

**Senior Advisory Board Meeting
Minutes, April 4, 2024 9:30 AM**

**Normal Township Activity and Recreation Center
600 E. Willow, Normal, IL 61761**

Members Present: Chair Deb Shaw, Laura Baily, Terry Lindberg, Garth Piercy, Sylvia Richardson, Carol Smith

Township Officials: Jess Ray, Supervisor; Trustees: Floyd Aper

ARC Staff: Director of Programming Molly Camper; Member Services Manager Elicssha Sanders; Communications Coordinator Samantha Scott

Public Present: Darla Heath, Faith in Action; Steve Kossman

Meeting called to order by Chair Deb Shaw at 9:30 AM.

Approval of Minutes

Motion to approve the minutes of the March 7, 2024 meeting was made by Carol Smith. Motion seconded by Deb Shaw. Motion passed.

Public Comment: Darla Heath reported the Faith in Action has 8 new volunteers this month who will provide transportation services.

Report from Chair: Deb Shaw

Deb reported there is a lot going on and most will be covered in Jess' report. Deb has heard members are not happy. She will be looking further into their concerns.

Report from Township Supervisor & ARC Operations Overview: Jess Ray

- Today is Ruby Jones' birthday and last week was her 9th anniversary with the ARC. A card was sent around.
- The Annual Statement of Economic Interest has been sent to Board members from the County. The required form should be submitted by May 1st. Fines are applied after.
- ARC Staffing Changes:
 - The Facilities Manager resigned in March. Molly is filling in where she can with program settings and all staff are helping with ordering supplies. Hiring a replacement will be a priority.
 - The two final candidates for Director of Operations withdrew to accept other positions. The Township will be reviewing the hiring procedure and what needs to be done better or differently. Advisory Board Members' comments included the time was too long between application & hiring and the process was too long and tedious with too many candidates to review. The suggestion was made to shorten the job posting time frame. The last posting was from December 26 to January 29.

ARC Staff Reports & Committee Updates

Molly Camper, Program Highlights – Report attached to meeting packet.

We have 180 glasses for the eclipse on Monday.

Saturday, April 13 from 9 AM-1 PM is our "Stress Busters" event. Activities included are

Chihuahua Rescue, meditation in the Exercise Studio, making your own Mindfulness Kit; Susie Watkins will be doing blood pressure screenings and a movie.

Elicssha Sanders, Member Services – Report attached to meeting packet.

Membership is approaching 3,600. “Snowbirds” are beginning to return.

Ruby and Jeanne are celebrating their 9-year anniversaries with the ARC and Delilah recently celebrated 5 years. Ruby and Jeanne’s birthdays are this week too.

Samantha Scott, Communications Coordinator – Report attached to meeting packet.

The spring ARC Gear sale is April 1-15. The shirts are in shades of purple with \$5 per shirt donated to the Walk to End Alzheimer’s to support our team.

\$300 was received from the Texas Roadhouse Dine & Donate fundraiser on March 11th.

The next Dine & Donate is June 24th with all three Monical’s Pizza locations participating.

Regarding the “Snowbirds” returning, membership renewal notices are emailed monthly two months after expiration. Survey responses for non-renewals have included: traveling, health issues or staying active other ways. Elicssha asked for “health issues” responses be sent to the Sunshine.

Old Business: None

New Business: ARC Staffing

Per Jess, ARC Staff have expressed filling the Facilities Manager position is a priority. A recommendation has been sent to the Township Board, as this is a Township position, requesting a more streamlined hiring process with possibly a 2-3 member committee (recommendations requested) with facilities management experience. Mark Clinch was mentioned. The job description was recently updated.

