



Plymouth Council on Aging (PCOA) Advisory Board Minutes

44 Nook Road
Plymouth, MA 02360

February 9, 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: Kathy Castagna (Vice Chair), Janice Capofreddi (Secretary), Pat Achorn, Elizabeth Cadigan, Terry Mucci, Monica Mullin, Kevin Manuel

Board Members Absent: Amy Naples (Chair)

Staff: Michelle Bratti, CAL Director

Liaison for the Board of Selectmen: Harry Helm, Select Board

Director of Community Resources:

FRIENDS Representative: Pat Janiak

Guests: Ann Hieser, Marianne Kirby

CALL TO ORDER:

Kathy Castagna called the meeting to order at 9:05 with a quorum present.

MINUTES: Monica Mullin moved to approve the January 12 minutes, with one correction. Elizabeth Cadigan seconded the motion. The motion was approved.

DIRECTOR'S REPORT:

CAL Director's Report January 2023

January Highlights:

- Programming Highlights: Watercolors art class is at full capacity, Parkinson's Support group is increasing in participants, "What's on Your Mind" has doubled in participation, civic participation has increased, and Stephen Collins one-man Herman Melville show was fantastic and well-attended. Monday and Friday movies have very low attendance numbers, and sewing and quilting classes were eliminated due to no attendees.

- 24 Constant Contact emails sent to 2700 people with an open rate of 41%.
- 2023 yearlong goals were discussed with staff, and they included several group events and celebrations as seniors have expressed a desire for more entertainment and interactive opportunities.
- the Volunteer Appreciation Luncheon is finally back! Scheduled date is May 8, 2023, please mark your calendars!
- CAL has hired a Matron, Mary Allison. Mary is kind and outgoing and is already loved by the staff! We are currently in process of interviewing for the Receptionist position.
- Cynthia's last day will be Friday, February 24, 2023. Please stop by and wish her well!
- Unfortunately, our incredible chef Mike Dickerson is resigning. Although he loves the CAL Café, coming out of retirement for this position proved to be more of a challenge than he anticipated. This position has been posted and we are hopeful that the next candidate is as amazing as Mike!
- Director had our first budget meeting with Finance and Advisory Committee, and the sub-committee assigned to CAL approved our budget for Spring Town meeting.
- CAL will not be pursuing the Media and Marketing Coordinator role as a new initiative, but rather as a contracted position. Director has received many excellent resumes, and interviews will begin in February.
- PACTV filmed a full-feature segment on the CAL Café, which will be available to promote in February.
- Director had a meeting with Anthony Senesi to discuss the revamped Town website. This was an excellent meeting and focused on CAL's outreach efforts, communication avenues and ease of navigating the CAL Town page.
- PACTV is filming a new in-depth segment, "Looking Forward with Our Seniors." We had our first topic taping which included CAL Director, Duxbury Director Joanne Moore, and Patty Sullivan, Director of Dementia Friendly Massachusetts. Age and Dementia Friendly definition was discussed, as well as status of Plymouth and Duxbury designation.
- The Town rolled out new procedure(s) for posting public meeting agendas and minutes, Advisory Secretary was given new instructions.

Respectfully submitted,

Michelle Bratti

Director of Elder Affairs/CAL

Town of Plymouth

DIRECTOR'S REPORT DISCUSSION:

- Michelle indicated that the Volunteer Appreciation Lunch has been revived and will be held on May 8 after a Covid hiatus. There will be a number of awards. Details will follow.
- Staffing updates include a new Matron, Mary Allison. Interviews are being conducted for Cynthia Snow's position. Chef Mike's last day will be February 24, after a successful launch of the CAL Café. Michelle is seeking experienced chefs and is seeking recommendations. Interviewees will be asked to cook.
- As part of the PACTV "Looking Forward with Our Seniors" segment, a round table discussion was held about the Age and Dementia Friendly designation – what it is, why it is important. When editing is complete it will be posted by the town.

- Dave Warden is leading a hot topics discussion group that covers a broad number of topics – what’s on people’s minds, what is happening in town, politics, current events, etc. The number of participants has grown and feedback has been very positive. Dave has been actively involved in the town and attended the Senior Voices visit to the Little Red Schoolhouse.

