

**Senior Advisory Board Meeting Agenda**  
**Thursday, February 3, 2022 at 9:30 AM**  
**Normal Township Activity and Recreation Center**  
**600 E Willow**  
**Normal, IL 61761**

\* This meeting will be in the auditorium 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 January 6, 2022 Meeting Minutes**
- 4. Chair Report:** Steven Kossman
- 5. Member Updates and Committee Reports:**
  - Uday Deoskar (Health and Wellness Committee)
  - Rich Farr (ARC Living Memorial Fund)
  - Margaret Ann Hayden (Welcoming Committee)
  - Carol Plotkin (Blood Drives)
  - Leonard Ross (Outreach)
  - Faye Sanders (Diversity & Inclusion Committee)
  - Deb Shaw (Peace Meal)
  - Barbara Singer (Veterans' Committee)
- 6. Township Supervisor's Report:** Sarah Grammer
- 7. ARC Staff Reports:**
  - Operations Overview: Rick Lewis
  - Program Highlights: Molly Camper
  - Member Services: Elicsha Sanders
  - Communication and Fundraising: Samantha Scott
- 8. New Business:**
  - A. Discussion of ARC operations
  - B. Welcome new Director of Operations Jess Ray
- 9. Suggested Topics for Next Meeting:**
- 10. Public Comment:**

**Next Normal Township Board Meeting: February 17, 2022 at 8:15 AM**  
**Next Senior Advisory Committee Meeting: March 3, 2022 at 9:30 AM**

**Senior Advisory Committee Meeting  
Minutes Thursday, February 3, 2022 | 9:30 AM**

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

**Members Present:** Chair Steven Kossman, Rich Farr, Margaret Ann Hayden, Carol Plotkin, Deborah Shaw, Uday Deoskar, Barbara Singer, Leonard Ross, Faye Sanders

**Township Officials:** Supervisor Sarah Grammer, Trustee Floyd Aper, Trustee Sally Pyne, Trustee Arlene Hosea

**ARC Staff:** Director of Operations Jess Ray, Member Services Manager Elicssha Sanders, Communications Coordinator Samantha Scott, Director of Programming Molly Camper, Outgoing Director of Operations Rick Lewis

**Public Present:** Mary Wuhrmann

Meeting called to order by Chair Kossman at 9:30 AM

**Approval of Minutes**

Motion to approve the minutes of the January 6, 2022 meeting made by Deb Shaw and seconded by Carol Plotkin. Motion passed.

**Report from Chair**

No report – sad to have seen no cars in the parking lot Tuesday evening and on due to the winter storm.

**Member Updates & Committee Reports**

**Uday Deoskar, Health & Wellness** – No report.

**Rich Farr, Fundraising** – No report.

**Margaret Ann Hayden, Welcoming Committee** – Next welcoming meeting February 23rd at 2:00 PM. Sammi has event announced in email that went out prior to this meeting.

**Carol Plotkin, Blood Drive Updates** – Not able to attend last drive. 40 donors for drive on 1/31/22. Next drive March 23<sup>rd</sup> from 12 – 5 PM. Had incentive of half gondola and 12 Krispy Kreme donuts for participation this month.

**Leonard Ross** – No report.

**Faye Sanders** – No report.

**Deborah Shaw** – No report.

**Barbara Singer** – No report.

### **Report from Township Supervisor Sarah Grammer**

Working on budgets right now to have Township Board's first look at February board meeting. Expecting first green space meeting with Stark later this month. Thanked everyone for patience with ARC concerning the snow event. It is unprecedented for center to be closed for two days for snow. This is Rick Lewis' last meeting with us as an employee. Thanked Rick for all he did for ARC over the last three years such as the Sunshine Committee and helping navigate through the pandemic. Introduced Jess Ray, ARC's new Director of Operations, and welcomed him to his first meeting. Congratulated Margaret Ann on being the longest serving member of the advisory board and for helping with credit card processing research and welcoming committee during her time. Her last meeting will be in March 2022.

Illinois Prairie Community foundation has new grant for nature/landscaping. Sammi has worked on a write up for an application, and we will be submitting later this month in hopes of obtaining support for green space project plantings.

### **ARC Staff Reports**

**Rick Lewis, Director of Operations Report** - Report attached to meeting packet. Thanked advisory board for working with him during his tenure as Director of Operations. Will still be around as a member and looks forward to continuing relationships as a member.

Had one orientation day with Jess Ray before the closure for snow. Met with Susan Real from ECIAAA with Jess yesterday. We have a full month of activities planned for Jess to get acquainted with people and processes at ARC. Rick's last day is the February 10<sup>th</sup>.

