

**City of Westfield
Council On Aging
Monthly Meeting
July 8, 2019
City Hall, Room 201
Court Street, Westfield, Massachusetts**



I. The meeting was called to order by the Chair, James V. Liptak, at 1:02 p.m.

All Board Members were present: Elizabeth Boucher, William Brown, KerryAnn Kielbasa, James V. Liptak, Eileen Rockwal, Alan Sudentas and Barbara Taylor. Also present were our Executive Director, Tina Gorman and our City Council Liaison, Councilor Ralph Figy. The one guest at the meeting was Ed Ekmalian.

II. **Approval of the Minutes of the June 10, 2019 meeting:**
Upon Motion duly made by Eileen Rockwal and seconded by KerryAnn Kielbasa, it was unanimously:

VOTED: To approve the minutes of the June 10, 2019 minutes.

III. **Public Participation:** NONE

IV. **Items for Discussion/Information:**

A. **Council On Aging Budget Update:** Councilor Figy advised the Board of Directors that the full City Council met on June 27, 2019 in what turned out to be a nine-hour review of each department's budget. Councilors reviewed each line item with special attention to any salary increases, including those that were Union negotiated. Ms. Gorman reminded the Board that she had reviewed the proposed COA budget with the Board in March of 2019. That same budget was reviewed with the City Council Finance Committee on June 20, 2019. Eleven City Councilors were present at that meeting and each was given a color-coded handout with the proposed COA budget. Questions from the City Councilors were answered at the Finance Committee Meeting. Ultimately, no cuts were made to the proposed COA budget at the nine-hour budget review meeting.

B. **Standards for Participation (Review):** A recent incident in

the Great Room during lunch, involved a participant who innocently utilized a knife (brought from home) with a rather long blade, to open a food container. Two staff members were concerned about the length of the blade and brought it to the Director's attention. Ms. Gorman discussed with the Board the possibility of adding a clause to the Standards for Participation regarding knives, guns, and weapons in the Senior Center building. She would like to work with Senior Safety Officer, Mark Carboneau, on drafting an addition to the Standards. Board members Kerry Kielbasa and Eileen Rockwal have templates that they have used in their current positions. They will share them with Ms. Gorman so that she and Officer Carboneau have a starting point. Mr. Brown suggested an active shooter training for COA staff. Ms. Gorman informed him that Lieutenant Jeff Baillargeon did a training for the staff last year. A protocol has been established.

C. Council On Aging Strategic Plan (SWOT Analysis):

- a. Kerry Kielbasa presented and discussed the results of the SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis worksheet which was e-mailed to Board members. A summary of the analysis is attached. The worksheet generated discussion among the Board members. Kerry cautioned that programs and activities are just one component of the strategic plan. Ms. Gorman reminded the group that the strategic plan should encompass all services offered through the Council On Aging and not just those offered within the confines of the Senior Center building.

V. Items For Action: None

VI. Our Executive Director, Tina Gorman, then presented the Director's Report, copy attached.

Review of Programs

- PVTA 'Senior Fare Free Tuesdays'

- o PVTA representative Brandy Pelletier explained the program, took photos for the PVTA Senior Identification Cards, and then dropped the cards off at the Senior Center the following week

- *Father's Day 'Fiddlin' Around' Concert*
 - Friday evening concert
 - Entertainment by Sarah the Fiddler
 - 132 in attendance
 - Very positive feedback

- *Art Unlimited Class, Art Show*
 - Coincided with the Senior Concert Band event which brought in lots of foot traffic

- *Senior Concert Band of Western Massachusetts*
 - Annual *Star Spangled Senior Concert*
 - Always a popular annual activity

- *Westfield Intergenerational Theater ~ 'Flash Backs'*
 - Rehearsals for the seniors are underway
 - Collaboration with the Boys & Girls Club, summer program
 - Joint rehearsals will be held daily the week of the performance
 - Performances at the Senior Center: Friday, July 19 at 1:30 and 4:30 p.m.
 - No coffee, lunch, or Bingo that day

Upcoming Programs

- *Visiting Angels 'Ice Cream Splurge'*
 - Thursday, July 11
 - Entertainment by Brad Shepard and his daughter, Merrill
 - Anticipate a sellout

- *Urinary Incontinence ~ Breaking the Silence*
 - Tuesday, July 23, 9:30 to 10:30 a.m.
 - Presenter: Mary Ellen Asher, RN
 - Will discuss symptoms, causes, risk factors, treatments, and complications

- *Incontinence Supplies Give-Away*
 - Wednesday, July 24, 10 a.m. to 2 p.m.
 - Are currently overstocked with donations