CHAIR AND VICE CHAIR REPORT: by Kathy Castagna

- UMASS is beginning to interview key informants from different sectors of the town that are involved with senior issues – senior care, police, fire and social services regarding the Age and Dementia Friendly designation.
- This will be followed by focus groups about topics that affect seniors such as housing, transportation, communication, town services and economic security.
- A survey will then be conducted for Plymouth seniors and forums will be held, probably later in the year.
- Elizabeth asked about the next steps after the assessment. How will CAL leverage the information obtained? It is a great opportunity to identify what can be done and what support the town will provide. It will also open up grant opportunities.
- An opening still exists for the Advisory Board.
- Pat Achorn asked if the advisory board sign-up sheet dates are official for volunteer orientation. The schedule will be sent out. There is no Volunteer Orientation in February.

FRIENDS’ REPORT: by Pat Janiak

- The Friends will be doing business as “Friends of Plymouth CAL” on the new web site.
- Hopefully the web site will go live in April, 2023 and feedback from CAL will be welcome.
- Pat offered to help the Grants Committee by making available the Foundation Center’s on-line library at the Cape Cod Community College.
- Monday’s Friends meeting will be discussing fund-raising activities.
- Care should be taken not to duplicate requests for funding between CAL and Friends.
- Cable at CAL has been eliminated and has been replaced by public high speed internet access for streaming and programming, paid for by the Friends.
- The in-house computers, for use by seniors, have been replaced using Covid funds. The older computers are now obsolete, couldn’t be upgraded and are no longer in use.
- Friends have requested tax-exempt documentation from the state of Massachusetts.
- Friends are seeking a new accountant.

COMMITTEE UPDATES:

Community:

Grants: by Marianne Kirby

- The Grant Chart of money coming in and what was spent was distributed to the Friends. The Advisory Board members would also like a copy.
- Lists were reviewed of Grant committee ideas, the Friends list of donors, event sponsorships and possible grant opportunities. These will be researched.
- When grants are solicited, Tiffany Park, town grant writer, will now be notified.
- One key need is additional grant money to extend the transportation services offered.

Marketing Committee: by Elizabeth Cadigan

- Planning for the April America's Hometown Welcome Club is in process and the committee will get updated flyers circulated.
- Discussion regarding the marketing committee activities to determine what was completed, what will go forward, what will be built on and how will the working relationship with the grant committee enable the grant projects to be executed.
- Michelle is pursuing the Media and Marketing Coordinator as a contracted position through a CAL grant. Candidates have been highly qualified.

Senior Voices: by Pat Achorn

- A visit to the Little Red Schoolhouse is booked for March 30. The Sherriff's Department will participate, providing ID's.
- Since this is a small group, the meeting will be more one to one. One suggestion that the last visit provided was to add a spot on the property tax bills to donate \$1 for senior usage.

Strategic Planning: by Ann Hieser

- Partnerships were defined as arrangements where parties agree to cooperate to advance their mutual interests. The partners in a partnership may be individuals, businesses, interest-based organizations, schools, government groups, or combinations.
- A new section of the Annual Report will contain the Partner of the Month and Volunteer of the Month. This information will also be in the Newsletter.
- The committee hopes to begin a Workshop for SWOT analysis in March. Participants would include Advisory Board members, CAL staff, Seniors and Friends members.
- Brainstorming ideas would be prioritized and contribute to the CAL Strategic Plan development, due May 30.
- A survey of seniors would aid in the prioritization process but must be carefully timed to avoid conflict with the Age and Dementia Friendly designation assessment. Alternatively, these questions could become part of the UMASS survey.

Senior Task Force:

OLD BUSINESS - NEW BUSINESS:

- Terry pointed out that there needs to be communication among the committees. The more we know the better we are.
- Janice will distribute committee meeting notes to the committee prior to the monthly Advisory Board meeting.

PUBLIC COMMENT:

- Marianne thanked the Plymouth Police and Michelle for smoothly handling a tense situation at February's "Breakfast with a Cop".
- Kathy thanked the police for all they do for seniors. Michelle and Kevin commented that the police look forward to participating at these events.

