

**Senior Advisory Committee Meeting  
Minutes, October 5, 2023 9:30 AM**

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

**Members Present:** Chair Deb Shaw, Jana Edge, Steve Kossman, Terry Lindberg, Sylvia Richardson, Carol Smith

**Members Absent:** Linda Spencer

**Township Officials:** Jess Ray, Supervisor; Trustees: Sally Pyne, Arlene Hosea

**ARC Staff:** Director of Programming Molly Camper; Member Services Manager Elicsha Sanders

**Public Present:** None

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

**Approval of Minutes**

Motion to approve the minutes of the September 7, 2023 meeting was made by Steve Kossman. Motion seconded by Jana Edge. Motion passed.

**Public Comment** – None

Darla Heath stopped in earlier to say Faith in Action will be open on Monday, Oct. 9, even though the ARC is closed for the holiday.

**Report from Chair** – Deb Shaw

No report.

**Report from Township Supervisor & ARC Operations Overview: Jess Ray**

A discussion about the position of Director at the ARC will be a topic at the Normal Township Board meeting on October 19 at 8:15 AM. They will also discuss the possibility of streamlining the hiring/firing of ARC staff. Time constraints due to the McLean County Behavioral Health Forum the same day may shorten the meeting.

**Old Business** None

**New Business**

Molly Camper, Director of Programming reported:

Oct. 18, 9 AM-3 PM, MCHD will be hosting a Flu/Updated COVID vaccine clinic. This is a walk-in clinic and insurance information must be provided.

Oct. 25 the ARC will be closed for the Poverty Simulation. Faith in Action is asking for volunteers to man stations. A discussion of the simulation and its impact followed.

Oct. 28 is the “Celebrate the Season” Art & Craft Fair, 9 AM-1 PM. The Fair was submitted for consideration in the Innovations Awards during the September AISC/ITASCSC Joint Conference and ARC was awarded 3<sup>rd</sup> place! All vendors are ARC members and items are handmade. 10% of sales come back to the ARC.

**Suggested Topics for Next Meeting**

**Committee Work: 9:50 - 10:30**

Members broke into Committees for the remainder of the meeting.

**Next Normal Township Board Meeting: October 19, 2023 at 8:15 AM**

**Next Senior Advisory Committee Meeting: November 2, 2023 at 9:30 AM**

# Program Report November 2023

## In-Person Programming Highlights

The November Tech Talk on Tuesday, November 7th at 11:00 AM will cover smart light bulbs, wall switches and wall plug technologies.

Join the New Day Ringers of the Bloomington/Normal community on Saturday, November 11th at 9:30 AM for a concert.

The Central Illinois Institute of Balance will provide an informational program on Tuesday, November 14th at 11 AM.

Join the ARC Enthusiastic Gardeners Club for a winter pot make and take on Thursday, November 16th at 11 AM. The cost to attend this program is \$20.

The Alzheimer's Association will present on Monday, November 27th at 11 AM, Healthy Living for your Brain and Body.

Learn about the OSF Smart Meals Program and take home a meal kit on Thursday, November 30th at 1:00 PM. The recipe for November will be perfect pumpkin chili.

Join the Prudential Advisors team to learn more about the importance of comprehensive financial planning on Thursday, November 2nd at 11 AM.

The Institute for Financial Education will present on advanced Social Security planning on Wednesday, November 8th at 11 AM.

Join Mike Mitchell, Pickleball Ambassador, for a beginner Pickleball clinic, on Thursday, November 9th from 4:30 to 6:30 PM. The cost to attend this clinic is \$10 period

Join Mike Mitchell, Pickleball Ambassador, on Thursday, November 30th for a Pickleball Boot Camp. Pickleball Boot Camp consists of two hours filled with strategy tips and drills to help improve your game. You will be taught proper court positioning and movement, the dink game, the third shot, and many other skills and strategies. The cost to attend this clinic is \$20.

Scott Richardson, ARC's personal trainer, has one opening for a personal training slot on Thursdays at 2:00 PM. The cost to attend this one-person training session is \$80 for the month.

Join Peoria Charter Travel and Collette Vacations for a trip informational meeting on Monday, November 6th at 1:00 PM. You will learn more about our upcoming trips, including the best of Eastern Canada, Hawaiian Adventure, and Islands of New England.

Connie Dearborn will teach a Christmas Angels craft class on Friday, November 10th or Saturday, November 11th at 9:00 AM or 11 AM. You will make Christmas angels using upcycled chandelier globes. You must bring your own glue gun or share a glue gun with a friend. The cost to attend this class is \$20. Marsha Meiss will teach a fun Fall/Thanksgiving craft class on Tuesday, November 14th at 10 AM. The cost to attend this class is \$5.

Join us at ARC on Tuesday, November 28<sup>th</sup> for a new Cricut class that will offer the chance to make a small snowman canvas and easel tabletop decoration. All supplies will be provided for \$10.

A special invite is extended to those ARC members who have served and their guests for our veteran's day ceremony and cookout on Monday, November 13th. The ceremony will take place at 11 AM, following the ceremony there will be a cookout lunch served. Hamburgers, hot dogs, chips, cookies, and water will be served. This event is free to ARC members and their guests.

ARC will host a Friendsgiving gathering on Monday, November 20th at 5:30 PM. Please bring your favorite Thanksgiving dish to pass and we will end the night with a fun dice game.

The local interest speaker series for November will be The Baby Fold. On Friday, November 3rd at 10 AM, Lori Bultemeier will be giving us the story of its 121-year history of loving children and families.

