



**Plymouth Council on Aging (PCOA) Advisory Board Minutes**

44 Nook Road  
Plymouth, MA 02360

**January 12, 2023**

**MISSION STATEMENT**

*To provide our community with safe and trusted environments, both physical and virtual, where information and access to programs and services foster a healthy and vital lifestyle throughout the aging process*

**Board Members Present:** Amy Naples (Chair), Kathy Castagna, Janice Capofreddi (Secretary), Pat Achorn, Elizabeth Cadigan, Terry Mucci, Monica Mullin, Kevin Manuel

**Board Members Absent:**

**Staff:** Michelle Bratti

**Liaison for the Board of Selectmen:** Harry Helm

**Director of Community Resources:**

**FRIENDS Representative:** Barbara French

**Guests:** Ann Hieser, Joanne La Belle, Marianne Kirby

**CALL TO ORDER:**

Amy Naples called the meeting to order at 9:03 with a quorum present.

**MINUTES:** Monica Mullin moved to approve the December 8, 2022 minutes. Kevin Manuel seconded the motion. The motion was approved with two abstentions.

**DIRECTOR'S REPORT:**

[CAL Director's Report December 2022](#)

***December Highlights:***

- Intergenerational program is increasing! This month CAL's chorus hosted a holiday caroling event with a local Girl Scout Troop participating in the festivities, along with Rising Tide Charter High School Dance Team performing for seniors.
- CAL held our first "Breakfast with Plymouth Fire Department" which was a huge success. These events will be held quarterly.

- Rabbi Mills made her first appearance at CAL to present a Hanukkah discussion for patrons.
- The Staff participated in a Holiday decorating contest, in which 3 teams had to creatively decorate 3 beautiful trees in our lobby. Staff had a lot of fun, trees looked amazing (as did our lobby), and CAL had guest judges Derek Brindisi, Lynne Barrett, Kelly McElreath, Barry DeBlasio, Paul Bratti, and Brian McCowan decide the winning team.
- CAL hosted a very successful holiday party with Chef Mike cooking a beautiful meal for 80 plus. Seniors participated (if they chose) in a Secret Santa gift swap, an outrageous sweater contest, and danced away to the Sound Dunes Holiday Ensemble Swing Band!
- The Senior Task Force Committee/Town Manager officially signed the contract with UMass Boston to complete the required Needs Assessment for Plymouth to become an Age and Dementia Friendly designated Community.
- Budget meetings for FY24 have begun and unfortunately FY24 will be a difficult fiscal year. CAL will be pursuing a new initiative to hire a part-time Media and Marketing Coordinator utilizing Formula Grant funding.
- Town Manager Derek Brindisi held the first Division Head meeting at Town Hall to open communication channels directly with middle management. These meetings will be held quarterly at various Town facilities, and CAL Café will be hosting the March meeting.
- CAL Director was contacted by Bobbi Clark, WATD reporter to do an on-air and in-print interview about the CAL Café. The Café is receiving rave reviews and despite the holiday season historically showing a decrease in patron participation the Café has been busy.
- CAL and Duxbury Senior Center WERE AWARDED the \$65,000 grant request to create a groundbreaking mental health services model, *South Shore Elder Mental Health Consortium*. This model provides clinical mental health services in-house to seniors at COA's in the participating Southeast region free of charge by utilizing MSW students from local accredited colleges to provide the clinical services.
- Marketing the program will begin in March with an LICSW hosting "Ted Talks" that introduce supportive concepts to patrons, and individual counseling services will begin in September. CAL and Duxbury are working with BSU to contract for MSW second year students for this program.
- 22 Constant Contact emails were sent to 2,742 patrons, with an open rate of 38%.
- Matron Steve Goodwin retired on December 31, 2022-he will be sorely missed!!
- Happy New Year everyone-I cannot wait to see what 2023 has in store for CAL!

Respectfully submitted,

Michelle Bratti

Director of Elder Affairs, Town of Plymouth

#### **DIRECTOR'S REPORT DISCUSSION:**

- CAL and Duxbury Senior Center were awarded a \$65,000 grant from the Old Colony Planning Council to provide free clinical mental health service appointments in house in the professional room for seniors.
- This will be an additional service along with SHINE, attorneys and other professional services that CAL offers.
- CAL will partner with Bridgewater University to bring in second year MSW students who need field service to work with those who sign up. It will be a pilot and a model that

could be used throughout the state. The service will be marketed and introduced via TED talks.

- A licensed clinician will oversee the process and will be paid via the grant. Students will also receive a stipend at the end of the semester.
- Planned start date is September 2023 and potentially include five students.
- It will be open to any senior who could then be enrolled as a CAL member, if needed. Caregivers are one segment of the senior population that could benefit from the program.
- It will be done in six-month rotations and conform with HIPAA requirements. There will be a computer system to enable entry of clinical notes.
- Other towns could participate as well.
- The program could be expanded upon with other colleges in the future.
- This offering would mesh well with the Police Department's Liaison and its mental health model.
- If additional help is needed for particular cases, coordination for additional services would be provided.
- RE: the CAL Café:
- The interview with WATD went well and as a result additional interest has been generated, including town employees, hospital employees and volunteers with very positive feedback. WATD has posted the CAL Café menu.
- Food can be prepared to go and Chef Mike circulates to speak with diners and get their feedback.

