

**Senior Advisory Board Meeting
Minutes, March 7, 2024 9:30 AM**

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

Members Present: Chair Deb Shaw, Steve Kossman, Sylvia Richardson, Carol Smith

Members Absent: Terry Lindberg

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

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

Public Present: Darla Heath, Faith in Action; Laura Bailey, Garth Piercy, Michelle Lee

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

Approval of Minutes

Motion to approve the minutes of the February 8, 2024 meeting was made by Steve Kossman. Motion seconded by Carol Smith. Motion passed.

Public Comment: Darla Heath reported the Faith in Action volunteers drove over 94,000 miles last year. If only one car had been used it would have needed 19 oil changes. The distance is equal to driving on Route 66 from Chicago to Los Angeles 40 times. The organization has applied for a grant to translate their informational materials to Spanish. Translation apps and services were discussed. Friday, March 15th is a fundraiser with Fannie May candy at College Hill Mall.

Report from Chair: Deb Shaw

Today is Steve Kossman's last meeting. We thank him for his 6 years serving on the Board.

Welcome to new members Garth Piercy and Laura Bailey. Introductions were made around the table. Deb informed the new members of the 3 committees they can chose to serve on: Program (Molly), Member Services (Elicsha) and Communications & Fundraising (Sammi).

Communications currently has no members. Sammi said one way committee members help is to deliver monthly newsletters to various locations around town.

Board Member Updates

Steve reported several members have asked if the center will restore to full day hours on Fridays and Saturdays.

Report from Township Supervisor & ARC Operations Overview: Jess Ray

- Jess thanked Steve Kossman for his 6 years of service on the Board.
- Jess attended the ribbon cutting for the new Bloomington Township office near the Bloomington Public Library.
- Interviews for the ARC Director position will begin soon. Information to come.
- An ARC member attended the Management meeting earlier this week. Concerns were brought to their attention. Some are already being addressed, some are new.
- One or two more members from Normal are needed for the Advisory Board.

ARC Staff Reports & Committee Updates

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

- A Stress Busters Event will be held on April 13 from 9:00-11:00. Activities included will be exercise, art, dog therapy and the ISU nurses will be available for blood pressure checks.
- The Glass Fusing class is working on trellis art for the green space.
- Card Tournament Sponsors, Transitions Hospice and Arc at Normal Nursing Home, have contributed \$10.00 gift cards for tournaments through September.

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

- Updated numbers submitted to insurance carriers are available if interested.
- Current membership is 3,592.

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

- Remember the Texas Roadhouse Dine & Donate on Monday, March 11th. You must show a brochure on your phone or bring a printed one.
- Volunteer Recognition party invitations will be out soon. It will be a pizza party.

Old Business: None

New Business: None

Suggested Topics for Next Meeting

None

Next Normal Township Board Meeting: March 21, 2024 at 8:15 AM

Next Senior Advisory Committee Meeting: April 4, 2024 at 9:30 AM in the Classroom.

Program Report April 2024

In-Person Programming Highlights

Join us in the auditorium for a 24 form Tai Chi demo on Monday, April 1st at 11:00 AM.

Michael Dicker will be here to present Introducing Mozart 2 on Monday, April 1st at 1:00 PM.

The Prudential Advisors will present a state planning in the current tax environment on Monday, April 8th at 11:00 AM.

The Institute for Financial Education will present a State and Legacy planning on Wednesday, April 10th at 11:00 AM.

ARC invites you to join us for a spring dance on Friday, April 12th from 6:00 to 8:00 PM. The cost to attend this dance is \$5. Members may bring one non-member guest period.

University Galleries of ISU will be our April Local Interest Speaker Series presenter. Join them on Friday, April 19th at 10:00 AM.

The music enrichment topic for April is the magic of Henry Mancini. This program will take place on Wednesday, April 17th at 10:30 AM or Tuesday, April 23rd at 2:00 PM.

Join ARC member, Marsha Meiss for a self-care workshop on Monday, April 22nd from 12:00 to 2:00 PM.

Join ARC member Dian Nealy for Recycling 101 on Thursday, April 25th at 11:30 AM. Diane will share the newest guidelines and suggestions for reusing, reducing and recycling.

