



City of Madison

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

Agenda - Approved COMMITTEE ON AGING

*Consider: Who benefits? Who is burdened?
Who does not have a voice at the table?
How can policymakers mitigate unintended consequences?*

Wednesday, July 27, 2022

2:30 PM

Virtual Meeting

The City of Madison is holding the Committee on Aging meeting virtually to help protect our community from the Coronavirus (COVID-19) pandemic.

1. Written Comments: You can send comments on agenda items to committeeonaging@cityofmadison.com

2. Register for Public Comment:

- Register to speak at the meeting.
- Register to answer questions.
- Register in support or opposition of an agenda item (without speaking).

If you want to speak at this meeting you must register. You can register at <https://www.cityofmadison.com/MeetingRegistration>. When you register to speak, you will be sent an email with the information you will need to join the virtual meeting.

3. Watch the Meeting: If you would like to join the meeting as an observer, please visit <https://www.cityofmadison.com/watchmeetings>.

4. Listen by Phone:

(877) 853-5257 (Toll Free)

Meeting ID: 853 8687 0965

If you need an interpreter, translator, materials in alternate formats or other accommodations to access this service, activity or program, please call the phone number below at least three business days prior to the meeting.

Si necesita un intérprete, un traductor, materiales en formatos alternativos u otros arreglos para acceder a este servicio, actividad o programa, comuníquese al número de teléfono que figura a continuación tres días hábiles como mínimo antes de la reunión.

Yog hais tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntawv, cov ntawv ua lwm hom ntawv los sis lwm cov kev pab kom siv tau cov kev pab, cov kev ua ub no (activity) los sis qhov kev pab cuam, thov hu rau tus xov tooj hauv qab yam tsawg pab hnuv ua hauj lwm ua ntej yuav tuaj sib tham.

For accommodations, contact: Gary Flesher by phone #608-267-8651, or email committeeonaging@cityofmadison.com

CALL TO ORDER / ROLL CALL

1. [71606](#) Approval of Minutes
Attachments: [CoA Minutes- May 25, 2022.pdf](#)

2. [66563](#) Public Comment

DISCLOSURES AND RECUSALS

Members of the body should make any required disclosures or recusals under the City's Ethics Code.

NEW BUSINESS

3. [71610](#) Committee Membership, Condolences for Donna Bryant
4. [72768](#) Hiring Update for the Older Adult Services Manager Position
5. [68449](#) MSC Report Highlights
Attachments: [May-June 2022 MSC Reports.pdf](#)
6. [72769](#) Updates on the Courtyard Project
7. [72801](#) Racial Equity Report
Attachments: [Equity Report Sally Jo \(MSC\) \(2019\) .pdf](#)

ADJOURNMENT



City of Madison

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Master

File Number: 71606

File ID: 71606

File Type: Miscellaneous

Status: In Committee

Version: 1

Reference:

Controlling Body: COMMITTEE ON
AGING

File Created Date : 05/17/2022

File Name:

Final Action:

Title: Approval of Minutes

Notes:

Sponsors:

Effective Date:

Attachments: CoA Minutes- May 25, 2022.pdf

Enactment Number:

Author:

Hearing Date:

Entered by: gflesher@cityofmadison.com

Published Date:

Related Files:

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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Text of Legislative File 71606

Title
Approval of Minutes
Body
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Meeting Minutes COMMITTEE ON AGING

*Consider: Who benefits? Who is burdened?
Who does not have a voice at the table?
How can policymakers mitigate unintended consequences?*

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Virtual Meeting

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(877) 853-5257 (Toll Free)

Webinar ID: 825 1574 6995

CALL TO ORDER / ROLL CALL

Staff: Laura Hunt, Patricio Ortiz, Sally Jo Spaeni, John Weichelt

Guests: Margie Zutter, Jim Krueger

Present: 8 - Michael E. Verveer; Patrick W. Heck; Faisal A. Kaud; Kathleen A. Poi; Charlestine (Charlie) Daniel; Kathleen Whitt; Ya Chen and Jeanne M. Morton

Absent: 3 - Donna C. Bryant; Blinda H. Beason and Alnisa T. Allgood

1. [71606](#) Approval of Minutes

Attachments: [April 27, 2022- CoA Minutes.pdf](#)

Chen motions to Approve the Minutes; Poi seconds; all in favor, motion passes by Voice Vote.

