

**Senior Advisory Board Meeting Agenda**  
**Thursday, August 4, 2022 at 9:30 AM**  
**Normal Township Activity and Recreation Center**  
**600 E Willow**  
**Normal, IL 61761**

\* This meeting will be in the Celebration Room on the second floor at ARC with the option to join remotely via Zoom by following this link <https://us02web.zoom.us/j/83764560526>? or by calling 312-626-6799. The Meeting ID is 837 6456 0526.

- 1. Call to Order**
- 2. Roll Call**
- 3. Approval of July 7, 2022 Meeting Minutes**
- 4. Chair Report:** Deb Shaw
- 5. Member Updates and Committee Reports:**
  - Uday Deoskar (Health and Wellness Committee)
  - Jana Edge (Health and Wellness Committee)
  - Rich Farr (ARC Living Memorial Fund)
  - Steven Kossman (ARC Movie Committee)
  - Carol Plotkin (Blood Drives)
  - Leonard Ross (Outreach)
  - Faye Sanders (Diversity & Inclusion Committee)
  - Barbara Singer (Veterans' Committee)
- 6. Township Supervisor's Report:** Jess Ray
- 7. ARC Staff Reports:**
  - Operations Overview Jess Ray
  - Program Highlights Molly Camper
  - Member Services Elicsha Sanders
  - Communication and Fundraising Samantha Scott
- 8. New Business:**
  - A. Discussion of ARC membership agreement and policies
- 9. Suggested Topics for Next Meeting:**
- 10. Public Comment:**

**Next Normal Township Board Meeting: August 18, 2022 at 8:15 AM**

**Next Senior Advisory Committee Meeting: September 1, 2022 at 9:30 AM**

# Program Report August 2022

## In-Person Programming Highlights

Woodworking 101 is coming to ARC in August. The Cornbelt Carving Club is teaching a beginning level carving class on Tuesdays and Thursdays August 2<sup>nd</sup> – August 18<sup>th</sup> from 4-6 PM. The cost to attend this class is \$50.00.

CCSI is leading a 6-week class that will give you tools to better manage your chronic health conditions. Join Live Well Be Well: Take Charge of Your Health class on Fridays August 5<sup>th</sup> – September 9<sup>th</sup> from 9-11:30 AM.

The Institute for Financial Education is teaching a class on IRAs, TSPs and 401K Rollovers on Wednesday, August 10<sup>th</sup> at 11 AM.

The Oasis Connection computer class this month is Introduction to Email. Mennonite College of Nursing's ANEW grant includes funds to develop resources and support for older adults in McLean County. Through Oasis of St. Louis, a well-established nonprofit whose mission is to support lifelong learning among older adults, they have used grant funds to purchase a "subscription" to curriculum to teach older adults to use technology. The curriculum was developed specifically for older adults, taking into consideration the challenges technology often poses to this population. This class will meet on Wednesdays August 17<sup>th</sup> – 31<sup>st</sup> from 5:30-6:30 PM.

ARC's Enthusiastic Gardening Club invited a beekeeper to come and talk about backyard beekkeeping at their August 18<sup>th</sup> meeting. They will also be revealing their new club logo and details about becoming an ARC Enthusiastic Gardening Club member.

ARC's first singles game night is going to be held on Thursday, August 18<sup>th</sup> from 5-7 PM. Come and meet new people while playing some beloved board games.

Synergy's annual ice cream social to benefit the Alzheimer's Association is scheduled for Monday, August 22<sup>nd</sup> from 12:30-1:30 PM. Build your own ice cream dish for a donation of \$2.

Rita Meland, Music Educator, is hosting August's music enrichment series on August 17<sup>th</sup> at 10:30 AM and on August 23<sup>rd</sup> at 2 PM. This month Name that Tune is back! Songs will be from the 1920's-1960's.

ARC's "Local Interest Speaker Series" on Friday, August 19<sup>th</sup> at 10 AM will be Teri Ryburn, owner of Ryburn Place at Spragues's Super Service in Normal. She will be speaking on "Normal-Bloomington Route 66 and its importance in the community. ARC will host speakers on various local interest topics on the 3<sup>rd</sup> Friday of each month at 10 AM.

The University of Illinois Extension Office will be presenting on medical identity theft on Thursday, August 25<sup>th</sup> at 10:30 AM. Camaya Callace Bachard, Consumer Economic Educator will be the presenter.