Director of Operations position discussion included:

What is needed in the Director of Operations position? Is the position needed? Does ARC management need to be reorganized? What is not getting done without the Director in place? Staff had reviewed the job description previously posted on INDEED. Molly reported their findings: Overseeing maintenance of building & equipment; effectively manage safety plans & programs; develop policies & procedures to establish guidelines to affect the vision & values of the organization; develop opportunities for the professional development of staff to promote learning; coordinate SHIP services and communicate between the ARC, Township and SHIP. All staff is covering problems or discipline when they arise, other than personnel issues. Grants and grant reporting was discussed.

Carol asked if a grief support group could be added for other than spouses.

Recommendations: Carle Health; CCSI; Chestnut Health, churches and health insurance.

Concern expressed that items have been missing from the Classroom storage closet.

Molly answered the door self-locks and is opened during specific programs but should be closed at the end of each session.

Jess asked for a volunteer to moderate the April 9 Annual Township Meeting at 7 PM.

Deb Shaw volunteered.

Suggested Topics for Next Meeting

Update on ARC Staffing.

May 2 meeting will break for committee work. Garth and Laura volunteered for Communications and Fundraising committee with Sammi.

Motion to Adjourn at 10:15 by Terry Lindberg, seconded by Laura Baily. Motion passed.

Annual Township Meeting: April 9, 2024 at 7:00 PM in the ARC Auditorium

Next Normal Township Board Meeting: April 18, 2024 at 8:15 AM

Next Senior Advisory Committee Meeting: May 2, 2024 at 9:30 AM - Upstairs

Program Report May 2024

In-Person Programming Highlights

Join Jim O'Donnell in the ARC Auditorium on Wednesday, May 8th at 10:30 AM for the Great American Songbook on Piano.

The American Cancer Society will be at ARC on Thursday, May 9th at 11:00 AM to discuss the Relay for Life of McLean County.

Planning on traveling to a Spanish speaking country? Join Christina Perhai on Fridays in May at 11:00 AM for a beginning conversational Spanish class. The cost to attend this class is \$20.

The ARC Enthusiastic Gardeners Club has invited Master Gardener Jaci Dixon to talk about jumping worms and cicadas on Thursday, May 16th at 11:00 AM.

OSF will host Smart Meals on Thursday, May 23rd at 1:30 PM. The recipe for May is Mediterranean tuna and pasta.

Join Brian and Maureen Barnes for a dulcimer concert in the ARC Auditorium on Thursday, May 30th at 10:30 AM. The dulcimer is a unique American instrument and an ancestor of the piano.

ARC is hosting patriotic puzzles and pizza on Tuesday, May 21st at 11:00 AM. Have a fun time putting together patriotic puzzles with friends and enjoy pizza while you puzzle. You will work on 500-piece puzzles. The cost to attend is \$2.00.

Join ARC for a fun evening spent playing your choice of board game on Wednesday, May 29th from 5:00 to 7:00 PM. Refreshments will be served.

Join Mike Mitchell, Pickleball Ambassador on Saturday, May 25th from 8:30 to 10:30 AM for a beginner Pickleball clinic. The cost to attend this clinic is \$10.

Join Mike Mitchell, Pickleball Ambassador, on Saturday, May 25th from 11:00 AM to 1:00 PM for an intermediate Pickleball boot camp. The cost to attend this boot camp is \$20.

Paint abstracts in watercolor or acrylics with Carol Boerkel on Thursday, May 16th or Thursday May 23rd from 9:00 AM to 11:30 AM. The cost to attend this class is \$15.

Charlotte Black will teach a botanical Jelly printing class on Friday, May 3rd or Friday May 31st from 10:00 AM to 12:00 PM. The cost to attend this class is \$5. Bring your own greens and fresh flowers to use.

Back by popular demand, fused glass garden stakes on Friday, May 10th or Saturday May 11th at 9:00 AM or 11:00 AM. The cost to attend this class is \$30.

Inside Out Accessible Art will make steam punk hats on Friday, May 17th from 10:30 AM to 12:00 PM. The cost is \$20 if you need a hat. The cost is \$10 if you bring your own hat of any kind.