- *Lunch & Learn: Dispatch Health*

- Tuesday, July 30
- Mobile health unit for home visits consisting of an emergency room trained Physician Assistant or Nurse Practitioner as well as a Medical Technician
- Tickets for the lunch may be purchased in advance beginning July 16

- *Computer Literacy and Keyboarding Skills Class*

- Offered at the Senior Center through Westfield Community Education
- A beginner computer course
- Four Classes: July 29, 31; August 5, 7 from 9:30 to 11:30 a.m.
- No charge
- Capped at eight participants

- *Acoustic Guitar Jam Sessions*

- Wednesdays, 1 to 2 p.m. in the Creativity Center
- Informal sessions with no formal instruction

Miscellaneous

- *New Hours for Medical Equipment Loans*

- Monday through Friday, 9 a.m. to noon and 1:30 to 4 p.m.
- Written notice is being distributed to program participants, including Baystate Home Health physical and occupational therapists

- *Vacations*

- Mary Lou Niedzielski: August 2 through August 9
- Tina Gorman: August 19 through August 23
- Karen Noblit: August 19 through August 23

VII: The Chair reminded us that our next meeting will be held on Monday, August 12, 2019, at 1:00 p.m. at City Hall in Room 201.

VIII: There being no further business to come before the Board, upon Motion duly made by Barbara Taylor and seconded by Alan Sudentas, it was unanimously

VOTED: to adjourn at 2:02 p.m.

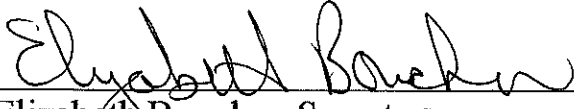
A true record.

List of Exhibits:

Agenda

Director's Report

SWOT Analysis Summary, COA Board Input



Elizabeth Boucher, Secretary



Westfield Council On Aging

45 Noble Street, Westfield, MA 01085

Telephone: 413-562-6435

Fax: 413- 562-1109

Agenda

Westfield Council On Aging Board

Monday, July 8, 2019 at 1 p.m.

City Hall, Room 201

- I. Meeting called to order
- II. Approval of minutes of June 10, 2019 meeting
- III. Public Participation
- IV. Items for Discussion/Information
 - A. COA Budget Update
 - B. Standards for Participation, Review
 - C. SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis – Kerry Kielbasa
- V. Items for Action
- VI. Report – Director
- VII. Next Meeting: **Monday, August 12, 2019 at 1:00 p.m., City Hall, Room 201**
- VIII. Adjourn

Council on Aging Board Members

SWOT Analysis - July 2019

1)

Strengths

- Highly Qualified Directors
- Entertainment
- New, airy and Welcoming Facility
- Exercise Programs - Affordable and Appropriate for Seniors
- Newsletter
- Tax Program (AARP)
- Volunteers
- Cultural and Educational Programs that are Relevant and Informative
- Adequate Parking
- Affordability
- After Hour Programs

Weaknesses

- Limited Capacity for Some Programs
- More Entertainment
- Transportation Options: PVTA bus stop, Lease a Van
- Review Ticket Policy for Special Events (insure new members can attend events)
- Outreach to Seniors Who Do Not Participate
- Identify Underserved Populations (Younger Seniors, LBGT)
- Lack of a Succession Plan
- Limited Capacity for Some Events
- Offer More Exercise Classes
- No Regular Evening Hours
- Lack of a Fitness Center
- No Off-Site Programming (Hiking or Biking Clubs)

Opportunities

- Install a Large Screen TV to Offer Movies
- Listen to Members' Suggestions
- Programs to Attract Younger Seniors
- Rental Fees for Other Users
- Senior Center Satellite Sites
- Off-Site Programming
- Regular Evening Hours
- Fitness Center
- Senior Center Store
- Offer College Type Programs
- Host Political Debates
- Offer Technology Tutorials
- Host Recruitment Fairs to Attract New Members
- Transportation Options
- National Accreditation- Center of Excellence

-Tena
license
(2)

Threats

- Cuts in Funding at Local, State and Federal Levels
- Retirement of the Director and Other Key Personnel
- Program offerings by Competitors (i.e, YMCA)
- Diminishing Volunteer Basenterest in Senior Centers
- Diminishing Interest in Attending a SLegislative Requirements
- Cost Constraints
- Older Adults Working Longer
- Grandparents Raising Grandchildren (Time Constraints)
- Technology
- Lack of Transportation Options
- Lack of Evening Hours to Better Serve Working Older Adults
- Growing Aged Population
- Decrease in Qualified Employees in Municipal Government