



City of Madison

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

Meeting Minutes COMMITTEE ON AGING

Wednesday, August 28, 2019

2:30 PM

Madison Senior Center
330 W. Mifflin St.

CALL TO ORDER / ROLL CALL

- Present:** 9 - Michael E. Verveer; Kathleen A. Poi; Donna C. Bryant; Daryl K. Sherman; Felicitus Ferington; Faisal A. Kaud; Kathleen Whitt; Ben Obregon and Blinda H. Beason
- Absent:** 2 - Barbara Harrington-McKinney and Alnisa T. Allgood

APPROVAL OF MINUTES

This was Approve the Minutes

Absent: 2 - Barbara Harrington-McKinney and Alnisa T. Allgood

Ayes: 9 - Michael E. Verveer; Kathleen A. Poi; Donna C. Bryant; Daryl K. Sherman; Felicitus Ferington; Faisal A. Kaud; Kathleen Whitt; Ben Obregon and Blinda H. Beason

PUBLIC COMMENT

Public comment by Margie Zutter, representing herself. Raised information on safety, avoiding scams/frauds. Shared information about the House's bill which would include increases for multiple programs, though it remains to be seen what the Senate will be doing, as well as sharing a letter-writing campaign and information on stipends.

Chair expressed gratitude to Zutter, ending public comment.

DISCLOSURES AND RECUSALS

There were no disclosures or recusals.

BUSINESS & DISCUSSION

1. [57181](#) Introduce Eileen Mershart to CoA- Sally Jo Spaeni, Faisal Kaud

Eileen will be present next month and will be introduced by Kaud at that time.
Eileen will be filling one of the two Committee on Aging vacancies.
2. [57182](#) Volunteer and Fund Development Report- John Weichelt
Program and Activity Report- Laura Hunt

Attachments: [2019ProgramCoordinatorReportEv081509.xlsx](#)
[42019MadisonSeniorCenterMonthlyReports.xlsx](#)
[52019MadisonSeniorCenterMonthlyReports.xlsx](#)
[62019MadisonSeniorCenterMonthlyReports.xlsx](#)

Weichert absent, presented by Spaeni: Successful picnic in August for Madison Senior Center participants; painted hallway and upstairs conference rooms; partnering with Shabazz on oral history project, require volunteers; double donation opportunity until September 30th via anonymous donor; donations to be used for program development.

Program and Activity Report presented by Hunt. September is National Senior Center Month. "Bring a Friend" campaign will enter names into a drawing each time a participant brings a guest; Photo Affair, an annual photo show for seniors 55+ who reside in Dane County; New programs, such as Coloring with Heather, a 3-session course on meditative benefits of coloring; semi-annual Monona Terrace health lecture in September; New program upcoming in October re: Caregiving, "Prepare to Care", 3 classes in fall, 3 in spring; wreath sales upcoming, will present for information next month.

3. [54463](#)

Director's Report: April through June 2019- Sally Jo Spaeni

Bryant invited Spaeni and Kaud to attend African American Council of Churches to speak to the pastors and share information on senior center and programs. Outreach efforts. Will share date and time at a later date. Beason seconded this invitation.

1. Geriatric Teaching Center

Rieselbach approached Spaeni and Hunt re: new organization and is contacting community agencies that serve seniors and is seeking collaboration. Hoping to educate on health literacy, medication managements, tenets of successful aging. Will hold classes for free, taking programs to housing authorities as well as Madison Senior Center. Seems sustainable with solid financial connections.

2. YWCA Partnership

Met with Cator, recongized potential YWCA/MSc crossover and participant eligibility. MSc staff brought presentation to YWCA on services and programs. Opportunity to increase inter-generational programming. Working with YWCA to create ambassador program to increase welcoming atmosphere.

3. Safety around the Center

Staff has been concerned re: vehicle traffic in alley behind center. Encourage Market to move planters back to eliminate traffic. MATC shuttle pickup signs present, may increase traffic. Verveer will investigate and inquire about getting the planters moved to combat traffic.

Concerns from participants about not wanting to approach center due to people loitering outside that may have atmospheric impact, such as intoxication, human waste, unresponsiveness. Called police regularly, who were responsive. Likely impacting MSc service. Lights outside of center have been proposed in capital budget.

"Age Friendly Community Adaptation": Community should be friendly and accessible for anyone between the ages of 8 and 80. AARP has designation. It is a 5 year process, requires community surveys, stakeholders from all areas. Mayor Satya Rhodes-Conway would like to see forward progress on this. No grant money involved, but selection would improve access to AARP services and programs.

4. [53978](#)

NewBridge Report and Farewell- Marcia Hendrickson

Katie Gallagher presenting as Marketing Director of NewBridge. Marcia announced retirement in early November. Search committee has been formed seeking new executive director. Expect to hire by mid-October.

Erin, new board member, forming advocacy committee with NewBridge as well as a smaller committee going to Dane County budget hearing. Working on strategic planning on long-term vision.

Shared NewBridge 2018/19 accomplishments, including new telephone/computer system, website, brand, standardizing programs/procedures, identified leadership, new personnel handbook, budget development, fundraisers, etc.

New program: Pantry Partners. Partnering with River Food Pantry and RSVP. Matching volunteers with participants, will deliver food to those that cannot otherwise get it. Program is currently unfunded, but there are plans to do campaigning and press release in September to spur donations and funding. 16 currently served, hoping to serve 300 within four years. Program ceiling limited by volunteership. Beason suggests reaching out to churches.

Upcoming events: Warner and NewBridge North celebrating twenty years together 10/11. Apple Fest at WPCRC 10/19.

Adult Daycare Center closed due to financial feasibility, incurred losses during operation.

Kaud expressed concern over NewBridge public outreach. Not enough development information in newsletter, suggests area to provide achievements and plans for the future.

Bryant asks if there is any outreach towards SE Asian seniors. Language barriers exist, but they are actively working on it. Beason suggests considering an internship to get a pulse on community and increase cultural competency for target populations.

5. [56704](#)

Funding for Senior Services 2020- Sally Jo Spaeni & Faisal Kaud

Have not yet had meeting on funding for senior services due to scheduling issues. Will be held next month.

6. [56705](#)

Wisconsin Poverty Report Summary: 2017 & AAA Board Poverty Rpt Letter- Faisal Kaud & Sally Jo Spaeni

Attachments: [Summary of WI Poverty Report-2017.pdf](#)
[AAA Board Poverty Report Letter 080919.pdf](#)

Clearly shown in chart that annual poverty rate isn't changing much -- wavering up and down within a set range. Improvements may require more partnerships and collaborations between agencies and organizations.

Bryant: How does city make decisions on how to assist seniors, ex. free bus passes? Small perks can help poverty issue. Many perspectives to consider to

impact bottom line, simple as bus passes or complex as additional tax credits.
Obregon: Separate survey into single seniors v. married/partnered seniors,
changing income allotment and true poverty. Survey does not currently make
this distinction, skewing data.

ADJOURNMENT

Meeting adjourned at 4:15pm.