRC? Medicaid could be a means of tracking vulnerable populations. Spaeni says agencies are aware of their vulnerable populations, and how cuts will affect them. Processes will have to

be adjusted.

Beatty taking the reigns for Senior Beat, arranging for the guests, programming, etc.

Accreditation- binders submitted; site visit will be sometime after the holidays.

6. [57873](#)

Director's Updates- Sally Jo Spaeni

Safety issues have really diminished, probably due to increased police presence. Verveer working to get increased lighting; requested police park in front during after hours, in between calls.

Courtyard conversion moving along; figuring out how the deed is determined. Public mtg will be held at MSC, maybe at the end of January. Will consist of 2 or 3 large mtgs, then smaller focus groups. Construction would probably occur Spring 2021. New design and bid awarded by end of 2020.

Rebranding: Team assembled with experienced members and participants. Desired because "Senior Center" may be stigmatized; perhaps lacking vibrancy. Current marketing plan suggests 55-65 yo, but average age is 72; consider changing target market to 65-75yo

Met with 3 ad agencies and requested estimates to be provided by end the month. After estimates come in, next steps will be presented to the Board.

Kaud- CoA to expect progress reports moving forward.

Verveer- ask Purchasing if proposals would need an RFP, even though the process will go through the Foundation Board and unlikely to meet the spending threshold requirements.

Verveer- MATC shuttle bus stop relocated; planter moved at the request of the police department.

## ADJOURNMENT

A motion was made by Sherman, seconded by Bryant, to Adjourn the meeting; Motion carries by Voice Vote.