

**Senior Advisory Board Meeting
Minutes, May 2, 2024 9:30 AM**

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

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

Members Absent: None

Township Officials: Jess Ray, Supervisor

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

Public Present: Darla Heath, Faith in Action

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

Approval of Minutes

Motion to approve the minutes of the April 4, 2024 meeting was made by Carol Smith. Motion seconded by Sylvia Richardson. Motion passed.

Public Comment

Darla Heath reported Faith in Action has received a \$3,000 grant from Illinois Prairie Community Foundation. The grant will enable FIA to increase Hispanic outreach with Spanish marketing and informational materials, intake forms and partnering with another organization for staff. The "Take Action" luncheon is on June 13, 2024 when the program will highlight the "Shopping Program" and senior nutrition. Please let them know if you would like to attend.

Report from Chair – Deb Shaw

No report.

Board Member Updates – No Reports

Old Business – Update on Director of Operations Position

Jess reported the Township Board has met. They are doing an assessment of the current position and re-evaluating the current job description with staff input. They have asked us to post again with a different process. All agreed the process was too long and feedback indicated some did not apply because the process was too public which may have implications on their current position.

New Business – Update on Facilities Manager Position

Jess reported the Township is currently working with the Town of Normal, Mike Clinch and team, and the possibility of developing an intergovernmental agreement. They have offered

assistance if needed. The position has been posted, and some applications have been received. The next Township meeting is May 16, 2024 when discussion will continue.

Suggested Topics for Next Meeting

Continue with updates on the open positions at the ARC.

Meeting adjourned for Committee Work: 9:37 - 10:30

Members broke into Committees for the remainder of the meeting.

Next Normal Township Board Meeting: May 16, 2024 at 8:15 AM

Next Senior Advisory Committee Meeting: June 6, 2024 at 9:30 AM

Program Report June 2024

In-Person Programming Highlights

Join Nancy Komlanc, Tech Tutor on Thursday, June 6th for an Internet TV class at 1:00 PM. The cost to attend this class is \$30.00 Nancy will also be teaching an Android Settings and iPhone Settings class on Tuesday, June 25th and an Android apps and iPhone apps class on Tuesday, June 18th. The cost to attend the smartphone classes is \$20.

The June Tech Talk on Tuesday June 4th at 11:00 AM will cover the advantages and features of travel apps-planes, cruises train, and car rental.

Join Mark Klaus and Janelle Harrison of Coldwell Banker Real Estate on Tuesday, June 4th at 9:30 AM for the quarterly Real Estate Chatter.

Have you ever wanted to learn sign language? ARC will host a beginner sign language class on Mondays from June 3rd through June 17th at 9:00 AM. The cost to attend this class is \$37.50.

John Baker will present a fly-fishing overview on Wednesday, June 5th at 10:30 AM.

ARC is hosting a Heart Saver CPR course on Saturday, June 8th from 9:00 AM to 1:00 PM. This course trains participants to provide CPR and use an AED (Automated External Defibrillator) and a safe, timely and effective manner. The course cost is \$50, which includes a workbook, training supplies and a two-year certification.

Planning on traveling to a Spanish speaking country? Join Christina Perhai for a conversational Spanish beginner class on Fridays from June 7th through June 28th at 12:00 PM. The cost to attend this class is \$20.

ARC invites you to join us for a Welcome to Summer Dance on Friday, June 7th from 6:00 to 8:00 PM. There will be a meal option available for \$5. A sandwich with chips, a cookie and water. Registration preferred, but walk-ins welcome. The cost to attend this dance is \$5.

The ARC Enthusiastic Gardeners Club is taking a trip to the Kickapoo Tea Room and Downs. They will have lunch at 11:00 AM. After lunch they will take part in an informal tour of Down's Garden, right across the street from the Tea Room.

The Local Interest Speaker Series on Friday, June 21st at 10:00 AM will host Town Planner Mercy Davison, Mercy will present on the Town of Normal sustainability initiatives, sustainability plan and solicit community member feedback.

June's OSF Smart Meals program on Thursday, June 27th at 1 PM will feature a Peach chicken salsa. Registration is required.