-
2. [66563](#) Public Comment
- None

DISCLOSURES AND RECUSALS

None

NEW BUSINESS

3. [71608](#) Foundation Quarterly Financial Report
- Attachments:** [2022 1st Qtr Investments.pdf](#)
[2022 Budget and Qtr 1 Report.pdf](#)
[Jan-April Donations.pdf](#)
- Kaud presents quarterly MSC Foundation financial report to CoA
4. [68449](#) MSC Report Brief Highlights
- Attachments:** [MSC Program Tracking- April 2022.pdf](#)
[MSC- April 2022 Monthly Report.pdf](#)
- Spaeni has been organizing files and preparing for an eventual transition to her successor. Yolanda Shelton-Morris will be the interim manager of the Madison Senior Center. The MSC manager position recruitment is nearly ready for posting. An update on the process should be available at the next meeting, in July 2022.
- Hunt reports on upcoming programs and activities at MSC.
5. [71609](#) Age Friendly Community Survey Data presentation
- Attachments:** [Manager's Meeting and Committee on Aging AFC Community Input Findings AFC Survey Infographic 4.25.22.pdf](#)
- Spaeni presents PowerPoint of Age Friendly Communities (AFC) overview and survey results, from 961 Madison residents between 8/11/21-10/22/21.
- Weichert reports that, based on survey responses, the next step is to create Action Plans in each of the eight domains for presentation to City leaders for consideration in future work plans, as capacity allows. The first two domains that the AFC committee will address are Transportation and Housing; hoping to recruit volunteers to assist, as well as possibly connecting with RSVP and NewBridge. The survey results will also be shared publicly via the Common Council members.
6. [71738](#) Committee on Aging meeting schedule
- CoA meetings will shift to a bi-monthly (every other month) schedule until a new MSC manager is hired. Next meeting will then be July 27, 2022 (no meeting in June 2022.)
7. [71610](#) A Word From Faisal Kaud

Kaud acknowledges Spaeni's positive impact on MSC and the Older Adult community at-large; members also share their thoughts and well-wishes.

ADJOURNMENT

Verveer motions to Adjourn (in honor of Spaeni's public service;) Poi seconds.
Meeting adjourned; next meeting July 27, 2022 at 2:30pm



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Master

File Number: 66563

File ID: 66563

File Type: Miscellaneous

Status: In Committee

Version: 1

Reference:

Controlling Body: COMMITTEE ON
AGING

File Created Date : 07/20/2021

File Name:

Final Action:

Title: Public Comment

Notes:

Sponsors:

Effective Date:

Attachments:

Enactment Number:

Author:

Hearing Date:

Entered by: gflesher@cityofmadison.com

Published Date:

Related Files:

History of Legislative File

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Text of Legislative File 66563

Title
Public Comment
Body
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File Number: 71610

File ID: 71610

File Type: Miscellaneous

Status: In Committee

Version: 1

Reference:

Controlling Body: COMMITTEE ON
AGING

File Created Date : 05/17/2022

File Name:

Final Action:

Title: Committee Membership, Condolences for Donna Bryant

Notes:

Sponsors:

Effective Date:

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Enactment Number:

Author:

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Entered by: gflesher@cityofmadison.com

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Text of Legislative File 71610

Title
Committee Membership, Condolences for Donna Bryant
Body
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City of Madison

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File Number: 72768

File ID: 72768

File Type: Miscellaneous

Status: In Committee

Version: 1

Reference:

Controlling Body: COMMITTEE ON
AGING

File Created Date : 07/18/2022

File Name:

Final Action:

Title: Hiring Update for the Older Adult Services Manager Position

Notes:

Sponsors:

Effective Date:

Attachments:

Enactment Number:

Author:

Hearing Date:

Entered by: gflesher@cityofmadison.com

Published Date:

Related Files:

History of Legislative File

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Text of Legislative File 72768

Title

Hiring Update for the Older Adult Services Manager Position

Body

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City of Madison

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File Number: 68449

File ID: 68449

File Type: Miscellaneous

Status: In Committee

Version: 1

Reference:

Controlling Body: COMMITTEE ON
AGING

File Created Date : 11/17/2021

File Name:

Final Action:

Title: MSC Report Highlights

Notes:

Sponsors:

Effective Date:

Attachments: May-June 2022 MSC Reports.pdf

Enactment Number:

Author:

Hearing Date:

Entered by: gflesher@cityofmadison.com

Published Date:

Related Files:

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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Text of Legislative File 68449

Title

MSC Report Highlights

Body

a. Program Report

b. Volunteer Report

c. Outreach Report



Department of Planning & Community & Economic Development
Community Development Division

Madison Senior Center
May 2022 Report

PARTICIPANT / ACTIVITY	Monthly	YTD	2021 YTD
New Enrolled Participants 55+	9	38	107
Unduplicated Participants 55+	160	288	144
Activity/Program Visits	168	1,606	1,490
# of Activity/Program Occurrences	1401	2,839	169