CCSI will host a Matter of Balance Session Zero on Tuesday, May 14th from 1:00 to 2:00 PM. Matter of Balance is an evidence-based falls management program for older adult adults. Those attending Session Zero will have the first chance to register for the Full Matter of Balance program on Tuesdays and Thursdays from June 4th through June 27th from 1:00 to 3:00 PM.

Are you a caregiver for a loved one with dementia and struggling to find time to care for yourself? Join CCSI for a nine-week Stress Busters class that teaches you ways to care for yourself while enhancing the

care you provide to your loved one. This class will take place on Fridays from May 17th through July 19th from 10:00 AM to 11:30 AM. There is no charge for this class and all materials are supplied.

Join Genesis Hall, LCSW for a workshop on "Women Building Emotional Resilience for Better Mental Health" on Saturday, May 18th at 10:00 AM.

Join Bruce Boeck, Licensed Counselor, for his Mental Health series on Thursday, May 23rd at 10:30 AM. The topic for May is grief. In this session, we will talk about healthy and unhealthy grief and ways to accept grief.

Join us at ARC for a Memorial Day service on Tuesday, May 28th at 10:30 AM in the Auditorium. If you have a relative who has served who has passed in the last year, contact Communications Coordinator Sammi Scott to let us know.

Digital Programming

Mindfulness Meditation: Mondays, Wednesdays, Fridays, 9-10:30 AM (Hybrid)

Intermediate TAI CHI and Qigong: Mondays and Wednesdays, and Fridays, 11 AM (Hybrid)

Beginning TAI CHI and Qigong: Tuesdays and Thursdays, 11 AM (Hybrid)

ARC Avid Reader's Book Club: Tuesday, May 7th (Hybrid)

Great Books: Thursday, May 2nd at 10:30 AM (Hybrid)

Caregiver Support: CCSI & Alzheimer's Association: Wednesday, May 1st from 2-3 PM (Hybrid)

Other News

The Midwest Food Bank distribution days at ARC for April will be May 14th and 28th.

The May Bonnie's Cafe sponsor is the Institute for Financial Education. Thank you for your sponsorship.

Save the date for ARC's visiting artist watercolor workshop. The visiting artist this year is Richard Stephens. The title of his workshop is Lighten Up, Loosen Up. He will be here from August 5th through August 7th from 9:00 AM to 4:00 PM. The cost to attend this workshop is \$286.

If you would like to participate in this year's Taste of Culture by providing a delicious dish to be shared with attendees that represents your culture and family traditions. Join us for an informational meeting on Thursday, May 23rd at 1:00 PM. You'll learn more about event structure, guidelines, and expectations for our 2024 Taste of Culture program. This program will take place on Saturday, June 22nd at 10:00 AM.

Communications Coordinator Report May 2024

Fundraising

- **Brick by Brick:** Quote for brick wall work has been approved; waiting to hear back from the company as far as scheduling the work to be completed, last reached out 4/26/24
- **Bingo sponsors:** Will begin filling 2025 calendar in June
- **Coffee Sponsors:** The May sponsor is Institute for Financial Education
- **Card Tourney Sponsors:** Have secured card tournament prize sponsors for the months of January through September 2024. Still looking for potential sponsors for October - December 2024. April – June is Arcadia (ARC at Normal) and July – September is Floor Coverings International
- **ARC Living Memorial Fund 2024:** Green Space - \$444.00, General Support - \$1,843.00, Fitness Programming - \$154, Classroom Updates – \$64, through April 26th - \$1,260 of total raised in April
- **Dine & Donate:** Next Dine & Donate will be at Monical's Pizza – any of the three locations in Bloomington/Normal – on June 24th. Flyer will be shared about 3 weeks prior.
- **Giving Tree:** Have recently added two leaves to tree, will be looking for a quote on cutting more leaves as we are starting to run low on blanks