Join Bruce Boeck, Licensed Counselor for the Mental Health Series on Thursday, June 27th at 10:30 AM. The topic for June is finding happiness. Registration required.

The team at Normal Township's Activity and Recreation Center is excited to be participating in the Bloomington-Normal Walk to End Alzheimer's this year on October 5th and will be hosting a variety of special fundraisers throughout the year through which the proceeds will be donated to the Alzheimer's Association. On June 29th from 8:00 AM to 1:00 PM, ARC will host Purple Majesty Pickleball, a fun morning of King of the Court style pickleball game, along with three different skills challenges. The cost to attend this event is \$20.

Carol Boerkel is teaching a Paint Row Houses in Watercolor class on Tuesday, June 11th from 12:30 to 4:00 PM. The cost to attend this class is \$20.

Join local rock painting artist Lana Kinser to paint a few rocks on Friday, June 28th at 10 AM. The cost to attend this class is \$5.

Join Inside Out Accessible Art to make your own patriotic lighted bottle on Friday, June 14th at 10:00 AM. The cost to attend this class is \$12.00.

ARC's next Fused Glass class will make a whimsical fish on driftwood. This class will take place on Friday, June 21st or Saturday, June 22nd at 9:00 AM or 11:00 AM. The cost to attend this class is \$30.

ARC is hosting a FREE Woodworking 101 class on Tuesday, June 18th at 10:00 AM. You will leave this class with a wooden tote. You will be making a wooden tote.

Join us for a gelli printing on gift tags class on Tuesday, June 25th from 1:00 to 4:00 PM. The cost to attend this class is \$5.

Life Center for Independent Living will be here on Wednesday, June 12th at 10:00 AM to give an overview of the services they offer.

The Ukulele Group at ARC will bring their music to the auditorium on Tuesday, June 11th at 1:00 PM. Registration is required.

Music Enrichment for June with Rita Meland will take place on Friday, June 14th at 10:30 AM or Tuesday, June 25th at 2:00 PM. Registration is required.

Red, White and Bingo with Senior Care Network will take place on Wednesday, June 12th from 1:00 to 2:30 PM. The doors will open at 12:45 PM. Attendees will have a chance to win a gift basket or gift card along with door prizes. There will be goodie bags for all participants. Registration is required.

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, June 4th (Hybrid)

Great Books: Thursday, June 6th at 10:30 AM (Hybrid)

Caregiver Support: CCSI & Alzheimer's Association: Wednesday, June 5th from 2-3 PM (Hybrid)

Other News

The Midwest Food Bank distribution days at ARC for May will be June 11th & 25th.

The June Bonnie's Cafe sponsor is CEFCU. 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.

The team at Normal Township's Activity and Recreation Center is excited to be participating in the Bloomington-Normal Walk to End Alzheimer's this year on October 5th and will be hosting a variety of special fundraisers throughout the year through which the proceeds will be donated to the Alzheimer's Association. Save the date for ARC's Puzzlepalooza on Saturday, July 20th from 9 AM – 1 PM. This event is open to the public of all ages! There will be three jigsaw puzzle contests to choose from. Teams of 2 or 4. If you need a team, no problem, register as a single and we will find a team for you. Each jigsaw

puzzle contest will have a theme. Prizes for 1st and 2nd place teams and snacks! The cost to attend this event is \$10.

Communications Coordinator Report June 2024

Fundraising

- **Brick by Brick:** Hoping that work will begin on wall installation this month.
- **Bingo sponsors:** Will begin filling 2025 calendar this month
- **Coffee Sponsors:** The June sponsor is CEFCU. Will begin filling fall 2024 – summer 2025 calendar this month
- **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 - \$494.00, General Support - \$2,004.00, Fitness Programming - \$154, Classroom Updates – \$64
- **Dine & Donate:** Next Dine & Donate will be at Monical's Pizza – any of the three locations in Bloomington/Normal – on June 24th. Flyer is available at the front desk now. Show digitally or the paper when you place your order.
- **Giving Tree:** No update.