## 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, August 2<sup>nd</sup> at 10 AM (Hybrid)

Great Books: Thursday, August 4<sup>th</sup> at 10:30 AM (Hybrid)

Caregiver Support: CCSI & Alzheimer's Association: Wednesday, August 3<sup>rd</sup>, 2-3 PM (Hybrid)

## Communications Coordinator Report August 2022

### Fundraising

- **Brick by Brick:** Discussions continue between the ARC management team and the Living Memorial Fund board regarding how best to move forward with a new plan for brick reinstallation.
- **Bingo sponsors:** All bingo dates for 2023 have been filled at this time. May have a couple more Mondays open up if approved holidays for 2023 don't include some of the Mondays not currently filled.
- **Coffee Sponsors:** August sponsor is Health Alliance Medical Plans. Months still available for sponsorship fall 2022 – summer 2023 include November and December 2022 and March, April, July and August 2023.
- **Build the ARC 2022:** Fundraising totals to date for 2022: Green Space - \$5,678.91, General Support - \$1,259.00, Fitness Programming Upgrades & Additions - \$565.00, Classroom Updates - \$0.00. Working on a direct mail piece to send during the September through end of year campaign.
- **Dine & Donate:** Have an ask out to Texas Roadhouse regarding scheduling a September dine and donate event. Raised \$158.00 from June Portillo's event.
- **Giving Tree:** Most recent four leaf orders have been communicated to the engraver. Awaiting finished products.

### Constant Contact as of 7/27/2022

- 4786 member emails in list.
- 5337 subscribed contacts across all lists (includes non-members). 61 new subscribers in last 30 days. 2140 members receiving weekly email as of 7/27/22. Down 30 from last report.
- Our email open rate over the last 30 days is 45%. This is 19% higher than industry average. 90% of email opens done on a desktop, 10% on a mobile device

### Facebook as of 7/28/22

- 22 new followers listed as of 5/2 – April 4<sup>th</sup> – May 1<sup>st</sup>. Currently have 2,045 followers. 22 new followers in previous 28 days. 82% of followers are women. Total post reach of 6,833 in last 28 days.

# August 2022 MSM Report

## (as of July 30, 2022)

### July 2022 Numbers

- There were 374 memberships scheduled to expire in the month of July.
- There are 188 memberships scheduled to expire in the month of August, so far 22 have renewed.

### July Sunshine Numbers

- 260 Birthday calls were made by the MSR staff in July.
- In July, we mailed 4 Bereavement Cards and 2 Get Well Cards.

### July Shuttle Van Numbers

- 22 members utilized the Shuttle Van in June.
- 24 members utilized the Shuttle Van in July.
- We welcomed new Shuttle Van driver Patrick Howard in July.
- The 2<sup>nd</sup> ARC van passed inspection and we are awaiting the appointment to have the ARC graphics applied to the vehicle.

### July Programming Revenue

- In June, we received \$9694 in Programming Revenue.
- In July, we received \$7285 in Programming Revenue.

We welcomed new MSR Michelle Lee to the team in July.

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



Member Services Number Comparison Report  
August 2022

**\*\*Report as of 7/30/22\*\***

Shuttle Van Ridership	
Unduplicated Riders	
June	22
July	24

Membership Totals	2590
Paid Member Total	1887
Silver Sneakers Total	290
Renew Active Total	342
Silver & Fit Total	21
Reduced Fee Total	15
Change in Benefits	35

Membership Stats

	June	July
Paid New Members	54	37
New Silver Sneaker	4	5
New Renew Active	12	8
New Silver & Fit	0	0

	June	July
Paid Renewal	175	172
Silver Sneaker Renewals	24	22
Renew Active Renewals	16	17
Silver & Fit Renewals	4	2

Monthly Attendance

June						
Week of	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
6/1-6/4			327	241	96	82
6/6-6/11	379	304	290	291	105	89
6/13-6/18	369	318	329	287	CL	91
6/20-6/25	357	286	338	287	134	132
6/27-6/30	357	311	315	282		

July						
Week of	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
7/1-7/2					148	128
7/4-7/9	CL	337	313	324	157	116
7/11-7/16	376	308	338	296	173	112
7/18-7/23	368	294	324	301	147	122
7/25-7/30	382	355	312	290	131	N/A

Prepared by Elicsha Sanders, MSM