VOLUNTEER	Monthly	YTD	2021 YTD
New Enrolled Volunteers	1	9	16
Unduplicated Volunteers	89	95	110
Hours of Service	472	2,064	1,258

OUTREACH	Monthly	YTD	Est 4-18-22
Unduplicated Contacts of older adults	120	120	
Number of Outreach visits	8	8	
Hours of In Person Outreach Services	60	60	
Number of new Partnerships established*	6		
Number of collaborative programs, activities or events	8	8	
NewBridge collaboration participant visits to MSC	0	0	

FACILITY USE	Monthly	YTD	2021 YTD
Collaborative Event Visits (#)	0	94 (2)	0
Rental Visits	36	484	0
Rental Events	1	6	0
Rental Income	\$435	\$1,438	\$0

TOTAL	Monthly	YTD	2021 YTD
Total Building Visits	802	3552	n/a pandemic

Senior Center & Senior Services Manager's Activities

Interviewed Myzell Anderson for a possible application to CoA. Myzell declined due to an



Department of Planning & Community & Economic Development
Community Development Division

Madison Senior Center

June 2022 Report

PARTICIPANT / ACTIVITY	Monthly	YTD	2021 YTD
New Enrolled Participants 55+	13	51	129
Unduplicated Participants 55+	139	427	147
Activity/Program Visits	512	2,118	
# of Activity/Program Occurrences	143	2,982	

VOLUNTEER	Monthly	YTD	2021 YTD
New Enrolled Volunteers	4	13	19
Unduplicated Volunteers	60	99	115
Hours of Service	281	2,345	1,504

OUTREACH	Monthly	YTD	Est 4-18-22
Unduplicated Contacts of older adults	110	230	
Number of Outreach visits	10	18	
Hours of In Person Outreach Services	40	100	
Number of new Partnerships established*	6	12	
Number of collaborative programs, activities or events	7	15	
NewBridge collaboration participant visits to MSC	39	39	

FACILITY USE	Monthly	YTD	2021 YTD
Collaborative Event Visits (#)	25 (1)	119 (3)	0
Rental Visits	68	552	0
Rental Events	1	7	0
Rental Income	\$1,167	\$2,605	\$0

TOTAL	Monthly	YTD	2021 YTD
Total Building Visits	745	4297	n/a pandemic

Senior Center & Senior Services Manager's Activities

Sally Jo Spaeni retired 5/31/22. No manager report for June.



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File Number: 72769

File ID: 72769

File Type: Miscellaneous

Status: In Committee

Version: 1

Reference:

Controlling Body: COMMITTEE ON
AGING

File Created Date : 07/18/2022

File Name:

Final Action:

Title: Updates on the Courtyard Project

Notes:

Sponsors:

Effective Date:

Attachments:

Enactment Number:

Author:

Hearing Date:

Entered by: gflesher@cityofmadison.com

Published Date:

Related Files:

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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Text of Legislative File 72769

Title

Updates on the Courtyard Project

Body

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Master

File Number: 72801

File ID: 72801

File Type: Miscellaneous

Status: In Committee

Version: 1

Reference:

Controlling Body: COMMITTEE ON
AGING

File Created Date : 07/20/2022

File Name:

Final Action:

Title: Racial Equity Report

Notes:

Sponsors:

Effective Date:

Attachments: Equity Report Sally Jo (MSC) (2019) .pdf

Enactment Number:

Author:

Hearing Date:

Entered by: gflesher@cityofmadison.com

Published Date:

Related Files:

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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Text of Legislative File 72801

Title

Racial Equity Report

Body

[Enter body here.]

Madison Senior Center and Older Adult Services: Racial Equity Analysis

FINDINGS AND CONCLUSIONS JUNE 2021

Healthy Aging is a Social Justice Issue

Opportunities to engage in resources and activities for **healthy aging should be available to all older adults regardless of race, ethnicity, gender, sexual orientation, income, education level, or zip code.**

➤ **Key finding from the equity analysis is that** underrepresented groups of older adults in Madison do not have equal access to healthy aging resources.



Madison Senior Center Participation Trends

Unduplicated Participants

2017 – 866

2018 – 775

2019 – 764

Activity/Program Visits

2017 – 25,566

2018 – 25,879

2019 – 25,285

Participant counts and activity/program visits were similar from 2017-2019.

