



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved COMMITTEE ON AGING

Wednesday, June 22, 2016

1:30 PM

Madison Senior Center
330 W. Mifflin St.

CALL TO ORDER / ROLL CALL

Staff: Beatty, Crawley

Present: 10 - Rebecca Kemble; Edna Canfield; Kathleen A. Poi; Donna C. Bryant; Daryl K. Sherman; Faisal A. Kaud; Kathleen Whitt; Mary Jo A. Rimkus; Paul H. Kusuda and Alnisa T. Allgood

Absent: 3 - Michael E. Verveer; Felicitus Ferington and Blinda H. Beason

APPROVAL OF MINUTES

Approved on the motion of Paul Kusuda and Kathleen Whitt.

PUBLIC COMMENT

None

DISCLOSURES AND RECUSALS

Paul Kusuda disclosed that he serves on the Dane County AAA. Kathleen Poi serves on the Board of the West Madison Senior Coalition. Blinda Bleason serves on the North Eastside Senior Coalition.

REPORTS

- [43424](#) Madison Senior Coalitions

Coalition Directors and Board members are examining sustainability and fiscal matters for their Coalitions. Marcia distributed a Commitment Statement which includes 5 big questions to be answered in the next 2 meetings; they focus on advocacy, human capital, programming, impact and the business model and fund development. After these meetings it is expected that a draft of recommendations/plan will go to all stakeholders.

CoA members commended and encouraged the Coalition Directors and Board members for their initiative to work together and plan for the future in a cooperative framework.
- [31594](#) Community Services Committee, Fay Ferington

No report

3. [41829](#) Madison Senior Center Foundation, Edna Canfield

The Foundation Board considered its IRS 990 report and the planning for the October Giving Matters appeal. They plan to discuss the grant awards for senior activities at their next meeting.

4. [43420](#) Staff Report, Christine Beatty
- Discuss Available Reports
 - Program Updates
 - Age of Love movie, Speed Dating, Monona Terrace lecture
 - Update on 2016 City of Madison Budget

The April and May monthly reports were distributed. Christine described the Age of Love movie showing, the speed dating event and the Monona Terrace lecture, which highlight the importance of intimacy and relationships for people of all ages. She remarked that the Mayor has requested a 2.5% reduction in a cost to continue budget for 2017.

DISCUSSION ITEMS

5. [43421](#) Marketing and Promotion Project (UW students) and Plan

Christine Beatty reviewed the PowerPoint slides of suggested marketing campaign materials from the excellent UW student project. The staff has selected two campaigns. One focused on “What Senior Means” is to be used as image ads to dispel the negative image of “senior”, and the other “Point in Time” will be used with the website and social media. Laura Hunt reviewed the timeline and budget for the paid ads, which are supported by a grant from Foundation funds of \$2,700. Committee members asked questions and were pleased that good use will be made of the student project.

ADJOURNMENT

Being no more business, the meeting was adjourned at 3:30 pm on the motion of Edna Canfield and Daryl Sherman. Next meeting is on Wednesday, July 27, 2016.