ADJOURNMENT:

Pat Achorn made a motion to adjourn. Elizabeth Cadigan seconded the motion. The motion to adjourn was approved unanimously at 10:01am.

Respectfully submitted,
Janice Capofreddi, Secretary

LIST OF DOCUMENTS USED DURING THE MEETING:

- Agenda –February 9, 2023
- Minutes – January 12, 2023
- CAL Director's Report January 2023 with Statistics – January FY 2023 by Michelle Bratti

CAL Director's Report January 2023

January Highlights:

- Programming Highlights: Watercolors art class is at full capacity, Parkinson's Support group is increasing in participants, "What's on Your Mind" has doubled in participation, civic participation has increased, and Stephen Collins one-man Herman Melville show was fantastic and well-attended. Monday and Friday movies have very low attendance numbers, and sewing and quilting classes were eliminated due to no attendees.
- 24 Constant Contact emails sent to 2700 people with an open rate of 41%.
- 2023 yearlong goals were discussed with staff, and they included several group events and celebrations as seniors have expressed a desire for more entertainment and interactive opportunities.
- the Volunteer Appreciation Luncheon is finally back! Scheduled date is May 8, 2023, please mark your calendars!
- CAL has hired a Matron, Mary Allison. Mary is kind and outgoing and is already loved by the staff! We are currently in process of interviewing for the Receptionist position.
- Cynthia's last day will be Friday, February 24, 2023. Please stop by and wish her well!
- Unfortunately, our incredible chef Mike Dickerson is resigning. Although he loves the CAL Café, coming out of retirement for this position proved to be more of a challenge than he anticipated. This position has been posted and we are hopeful that the next candidate is as amazing as Mike!
- Director had our first budget meeting with Finance and Advisory Committee, and the sub-committee assigned to CAL approved our budget for Spring Town meeting.
- CAL will not be pursuing the Media and Marketing Coordinator role as a new initiative, but rather as a contracted position. Director has received many excellent resumes, and interviews will begin in February.
- PACTV filmed a full-feature segment on the CAL Café, which will be available to promote in February.
- Director had a meeting with Anthony Senesi to discuss the revamped Town website. This was an excellent meeting and focused on CAL's outreach efforts, communication avenues and ease of navigating the CAL Town page.
- PACTV is filming a new in-depth segment, "Looking Forward with Our Seniors." We had our first topic taping which included CAL Director, Duxbury Director Joanne Moore, and Patty Sullivan, Director of Dementia Friendly Massachusetts. Age and Dementia Friendly definition was discussed, as well as status of Plymouth and Duxbury designation.
- The Town rolled out new procedure(s) for posting public meeting agendas and minutes, Advisory Secretary was given new instructions.

Respectfully submitted,

Michelle Bratti

Director of Elder Affairs/CAL

Town of Plymouth

FISCAL YEAR 2023	July	August	Sept	Oct	Nov	Dec	Jan
Number of times in Center	3017	3816	3701	3515	3658	3284	3701
Guests over 60	42	73	144	80	103	95	62
Guests under 60	11	8	19	5	16	2	5
Unduplicated Programs	85	89	95	97	108	96	91
Duplicated Programs	362	422	420	438	417	407	441
Medical Transportation Rides Unduplicated (# of people)	6	8	19	10	5	4	10
Medical Transportation Rides Duplicated	18	30	49	25	19	29	47
Social/Outreach Clients Unduplicated	127	194	204	189	180	142	150
Social/Outreach Clients Duplicated	195	311	314	315	331	227	281
Volunteers Unduplicated	141	147	145	183	181	172	180
Volunteer Hours Duplicated	1533	1587	1404	1630.13	1937.93	1817.17	1859.71
Meals on Wheels Unduplicated	154	172	169	170	165	166	171
Meals on Wheels Duplicated	2287	2843	2793	2594	2684	2738	2590
Friday Food Shopping	79	82	95	71	86	73	78
Dine-In Lunch Unduplicated*	109	110	81	40*	172	206	164
Dine-In Lunch Duplicated	207	219	101	40*	112	297	352
Director Calls	10	10	10	10	5	5	5
Birthday calls	851	872	705	960	776	902	865
CAL Express (NEW)	169	214	183	141	167	150	164

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