The University of Illinois Extension Office will present I'm Tired of Cooking on Wednesday, April 24th at 1:00 PM. Join them to learn some quick and easy hacks for eating well and making meals at home a more enjoyable process without spending hours in the kitchen.

Join OSF for their Smart Meals program on April 25th at 1:00 PM. April Smart Meals menu will be a Mandarin orange chicken with grilled green chili peanut sauce.

ARC member Michelle Chow will lead a Pickleball drilling for skills class on Saturday, April 6th from 8:30 to 10:30 AM. This class is intended for intermediate and advanced level pickleball players. The cost to attend this class is \$20.

ARC Member Michelle Chow will lead a Pickle Ball Skills Gameplay strategy class on Saturday, April 6th from 11:00 AM to 1:00 PM. This class is intended for intermediate and advanced level pickleball players. The cost to attend this class is \$20.

On Monday, April 29th join Collette Vacations and Peoria Charter Travel for our next travel sampler covering a few of our upcoming trips scheduled for 2025. The trips that will be covered include Spain's Costa del Sol and Madrid, Canyon Country, and the Magical Rhine and Moselle River cruise.

Join Casey's Garden Shop on Tuesday, April 2nd at 11:00 AM for a make and take Pansy bowl. The cost to attend this class is \$35.

Join Connie Dearborn for fused glass flowers on Friday April 5th or Saturday April 6th at 9:00 AM or 11:00 AM. These flowers will be donated and attached to panels for permanent installation and arcs Perennial Garden. The cost to attend this class is \$30.

On Friday, April 19th at 10:30 AM, make your own spring lighted bottle. The cost to attend is \$10.

Beginner crochet will take place on Thursday, April 25th at 8:30 AM. Learn basic crochet stitches. You will select a project, a potholder coaster or dishcloth. This class is free.

ARC is hosting Live Well, Be Well: Take charge of your health class from Monday, April 8th through Monday, May 13th from 9:00 to 11:30 AM. This is a six-week class that will give you tools to better manage your health. This class is free.

Join Jill Howell, MSN, RN and ISU Instructional Assistant Professor for a hands only CPR class on Wednesday, April 17th from 1:00 to 3:00 PM. This class is free.

Bruce Boeck, Licensed Counselor with over 40 years of experience, will host his mental Health series on Thursday, April 25th at 10:30 AM. The topic this month is the meaning IN life.

Join ISU Audiology for a presentation on Hearing Aid Technology on Friday, April 26th at 10:00 AM. Following the presentation hearing screenings will be offered upstairs.

Garth Akal, a certified shoe fitter from Geo Allen Shoes will be at ARC on Wednesday, April 3rd at 1:00 PM for a diabetic shoe informational presentation.

Ship counselors will present a new Medicare presentation on Thursday, April 25th at 4:30 PM in the classroom.

April is Stress Awareness Month. Join us at ARC for a multifaceted special event called Stress Busters on Saturday, April 13th from 9:00 AM to 1:00 PM. Canine Calm with Deeby's Senior Chihuahua Rescue will be available from 9:00 to 11:00 AM and the ARC dining room. They will bring a number of adorable foster dogs to learn about and love on. At 10:00 AM, join the University of Illinois extension office in the classroom for a make your own mindfulness kit. the exercise studio at 10:00 AM Join Nancy Norkiewicz for Meditation Made Easy. The cost to attend this class is \$6. In the auditorium at 11:00 AM, you can watch the movie A Dog's Purpose. The running time for this film is one hour and 40 minutes.

ARC is having a drumming class on Saturday, April 6th at 10:00 AM. The act of drumming has been found to be effective for balancing the right and left-brain hemispheres. Using drumsticks and a stability ball, you will have a ball pounding out and creating your own moving musical masterpiece. The cost to attend this class is \$6.

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, April 2nd (Hybrid)

Great Books: Thursday, April 4th at 10:30 AM (Hybrid)

Caregiver Support: CCSI & Alzheimer's Association: Wednesday, April 3rd from 2-3 PM (Hybrid)

Other News

The Midwest Food Bank distribution days at ARC for April will be April 9th, 16th, & 30th.

The Vita Tax Assistance Program will wrap up with the last intake day on Thursday, April 4th.