Checked in on boiler room during the last rain. Did not see any leaks, so will be moving forward on the patch as soon as able.

SHIP counselors eager to work with Jess. Carol Morgan will be Jess' mentor through his training with SHIP. Jess will be added to mailing list and set up on STAR system for data input. Completed CPR training; all staff up to date aside from Preston Hill. Will be working on getting Preston scheduled for a training.

**Molly Camper, Program Highlights** – Report attached to meeting packet. Matter of Balance class started Tuesday for 12 participants. This class is a popular, grant funded opportunity. Pickleball clinic for beginners will be Saturday, February 26<sup>th</sup> from 9 AM–12 PM. Followed up with pickleball bootcamp for experienced players. The clinic is free; the bootcamp has a charge. Gardening club will be doing a program on olive oils. The Olive Bin will present on how to use oils and vinegars with items from your garden. VITA was supposed to start Wednesday, February 2nd. All appointments have been rescheduled to start next week due to the snowstorm.

**Elicssha Sanders, Member Services** - Report attached to meeting packet. 500+ people dropped by Silver Sneakers; many picked up by Renew Active. Staff is still working through that change. Renewals are picking up and membership is staying steady overall.

**Samantha Scott, Communications and Fundraising Update** – Report attached to meeting packet. Fundraising starting off well for the year with a \$500 donation to support fitness program upgrades.

The next dine and donate has been confirmed for date provided in meeting packet – March 24<sup>th</sup> from 4 – 8 PM.

### **New Business**

- A. Discussion of ARC operations:** Having a retirement celebration for Rick on Wednesday, February 9<sup>th</sup> from 2 – 4 PM in Bonnie’s Café.

Discussion of weather closure. Communicated via email, Facebook, website, and local media. Everyone felt informed and felt as though the team does a great job with keeping membership informed.

- B. Welcome Jess Ray:** Shared his excitement for this opportunity to serve as Director of Operations and thanked members and staff for making him feel welcome thus far.

### **Suggested Topics for Next Meeting** Nominations for Advisory Board Chair and Co-Chair

**Public Comment** Mary Wuhrmann – Welcomed Jess on behalf of quilters and sewers who are excited to meet him next week.

Township Board Meeting will be held February 17<sup>th</sup> at Normal Township Hall at 8:15 AM.

Motion to adjourn: Deb Shaw. Second: Carol Plotkin. Meeting adjourned at 9:56 AM.

Next Meeting: Thursday, March 3, 2022, at 9:30 AM.

**ARC Director of Operations Report**  
**February 2022**

1. Welcome to the ARC team Jess Ray. An orientation schedule has been developed for new director of operations Jess Ray that will give him a comprehensive overview of his duties, ARC operations, facility walkthrough, and introductions to key members activities that will make transition smooth. Members are eager to have introductions and I will join Jess in many of these activities to make introductions.
2. Its still too early to tell if patches to the roof surface have resolved some of the major leaks in the ceiling in the boiler room and outside the Rec Room. Temperatures have consistently been in the freezing range, but we are keeping an eye on the most problematic spots. We will replace the sensor on the duct for the air intake in the boiler room when we have a better sense for the roof patch to ensure all detectors are functioning. In the meantime, we have been silencing the alert on the alarm system that indicates the sensor on the intake duct is offline.
3. SHIP counselors are continuing to work with Terry Brown as she trains to be a member of the counseling team. The group has begun including her in counseling sessions with clients two to three times a month to observe the process for New to Medicare counseling. They will also take a team approach with each counselor sitting down with her to discuss specific topics with Medicare and facilitate mock counseling sessions.
4. ARC staff completed AED/CPR training on January 26 with Sean Richardson of TOIRMA. There certification is good for one year.
5. I have three members who wish to participate in the Chromebook program as part of ARC's Reducing Social Isolation programming. UCLA assessments have been completed on these three and I need two additional participants to schedule the class.

## Program Report February 2022

### In-Person Programming Highlights

Books on the Go: NPL: Tuesday, February 1<sup>st</sup> & 15<sup>th</sup>, 10-11 AM, Check out books brought in from Normal Public Library

Matter of Balance Class: Tuesdays & Thursdays, February 1<sup>st</sup> – March 1<sup>st</sup>, 1:30-3:00 PM, Grant funded class addressing fall prevention, this class is full.