## 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, November 7<sup>th</sup> at 10 AM (Hybrid)

Great Books: Thursday, November 2<sup>nd</sup> at 10:30 AM (Hybrid)

Caregiver Support: CCSI & Alzheimer's Association: Wednesday, November 1<sup>st</sup> from 2-3 PM (Hybrid)

## Other News

Midwest Food Bank distribution days at ARC for November will be November 7th and 21st.

ARC will host a blood drive for the Red Cross on November 15th from 11:00 AM to 4:00 PM.

New volunteers are needed for the VITA tax preparation for low- and moderate-income residents of Central Illinois on Thursdays from February 1st through April 11th, 2024, at ARC. There will be support and training for new and returning volunteers during January with study materials and test exams available in late November. Volunteers are needed to be greeters and intake coordinators, tax preparers, quality reviewers or to present the finished returns to clients. Contact Betty at [bpilchard@googlemail.com](mailto:bpilchard@googlemail.com) for more information.

## Communications Coordinator Report November 2023

### Fundraising

- **Brick by Brick:** No update
- **Bingo sponsors:** All dates for 2024 are now filled.
- **Coffee Sponsors:** The November sponsor is VFW Post 454. Months still available for sponsorship from fall 2023 through summer 2024 - **July 2024.**
- **ARC Living Memorial Fund 2023:** Green Space - \$3,395.33, General Support - \$11,476.42, Fitness Programming - \$2,463.03, Classroom Updates – \$302.50.
  - Since August 17<sup>th</sup>, \$1,744.53 has been collected for green space, \$4244.42 for general support, \$1907.50 for fitness upgrades, and \$302.50 for classroom upgrades for a total of \$8,198.95
- **Dine & Donate:** Have reached out to Buffalo Wild Wings about setting up a dine and donate, waiting to hear and to see if a December date will work.
- **Giving Tree:** No update

### Constant Contact as of 10/27/23 – Actively restructuring contact lists

- Had 5491 total contacts in list as of 10/26, but now working to clean up lists to eliminate all those who are non-members still receiving emails unless they ask to remain on a contact list. Hoping that this will reduce total number of contacts to less than 5,000, which will mean our monthly charge for Constant Contact services will be reduced.
- Non-members were asked to email me with request to stay on mailing list for monthly newsletter by November 2<sup>nd</sup>. November 3<sup>rd</sup>, original list will be retired with those asking to remain moved to a different segment/list.

### Facebook as of 10/27/23

2,367 followers – change of +19 from last report. 2,208 page likes, change of +19 since last report. Post Reach July 29<sup>th</sup> – October 26<sup>th</sup> – 13.1K, page visits 2,087 in last 28 days. 3.6K post engagements in the last 90 days. 7,843 page reach Sept 29<sup>th</sup> – Oct 26<sup>th</sup>. 1,820 page visits in last 28 days.

## **November 2023 MSM Report (as of October 27, 2023)**

### October 2023 Membership Numbers

- There were 242 memberships scheduled to expire in the month of October, 124 (51%) of those members have renewed their membership.
- There are 217 memberships scheduled to expire in the month of November, so far 33 have renewed.
- In October, we received \$6250 in Membership Revenue.

### October Sunshine Numbers

- 280 Birthday calls were made by the MSR staff in October.
- October had 15 Sympathy and 11 Get Well correspondence sent out.

### October Shuttle Van Numbers

- 27 members utilized the Shuttle Van in September.
- 27 members utilized the Shuttle Van in October.
- In October, there were 35 Single Trips made, and 67 Roundtrips made.

### October Programming Revenue

- In September, we received \$11235.50 in Programming Revenue.
- In October, we received \$8719 in Programming Revenue.

### October Insurance-Based Membership Program Visits

- October reported visit total submitted for reimbursement-
- Silver Sneakers-
- Renew Active-
- Silver & Fit-
- Active & Fit-

**The 2<sup>nd</sup> page is the Numbers Comparison Sheet**

Member Services Number Comparison Report  
November 2023

**\*\*Report as of 10/27/23\*\***

<b>Shuttle Van Ridership</b>	
	Unduplicated Riders
September	27
October	27

<b>Membership Totals</b>	<b>3407</b>
Paid Member Total	2369
Silver Sneakers Total	809
Renew Active Total	138
Silver & Fit Total	28
Active & Fit	1
Reduced Fee Total	40
Change in Benefits	19
Member Support Person	3

Membership Stats

	September	October
Paid New Members	64	57
New Silver Sneaker	24	13
New Renew Active	1	4
New Silver & Fit	0	0
New Active & Fit	0	0
Visitor Passes	1	3

	September	October
Paid Renewal	121	151
Silver Sneaker Renewals	44	25
Renew Active Renewals	17	8
Silver & Fit Renewals	1	2
Active & Fit Renewals		

Monthly Attendance

September						
Week of	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
9/1-9/2					189	144
9/4-9/9	CL	446	390	418	176	147
9/11-9/16	474	419	371	350	212	132
9/18-9/23	436	391	368	387	247	129
9/25-9/30	442	368	372	377	175	128

October						
Week of	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
10/2-10/7	484	382	388	384	247	141
10/9-10/14	CL	392	377	384	209	157
10/16-10/21	453	391	384*	386	216	139
10/23-10/28	455	444	CL	458	N/A	N/A**
10/30-10/31	N/A	N/A				

\*- COVID Vaccine Clinic, open to the public- Doors were open.

\*\* - Craft Show, open to the public.

Prepared by Elicsha Sanders, MSM