Constant Contact as of 5/30/24

- 3356 subscribed contacts, 3360 contacts total (includes 4 who asked to resubscribe but haven't confirmed)
- 30-day open rate of 53%

Facebook as of 5/30/24

2,592 followers (up 17 from last report)

Page visits 2.1K in last 28 days (May 2nd – May 29th, 2024)

Last 90 days post reach of 33.5K, up from 30.5K in last report, engagements of 3.9K

Other Notes

Attended the Be Content Senior Expo on May 7th. Thank you to Carol, Leslie and Garth for taking turns assisting at the table and with teardown. There was a good turnout – saw many familiar faces but had some good conversations with potential members and those who hadn't been a member for years. Pens, sticky notes and nail files were appreciated as table giveaways.

Registration is open now for Purple Majesty Pickleball fundraiser and Puzzlepalooza fundraiser for Walk to End Alzheimer's. You can register at the ARC front desk using cash or check for payment. Checks should be made out to The Alzheimer's Association.

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.

June 2024 MSM Report (updated as of June 3, 2024)

May 2024 Membership Numbers

- There were 236 memberships scheduled to expire in the month of May, 135 (57%) of those members have renewed their membership.
- There are 281 memberships scheduled to expire in the month of June, so far 54 have renewed.
- In May, we received \$5195 in Membership Revenue.

May Sunshine Numbers

- 298 Birthday calls were made by the MSR staff in May.
- May had 12 Sympathy, 10 Get Well, and 15 Birthday correspondence sent out.

May Shuttle Van Numbers

- 26 members utilized the Shuttle Van in April.
- 21 members utilized the Shuttle Van in May. 24 members initially made a reservation during the month, but 3 members cancelled.
- Shuttle Van Drivers had 25 Single Trips and 113 Round Trips in May.

May Programming Revenue

- In April, we received \$12472.50 in Programming Revenue.
- In May, we received \$12423 in Programming Revenue.

May Insurance-Based Membership Program Visits

- May reported visit total submitted for reimbursement- 2948
- Silver Sneakers- 2625
- Renew Active- 263
- Silver & Fit- 60
- Active & Fit- 0

The 2nd page is the Numbers Comparison Sheet

Member Services Number Comparison Report
June 2024

****Report as of 6/3/24****

| Shuttle Van Ridership | |
|------------------------------|---------------------|
| | Unduplicated Riders |
| April | 26 |
| May | 21 |

| Membership Totals | 3621 |
|--------------------------|-------------|
| Paid Member Total | 2515 |
| Silver Sneakers Total | 888 |
| Renew Active Total | 137 |
| Silver & Fit Total | 21 |
| Active & Fit | 1 |
| Reduced Fee Total | 32 |
| Change in Benefits | 15 |
| Member Support Person | 12 |

| Membership Stats | | | | | |
|--------------------|-------|-----|-------------------------|-------|-----|
| | April | May | | April | May |
| Paid New Members | 55 | 33 | Paid Renewal | 195 | 138 |
| New Silver Sneaker | 16 | 5 | Silver Sneaker Renewals | 75 | 75 |
| New Renew Active | 2 | 3 | Renew Active Renewals | 8 | 8 |
| New Silver & Fit | 1 | 0 | Silver & Fit Renewals | 1 | 1 |
| New Active & Fit | 0 | 0 | Active & Fit Renewals | | |
| Visitor Passes | 3 | 5 | | | |

| Monthly Attendance | | | | | | |
|--------------------|--------|---------|-----------|----------|--------|----------|
| 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 | 537 | 416 | | | | |
| May | | | | | | |
| Week of | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
| 5/1-5/4 | | | 384 | 400 | 225 | 151 |
| 5/6-5/11 | 464 | 399 | 352* | 393 | 209 | 127 |
| 5/13-5/18 | 503 | 442 | 393 | 378 | 190 | 131 |
| 5/20-5/25 | 492 | 384 | 369 | 384 | 174 | 124 |
| 5/27-5/31 | CL | 410** | 399** | 379** | 224** | |

*- Blood Drive, Doors were open
 **- Electrical/Mechanical issue with Sout Door reader
 Prepared by Elicssha Sanders, MSM