Constant Contact as of 4/26/24

- 3250 subscribed contacts, 3254 contacts total (includes 4 who asked to resubscribe but haven't confirmed)
- 30-day open rate of 58%

Facebook as of 4/26/24

2,575 followers (up 53 from last report)

Page visits 3.7K in last 28 days (March 29th – April 25th, 2024)

Last 90 days post reach of 30.5K, up from 20.5K in last report, engagements of 2.8K, 5.8 % higher than 90 days prior

Post reach of 19.6K, content interactions of 1.7K in last 28 days

Other Notes

Attended 1st Annual Health Fair sponsored by Molina at Woodhill Towers on April 9th. Small audience, but good interest and conversations.

Raised \$310 for the Normal Township ARC Walk to End Alzheimer's team through the spring ARC gear sale. Check will be mailed once order is completed.

Molly is working on finding sponsors for Puzzlepalooza fundraiser for walk team. Seeking 3 sponsors who can get creative in the theme, snacks, prizes and puzzles for 1 of 3 puzzle contests to be held on July 20th from 9 AM – 1 PM. Sponsorship is for physical items and is valued at \$250. Sponsor would attend the event as the host.

Joining the team as a fundraiser is not required in order to walk the day of the event on October 5th, but you can if you would like. Can also add your name to the walk list on the back end, so you don't have to set up your own page. Let Sammi know if you would like to be added to our walk list.

May 2024 MSM Report (updated as of April 29, 2024)

April 2024 Membership Numbers

- There were 301 memberships scheduled to expire in the month of April, 180 (60%) of those members have renewed their membership.
- There are 236 memberships scheduled to expire in the month of May, so far 47 have renewed.
- In April, we received \$7045 in Membership Revenue.

April Sunshine Numbers

- 278 Birthday calls were made by the MSR staff in April.
- April Sympathy, Get Well, and Birthday correspondence numbers will be given at the meeting.

April Shuttle Van Numbers

- 39 members utilized the Shuttle Van in March.
- 26 members utilized the Shuttle Van in April. 29 members initially made a reservation during the month, but 3 members cancelled.
- Shuttle Van Drivers had 35 Single Trips and 102 Round Trips in April.

April Programming Revenue

- In March, we received \$12923.50 in Programming Revenue.
- In April, we received \$9517.50 in Programming Revenue.

April Insurance-Based Membership Program Visits

- April reported visit total submitted for reimbursement- N/A
- Silver Sneakers- N/A
- Renew Active- N/A
- Silver & Fit- N/A
- Active & Fit- N/A

The 2nd page is the Numbers Comparison Sheet

Member Services Number Comparison Report
May 2024

****Report as of 4/29/24****

Shuttle Van Ridership	
	Unduplicated Riders
March	39
April	26

Membership Totals	3597
Paid Member Total	2489
Silver Sneakers Total	888
Renew Active Total	135
Silver & Fit Total	27
Active & Fit	1
Reduced Fee Total	33
Change in Benefits	16
Member Support Person	8

Membership Stats					
	March	April		March	April
Paid New Members	61	53	Paid Renewal	153	185
New Silver Sneaker	15	14	Silver Sneaker Renewals	58	68
New Renew Active	3	2	Renew Active Renewals	9	8
New Silver & Fit	0	1	Silver & Fit Renewals	1	1
New Active & Fit	0	0	Active & Fit Renewals	0	0
Visitor Passes	4	2			

Monthly Attendance						
March						
Week of	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
3/1-3/2					243	172
3/4-3/9	528	510	465	480	230	211
3/11-3/16	554	455	418	431	237	166
3/18-3/23	524	441	482	474	222	178
3/25-3/30	516	458	443	458	212	142
April						
Week of	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
4/1-4/6	538	505	467	471	265	213
4/8-4/13	488	372	450	446	259	149
4/15-4/20	480	403	466	430	225	199
4/22-4/27	522	441	448	493	229	158
4/29-4/30	N/A	N/A				