



# City of Madison

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

## Meeting Minutes COMMITTEE ON AGING

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Wednesday, February 27, 2019

2:30 PM

Madison Senior Center  
330 W. Mifflin St.

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Roll call

Staff: Spaeni, Noel, Crawley, Hunt, Weichelt, Flesher  
Guests: Hendrickson, Zutter

### APPROVAL OF MINUTES

A motion was made by Sherman, seconded by Poi, to Approve the Minutes.  
The motion passed by voice vote/other.

### DISCLOSURES AND RECUSALS

None

### REPORTS

1. Staff Report, Sally Jo Spaeni
  - o Discuss Available Reports
  - o Accreditation Progress Report
  - o LGBT Senior Alliance Committee Update
  - o Volunteer Activities, Annual Meeting; John Weichelt
  - o Program Activities; Laura Hunt
  - o CRASE Training Scheduled; Sally Jo

#### Discuss Available Reports

Concerns about drop in numbers from 2017-2018; challenges with RecTrac in collecting data

#### Accreditation Progress Report

Binders should be prepared by the end of next week; moving forward, with the next step as sending off for "peer review."

Kathleen Poi mentions the benefit being mostly in terms of self-study and self-evaluation, and as a measure of quality and commitment.

#### LGBT Senior Alliance Committee Update

Sally Jo & Laura meeting with Senior Alliance charter. Committee has become well-established, so less staff input needed/ more participant driven. Fay reports excitement in new membership, appointment of new co-chairs. Then will address the charter and recommendations moving forward. Good

foundation.

**Volunteer Activities, Annual Meeting; John Weichelt**  
**Front desk recruitment is up and at near full capacity. Refinements with**  
**volunteer pool at N.S. w/ new staff running the kitchen.**  
**New Great Courses classes (volunteer run) on the calendar**  
**Planning team to form, examining options for special events**  
**Finalizing plans for Recognition Breakfast (April 18, am)- Kris Krasnowski is**  
**guest speaker**

**Program Activities; Laura Hunt**  
**Reviewed March Messenger**  
**February highlights: Who Matters photo project, VITA tax services began,**  
**“Hidden Colors”- video series**  
**March programs: DaneNet computer “fix-it clinic”, Ballroom Basics for**  
**Balance, Artful Aging in collaboration with NewBridge, The Joy of Pi, Financial**  
**Literacy series begins, Coffee w/ Sally Jo, County Exec Joe Parisi visits**

**Rebranding/new logo ideas: Board gives feedback. Verveer concerned about**  
**the cost of a new sign. Kaud thinks it wise to revisit marketing discussions**  
**from the past while pondering the idea for a possible name change. Members**  
**weigh pros & cons, with concurrence that overall it’s a move in the right**  
**direction. Sally Jo reports careful consideration will be made in advancing the**  
**agenda of rebranding, marketing, connecting with the community, etc.**

**CRASE Training Scheduled; Sally Jo – unable to update Board due to time**  
**constraint.**

2.

**Madison Senior Center Foundation, Edna Canfield and Kathy Whitt**  
 o **Sally Jo Spaeni appointed Executive Director; President Sally**  
**Miley and Vice-President Harry Engstrom reappointed to Board**  
 o **Report of Investment Update from Cymbre Van Fossen, First**  
**Business Bank**  
 o **Determining 2019 financial need for program implementation**  
**and related budget**  
 o **Creating donor development and fundraising campaign**  
 o **Seeking diverse members for Board**

**Sally Jo Spaeni appointed Executive Director of MSC Foundation, Inc Board;**  
**President Sally Miley**  
**and Vice-President Harry Engstrom reappointed to MSC Foundation, Inc. Board**

**Report of Investment Update from Cymbre Van Fossen, First**  
**Business Bank, doing well.**

**Determining 2019 financial need for program implementation and**  
**related budget**

**Creating donor development and fundraising campaign**  
**Seeking diverse members for Board**

**Need new members’ minimum of 1**

**Mary Jo Rimkus is retiring from COA effective immediately to pursue family**

and retirement. Now have 2 vacancies

3. NewBridge Report, Marcia Hendrickson

**NewBridge Report, Marcia Hendrickson**

Hendrickson described how County (coalition) social services have merged to one agency, called NewBridge. The group is continuing to work on marketing techniques, public relations, and new signage. It has been a smooth transition so far, but early challenges including: training on new policies & procedures, including use of cloud-based storage and digital workspaces; and distributing phone calls from a single point of contact (with a phone number change shortly after launching). Strategic recruiting is in place for recruiting new board members from the community; discussion of current members and their backgrounds/credentials- all are considered strong advocates for older adults.

Noel asks about diversity issues, including language access. Hendrickson: Some diversity on the board & staff. Bilingual (Spanish & English) services are available.

4. Community Services Committee, Donna Bryant

City and community had come together to support the older adult Hmong population and there is some disagreement about distribution of \$115,000, with some resentment shown at recent city meetings.

5. Elderly Services for SEA update, Sally Jo Spaeni, CDD Staff, Alders Verveer, McKinney

Verveer reports Council voted for RFP as the appropriate next step. Noel informs committee on background information leading up to current events and expectations, including education and clarification, moving forward. Challenge will be in finding a review group for RFP, among other concerns making it a complicated process.

How do we prepare? Familiarize with AAA case management policies, understand COA framework for funding requirements. Discuss standards. Presentation of draft concept paper

McKinney talked about Solomon Carter Day and Memory Café's  
**ACTION ITEMS**

Sally Jo will send the resolution to members, along with the AAA Standards for Case Management that the COA adopted in 2015, and the Framework for Successful Aging also previously adopted by the COA.

## ADJOURNMENT

A motion was made by Canfield, seconded by Verveer, to Adjourn. The motion passed by voice vote/other.