

HANOVER COUNCIL ON AGING

Minutes of the Regular COA Meeting, February 12, 2018

The Regular Meeting of the Hanover C.O.A. Advisory Board was held on Monday January 8, 2018, at the Hanover Senior Center. The meeting was called to order by Chairman, Don Buckley at 9:10 AM. Six members were present: Don Buckley, Dick Farwell, Claire Flynn, Ellie Kimball, Carol Mattes and Les Molyneaux. Absent was Roger Leslie. Additional attendees were COA Director Tammy Murray and new Volunteer Coordinator Jennifer Dunn. Jennifer started a couple of weeks ago and is already going out on outreach visits and working on organizing the front desk area for our volunteers.

The minutes from the January 8, 2018 regular meeting were accepted.

Director Murray handed out her monthly report and monthly budget review. She will share December, January & February statistics at the March meeting. An area in Tammy's report related to 3 cases she is working on regarding need for furnaces and/or burners. She shared that she has been working across various departments and outside agencies to be sure these people are placed on the list for assistance. She detailed that there are programs available for fuel assistance (MASS Save), there are also 2 Veterans programs. The need is placed on the list based on income and assets. Continuing the fuel assistance discussion, fuel assistance is a long process and not immediate. Representative DeCoste and his office have been extremely helpful.

Tammy shared that the Hanover Lions requested to use the Henry Newcomb room on Sunday, March 18th for a Pancake Breakfast; all necessary paperwork has been submitted including their insurance binder. The board voted unanimously to approve this request.

In reviewing the budget for 2018 and 2019, Carol shared that she had submitted the Generator article that was discussed at the January meeting. The amount being requested is \$49,177.10. At the Selectman's meeting where Acting Town Manager shared the budget the generator was mentioned as a potential warrant article.

Tammy shared that she and Dana the Library Director have been collaborating on programs and on the possibility of sharing a Marketing Outreach Coordinator. This would be a part-time position, 19 hours per week. They are scheduled to make their presentation on Monday, March 5th at the Selectman's meeting. She shared the essential functions, qualifications, special requirements, knowledge, skills & abilities. There is consideration being given to using grant money to support this position for the first couple of years by both the COA and the Library. The board had a lively discussion about this that focused for a few minutes on how bad the sound for the selectman's meeting has been and the inability to hear Selectman Keegan for the past several meetings. When the board got back on track and thought through the request Tammy and Dana were making, it made sense. We have been struggling with marketing ourselves and our programs and it might be discovered that the town might consider having this person for town-wide marketing. The skill set is unique with all the media outlet types and being sure communication is timely. The board made note of the date for the presentation (3/5) and they will be present to support the initiative.

Tammy is working on planning a "Spring Fling" dance. She is trying to secure the jazz trio she had for the Sunday concert in January.

The meeting then focused on the strategic plan. First, Tammy shared a ‘brain storming document’ sharing Mission, Vision, Positioning, Value Words, Major Focus, Additional Focus, Tag Lines, Rebranding, TV Show Name Ideas, Marketing Goals, Plans (logo, update newsletter, open house, and welcome kits). The logo was the key area for this meeting. Tammy shared a hummingbird logo and the board did not like think it was representative for the center. What the board did discuss is that they can’t continue at every meeting to not make decisions because we need to get new marketing material prepared during fiscal 2018 and we can’t keep kicking decision to the next meeting. A thought was shared that maybe Tammy could reach out to the high school art department and they might be able to provide some ideas for a logo. Another idea was using the tree at Forge Pond Park. The board will discuss again at the March meeting and make a decision so that Tammy can move forward with completing marketing documents.

Second, we discussed the dates for start and end dates for the strategic plan. One part of the plan that will be worked on in a couple of years is accreditation. Tammy will complete her suggestions and we will discuss in detail at the March meeting in preparation for our presentation to the Selectman at a Selectman’s meeting. We will reference our plan at the Advisory meeting, but the official first review will be with the Selectman.

Carol asked Tammy to share some of her thoughts after being in position for 6 months. She is pleased with the collaborative effort between the Library and the COA. She is not sure the collaboration with Park and Rec will be as successful because they charge \$35 and we charge \$10; that is a work in process.

An area where she thinks we need to review prior to the next fiscal year is how exercise instructors are currently guaranteed \$50 for their classes. If there aren’t enough students the money is paid from the COA to make up the difference. Tammy feels that the instructors should have some responsibility for marketing their class(s). There are some instructors who have only 4 or 5 students. Students only pay \$3. The students love the instructor, but it isn’t fiscally responsible for the center to allow the space to be used for 4 or 5 if we have a program that could support 20+. The discussion about having an instructor meeting to keep lines of communication open and working with the instructors so they are aware of their need to support class size along with the Center marketing the classes.

The next regular meeting will be on Monday, March 12, 2018 at 9:00 AM. The meeting adjourned at 11:10 A.M.

Respectfully submitted,

Carol Mattes

Carol Mattes
Secretary

CC: Hanover Council on Aging Advisory Board Members
Tammy Murray, Hanover Elder Services Director
Assistant Town Manager/Community Services Director Tony Marino