



City of Madison

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

Wednesday, January 27, 2016

1:30 PM

Madison Senior Center
330 W. Mifflin St.

CALL TO ORDER / ROLL CALL

Staff: Beatty, Crawley, Rhodes, Hunt
Guests: Kluesner, Haen, Frazier

The CoA welcomed Kathleen Poi, retired Director of the UW Student Health Center, to membership.

Present: 8 - Michael E. Verveer; Rebecca Kemble; Edna Canfield; Felicitus Ferington; Faisal A. Kaud; Kathleen Whitt; Mary Jo A. Rimkus and Paul H. Kusuda

APPROVAL OF MINUTES

Approved on the motion of Edna Canfield and KathleenWhitt.

PUBLIC COMMENT

None

DISCLOSURES AND RECUSALS

Paul Kusuda disclosed that he serves on the Dane County AAA Board. Poi disclosed that she serves on the Westside Senior Coalition Board.

PRESENTATIONS

1. [41526](#) City of Madison Reverse Mortgage Program, Linette Rhodes

Linette Rhodes from the CDD described the City's Modified Reverse Mortgage Program, designed to assist low-income elderly homeowners to pay their property taxes and remain in their homes. Approximately 30-32 homeowners use the program which carries a loan amount of \$680, 000. She is preparing ordinance changes that will improve the program, for example, changing the language from "property" bills to "municipal" bills (to include water charges). This program is now incorporated with other lending programs in the Division, like the deferred payment program for home repairs.

Committee members were concerned about 1) promotion of the program and outreach to older adults, 2) the description and amount of the liquid asset qualification, 3) the solvency of the program with only a \$90,000 annual budget appropriation and 4) the committee's continued engagement with the program, ordinances and resolutions.

2. [41537](#) Attracting Senior Center Participants (55-65 years), UW School of Business, Matt Haen, Marketing Student
- Matt Haen reported for his teammates on their School of Business Marketing project with the Madison Senior Center on “Attracting Senior Center Participants (55-65 years old).” He reviewed the research, including focus groups, on perceptions of the senior center and their free-time interests by this cohort. He also highlighted four potential marketing campaigns that the team developed.**

REPORTS

3. [36346](#) Madison Senior Coalitions
- Katie Kluesner discussed a recently signed contract with Sortsol for the Coalition Collaborative. She announced that a new combined website, www.madisonseniorcoalition.org has been developed and that the Coalitions have increased their joint promotional advertising with WI State Journal and Channel 3000.**
4. [31594](#) Community Services Committee, Fay Ferington
- No meeting since October, due to quorum issues. Katie Crawley mentioned a memo coming soon from the Mayor regarding attendance. CoA members have been faithful in attending meetings; concern for this meeting, needing seven of nine members, was unnecessary.**
5. [35605](#) Madison Senior Center Foundation, Jim Lamal
- Christine Beatty reported that both Edna Canfield and Kathy Whitt have expressed interest in serving on the Foundation. A dynamic new group is serving. February 24 at 10 AM is the Annual Meeting of the Foundation. One item of business will be the election of officers. Candidates are Sally Miley, Chairperson; Harry Engstrom, Vice-Chairperson; Edna Canfield, Secretary; and Paul Reilly, Treasurer.**
6. [41525](#) Staff Report, Christine Beatty
- Discuss Available Reports
 - CoA Member Recruitment
 - Funding Process Study by Forward Community Investments (FCI)
 - Madison Senior Center Intergenerational Programs 2016
- Attachments: [Intergenerational Program 2016.pdf](#)**
- Two monthly reports for October and November were distributed. Five additional candidates for the Committee on Aging have been recruited; it is expected that their paperwork will soon be in the Mayor’s Office for consideration. Daryl Sherman may be appointed at the Tuesday City Council meeting.**

ACTION ITEMS

7. [40719](#) Accepting the report and recommendations of the Housing Strategy Committee -

Senior Housing chapter.

Attachments: [2015 Housing Report - FINAL 11-3-15.pdf](#)

Committee reviewed the December CoA minutes and remarked that this action occurred. The agenda item was mistakenly pulled into the agenda by Legistar, the computer software program.

8. [41527](#) Approve 2016 Meeting Schedule

Attachments: [CommitteeOnAging 2016-Meeting Schedule.docx](#)

The 2016 CoA meeting schedule was approved by consensus.

ADJOURNMENT

Faisel Kaud made special mention of the death of Rosemary Lee, a CoA member, who also served on the National Accreditation Team. He expressed sympathy to her family and friends, notably to Michael Vereer, and offered the Committee's deepest condolences. The Committee will miss her independent spirit and many contributions to the Madison Senior Center.

Tom Frazier said good-bye to the Committee. He is leaving due to his recent move to the City of Middleton. He remarked that he enjoyed serving on the committee and especially meeting and working with its members. He noted that the Committee's functions are to monitor the operation of the Senior Center and to recommend funding for senior services. Another, he noted, was to advocate for older adults, and he suggested that responsibility was the most important role for the group.

Being no more business, the meeting was adjourned at 3:30 by consensus.