Communications Coordinator Report April 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
- **Bingo sponsors:** No update
- **Coffee Sponsors:** The April sponsor is East Lawn Memorial Gardens & Funeral Home
- **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 - \$30.00, General Support - \$1,045.00, Fitness Programming - \$60, Classroom Updates – \$0
- In celebration of ARC's 8th anniversary, will be reaching out for the month of April to encourage donations in the amount of \$64 (\$8 for each year ARC has been serving local older adults)
- **Dine & Donate:** Texas Roadhouse fundraising total was \$300.00. 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:** No update

Constant Contact as of 3/28/24

- 3477 subscribed contacts, 3484 contacts total (includes 4 who asked to resubscribe but haven't confirmed and 3 unsubscribed as of 3/28/24)
- 30-day open rate of 59%

Facebook as of 3/28/24

2,522 followers (up 25 from last report)

Page reach in last 28 days is 12.7K, up from 10.6K in last report, page visits 2.6K in last 28 days (Feb 29th – March 27th, 2024)

Last 90 days post reach of 20.5K, up from 14.4K in last report, engagements of 3.1K, down 200 from last report

Other Notes

Presented at Christian Women's Connection meeting on 3/19 – about 50-60 women – have received positive feedback

Those who served on Advisory Board throughout 2023, please RSVP to Sammi by phone or email by April 12th for the Volunteer Appreciation Party on April 24th at 12 PM, if you haven't done so already.

Spring ARC gear on sale April 1st – 15th at

<https://www.selectcorporatewear.com/shop4/pc/viewCategories.asp?idCategory=197>. \$5 from each item sold will be donated to support the Alzheimer's Association through the Normal Township ARC Walk to End Alzheimer's team. 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.

April 2024 MSM Report (updated as of March 31, 2024)

March 2024 Membership Numbers

- There were 291 memberships scheduled to expire in the month of March, 136 (47%) of those members have renewed their membership.
- There are 301 memberships scheduled to expire in the month of April, so far 50 have renewed.
- In March, we received \$6355 in Membership Revenue.

March Sunshine Numbers

- 308 Birthday calls were made by the MSR staff in March.
- March had 4 Sympathy, 16 Get Well, and 7 Birthday correspondence sent out.

March Shuttle Van Numbers

- 26 members utilized the Shuttle Van in February.
- 39 members utilized the Shuttle Van in March. 40 members initially made a reservation during the month, but 1 member cancelled.
- Shuttle Van Drivers had 41 Single Trips and 99 Round Trips in March.

March Programming Revenue

- In February, we received \$10084.50 in Programming Revenue.
- In March, we received \$12923.50 in Programming Revenue.

March Insurance-Based Membership Program Visits

- March reported visit total submitted for reimbursement- 3306
- Silver Sneakers- 2924
- Renew Active- 294
- Silver & Fit- 86
- Active & Fit- 2

We had 3 MSR ARC-iversaries in the month of March:

March 4th Delilah celebrated 5 years with the ARC.

March 30th, both Ruby and Jeanne celebrated 9 years with the ARC.

The 2nd page is the Numbers Comparison Sheet

Member Services Number Comparison Report
April 2024

****Report as of 3/31/24****

Shuttle Van Ridership	
	Unduplicated Riders
February	26
March	39

Membership Totals	3575
Paid Member Total	2470
Silver Sneakers Total	884
Renew Active Total	139
Silver & Fit Total	28
Active & Fit	1
Reduced Fee Total	31
Change in Benefits	16
Member Support Person	6

Membership Stats					
	February	March		February	March
Paid New Members	54	61	Paid Renewal	150	153
New Silver Sneaker	18	15	Silver Sneaker Renewals	82	58
New Renew Active	6	3	Renew Active Renewals	7	9
New Silver & Fit	0	0	Silver & Fit Renewals	1	1
New Active & Fit	0	0	Active & Fit Renewals	0	0
Visitor Passes	1	4			

Monthly Attendance						
February						
Week of	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
2/1-2/3				468	243	171
2/5-2/10	556	474	489	483	235	202
2/12-2/17	564	439	368*	467	165	189
2/19-2/24	CL	515	452	487	275	203
2/26-2/29	520	464	427	450		
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

*- Blood Drive, Doors were open.

February had several days of the month with door issues, the numbers presented are less than accurate.

CL= Holiday Closing