**CHAIR AND VICE CHAIR REPORT:** by Amy Naples

- A new Advisory Board member is needed so please let Amy, Kathy or Michelle know of anyone who might be interested.
- Amy will pass around a sign-up sheet for the monthly Volunteer Orientation held each month on the third Thursday from 9:00 to 10:30am.
- Janice will distribute the Friends meeting minutes via email each month to Advisory Board meeting attendees.
- Kathy reported that the Senior Task Force is moving along quickly working with UMASS on the Needs Assessment for Plymouth to become an Age and Dementia Friendly Community.
- Interviews have been set up with people throughout the town, including governmental employees that deal with the senior community.
- This will be followed by focus groups and open community forums and a survey.

**FRIENDS' REPORT:** by Barbara French

- Friends is in the midst of its annual membership drive. Advisory Board members can become Friends members.
- If someone signs up in January, there will be a drawing for prizes.
- Friends currently has 23 members, which is low compared to previous years.

- Friends has joined the Chamber of Commerce.
- Work on the web site continues with a target completion in March 2023.
- The Friends Board Secretary position is currently open. Maryann Tirella will continue until someone is found and she will train her replacement.

## **COMMITTEE UPDATES:**

### **Community:** by Monica Mullin

- The committee members are considering becoming an ad hoc committee that would get together when there is a specific project that requires their participation, such as the November's Caregiver's month activities did last year.
- Michelle suggested one project could be the strategizing and outreach needed for the Age and Dementia Friendly survey. Logistics of how this would work could be determined.

### **Grants:** by Marianne Kirby

- A meeting will be held in January.

### **Marketing Committee:** by Elizabeth Cadigan

- Although the MCOA grant did not come through, there are a number of ideas to be explored at the next meeting toward end of January or beginning of February.
- Discussion is needed of what went well, what will need to be done going forward in 2023.
- The January America's Hometown Welcome Wagon was cancelled.

### **Senior Voices:** by Pat Achorn

- A visit to the Little Red Schoolhouse is planned for early spring.
- The Sherriff's Department suggested partnering for these visits and providing ID's at the CAL. This is very popular.
- CAL information is being circulated at the hospital and throughout the town.
- Terry has been approached for information regarding heating assistance. She will give out April Thompson's and Lindsay Reik's business cards.
- She also has promoted Food Shopping Friday, with food provided through the SSCAC.
- Pet food and other pet supply distribution has been well received too.
- The participation is growing.

### **Strategic Planning:** by Ann Hieser

- Additional statistical calculations indicate that for each senior served, 22 cents comes from the town budget per day. If calculated by days per year, that figure drops to about 12 cents.
- Therefore, grants and donations are critical to meet the needs of this population.

- SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis is up next in preparing the Strategic Plan.

**Senior Task Force:**

**OLD BUSINESS - NEW BUSINESS:**

**PUBLIC COMMENT: --**

**ADJOURNMENT:**

Amy Naples made a motion to adjourn. Kathy Castagna seconded the motion. The motion to adjourn was approved unanimously at 9:37.

Respectfully submitted,  
Janice Capofreddi, Secretary

**LIST OF DOCUMENTS USED DURING THE MEETING:**

- Agenda –January 12, 2023
- Minutes – December 8, 2022
- CAL Director’s Report December, 2022 with Statistics – December FY 2023 by Michelle Bratti

## CAL Director's Report December 2022

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Michelle Bratti

Director of Elder Affairs, Town of Plymouth

FISCAL YEAR 2023	July	August	Sept	Oct	Nov	Dec
Number of times in Center	3017	3816	3701	3515	3658	3284
Guests over 60	42	73	144	80	103	95
Guests under 60	11	8	19	5	16	2
Unduplicated Programs	85	89	95	97	108	96
Duplicated Programs	362	422	420	438	417	407
Medical Transportation Rides Unduplicated (# of people)	6	8	19	10	5	4
Medical Transportation Rides Duplicated	18	30	49	25	19	29
Social/Outreach Clients Unduplicated	127	194	204	189	180	142
Social/Outreach Clients Duplicated	195	311	314	315	331	227
Volunteers Unduplicated	141	147	145	183	181	172
Volunteer Hours Duplicated	1533	1587	1404	1630.13	1937.93	1817.17
Meals on Wheels Unduplicated	154	172	169	170	165	166
Meals on Wheels Duplicated	2287	2843	2793	2594	2684	2738
Friday Food Shopping	79	82	95	71	86	73
Dine-In Lunch Unduplicated*	109	110	81	40*	172	206
Dine-In Lunch Duplicated	207	219	101	40*	112	297
Director Calls	10	10	10	10	5	5
Birthday calls	851	872	705	960	776	902
CAL Express (NEW)	169	214	183	141	167	UNK

\*Breakfast with PPD-Congregate closed in October for CAL Café construction