Unduplicated Volunteers & Hours of Service

2017 - 335/7060

2018 -310/6584

2019- 271/5403

Facility Use – Rental Events/Rental Visits

2017 – 83/9397

2018 -96/9514

2019 – 120/9752

Count of volunteers and hours of service decreased slightly from 2017-2019. Rental events and visits increased from 2017-2019.



Race & Ethnicity Data: Madison Senior Center

Race and Ethnicity: Madison Senior Center	
Senior Center Demographics Report 2019	
White	87.7%
Black or African American	5.6%
Asian	3.7%
Other	3.0%
Hispanic	0.1%
*Estimated percentage low income:	54%

*240% of FPL

Race and Ethnicity: Madison Population 60+	
2018 ACS 5 Year Estimates	
White	91.8%
Black or African American	3.8%
Asian	3.2%
Other	1.2%
Hispanic	2.5%
Percentage of 60+ at or below 100% of poverty line*	6.5%

Engagement Summary

Engagement Statistics

4 Focus Groups

- Black/African American
- LatinX
- Chinese
- Capitol Centre Apt Residents
- ❖ 13 of 25 community members contacted participated
- ❖ 12 of 20 older adult service providers contacted participated

Themes

- Little to no awareness of MSC existence, purpose or location
- Little to no awareness of other older adult service providers in Madison
- Older adult providers need to increase awareness about the correlation between engaging with healthy aging resources and aging in place.
- MSC does not feel like a “place for us.”
- Key Barriers Identified:
 - Staff not representative of BIPOC
 - Programs in English only
 - Transportation is a challenge
 - Strong preference for attending programs, activities services in their own neighborhood
 - Need to address basic needs before interest in attending programs offered



Wants and Needs

Desire for Activities such as:

- Art
- Movement
- Multi-Generational Programming
- Basic Technology Classes
- Potluck Socials
- Opportunities to socialize with peers and create relationships
- Activities in other languages and in other places

Highest needs identified among older black, indigenous and people of color, LGBTQ+, and people living with low incomes

- Food
- Personal essentials
- Transportation (door-to-door)
- Support for raising grandchildren
- Affordable Housing

Ideas to increase service to marginalized populations through MSC

- Community wide education and awareness campaign in collaboration with other OA Service Providers – need to consult with a racial equity professional and a marketing professional to develop a strategy > \$\$\$
- Connect with social workers at clinics and hospitals to ask for referrals to MSC healthy aging activities for those at risk
- Connect with neighborhood centers, churches, and low income housing complexes to create partnerships for providing activities and resources at their sites – staff capacity for this is low
- Offer presentations about resources available at MSC to targeted communities
- Recruit volunteers of color to work at MSC in various capacities, especially in alternate languages
- Create a Marketing Plan that identifies at least one targeted audience and at least two new outlets to reach that audience. Improve branding to include representation of minority populations.
- Continue Voices of Color Zoom program



What does this all mean:

- People living with low incomes and/or who are black, indigenous and people of color and/or LGBTQ+ face daily challenges and barriers to services **created by structural racism**.
- **We must build relationships and trust with BIPOC communities, which will take time.**
- **For some BIPOC individuals, basic needs are their highest priority, and these needs must be met before they opt to** engage in healthy aging activities and events.
- People who do not need assistance in meeting basic needs often have several options in the community to meet their healthy aging needs and may not be likely to start coming to MSC due to location, perception of safety downtown, and parking.
- To achieve change, an increase in staff is required. **This could include a** marketing and outreach coordinator to create relationships to inform our programming, increase awareness, educate and market healthy aging services.
- Even with additional staff, increasing participation at MSC by BIPOC and low-income groups will take time and is unlikely unless **relationships are built and individuals** are connected to services to address barriers.



What's next for Madison Senior Center?

- Plan Quarterly multi cultural events at Madison senior center
- Continue offering programming at Madison senior center, add activities in other languages
- Need for marketing: Create awareness, Connect, collaborate, Change, Fail forward
- Take programs and activities off site into neighborhoods- (limited capacity to do so)
- Consider how the Madison Senior Center aligns with the City and CDD's goals to serve BIPOC and low-income residents.

Older Adult Services Funding Process

CHANGES PROPOSED TO FUNDING PROCESS BASED ON FINDINGS OF
RACIAL EQUITY ANALYSIS



Basic Requirements

- Currently required to serve older adults aged 60+ who are at or below 240% of the FPL

Household Composition	Income at or below	FPL
Individual	\$20,608	At or below 160% FPL
Individual	\$20,609-\$25,760	Income between 160%-200% FPL
Individual	\$25,761-\$30,912	Income between 200%-240% FPL
Individual	\$30,913 or greater	Income more than 240% of FPL