Drop-in Computer Help: Wednesdays, 10-11 AM, George Wilson can assist with Windows laptops, Apple iPads, Google Chromebooks, Amazon Fire Sticks, and more.

February Sign Language: Animals, Opposites, and Valentine's Day Signs: Wed., February 2<sup>nd</sup>–23<sup>rd</sup>, 11 AM

Using American Sign Language. The cost of this class is \$50.00.

Stamping Card Class: February 8<sup>th</sup> & 22<sup>nd</sup>, 10 AM-12 PM, Make 2 greeting cards, \$8

Institute for Financial Education: Tax Planning Strategies: Wednesday, February 9<sup>th</sup>, 11 AM

Pickleball Clinic for Beginners: Saturday, February 26<sup>th</sup>, 9 AM-12 PM, FREE

Pickleball Bootcamp: Saturday, February 26<sup>th</sup>, 1-4 PM, Mike Mitchell, Pickleball Ambassador will teach a bootcamp consisting of strategy, tips, and drills to improve your game. \$25.00

Hobby Workshop: Thursday, February 3<sup>rd</sup>, 8 AM-12 PM & Saturday, February 19<sup>th</sup>, 8 AM-4 PM  
Come and share your hobby with your friends.

Intermediate Crochet, Thursday, February 10<sup>th</sup>, 8:30 –11 AM

ARC Enthusiastic Gardeners, Olive Oils: Thursday, February 17<sup>th</sup>, 11 AM  
The Olive Bin will share ideas to incorporate healthy oils and vinegars with fresh produce.

### Digital Programming

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

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

Avid Readers Book Club: Tuesday, February 1<sup>st</sup>, 10 AM

Great Books: Thursday, February 3<sup>rd</sup>, 10 AM

Grief Support Groups: Women's Grief Support, Wednesday, February 9<sup>th</sup> & 23<sup>rd</sup>, 12-1:30 PM

Men's Grief Support, Wednesday, February 9<sup>th</sup> & 23<sup>rd</sup>, 2-3:30 PM

Co-Ed Grief Support, Wednesday, February 16<sup>th</sup>, 12-1:30 PM

Caregiver Support Group: 1<sup>st</sup> Tuesday of each month, February 1<sup>st</sup>, 9:30 AM

ARC Tech Club: 4<sup>th</sup> Wednesday of each month, February 23<sup>rd</sup>, 12:00 PM, (Hybrid)

VITA-Volunteer Income Tax Assistance

ARC will host a VITA site again for the 2021 tax year. We will schedule appointments on Wednesdays at ARC. Appointment times have opened and are being scheduled. We are full for the first Wednesday offered.

## Communications Coordinator Report February 2022

### Fundraising

- Brick by Brick: No update
- Bingo sponsors: No update
- Coffee Sponsors: February sponsor is East Lawn Funeral Home & Memorial Gardens. Still in need of sponsors for July and August of 2022 for the 2021 – 2022 calendar. Will also make asks for September 2022 – August 2023 in summer of 2022 and will re-evaluate pricing for the sponsorship then.
- Build the ARC 2022: Fundraising totals to date for 2022: Green Space - \$70.00, General Support - \$30.00, Fitness Programming Upgrades & Additions - \$500.00, Classroom Updates - \$0.00.
  - o Donors now have the option to choose if they would like to add to their gift to offset the cost of processing fees when donating on the ARC website. One gift has been given this way so far this year, and that donor did choose to add the cost of processing fees to the gift so the ARC Living Memorial Fund netted the full \$30 gift being given prior to fees added.
- Dine & Donate: Will report Culver's fundraising total at the next meeting. Requested March Dine & Donate at Portillo's on March 24th; waiting for confirmation. Fundraising total for Culver's in December was \$103.66.
- Giving Tree: Twin City Awards confirmed they cannot engrave the leaves for the Giving Tree. Will discuss B & B Awards option further with Living Memorial Fund Board at their board meeting scheduled for February 10th. There are 4 outstanding leaves still to be engraved.
  - o B&B Awards - there is a one-time set up fee of \$15 plus an engraving fee, which would vary between \$9.50 - \$13.00 per leaf
- Illinois Prairie Community Foundation Grant: Working with Supervisor Grammar to write and submit an application for the GoGreen Frautschi-Bedell grant. This annual grant is awarded to a nonprofit organization or a group of citizens seeking to enhance a community, public space with green plants or trees to beautify and naturalize the area.

Constant Contact as of 1/26/2022

- 4439 member emails in list. Up 35 from last report.



- 5022 subscribed contacts across all lists (includes non-members). 1953 members receiving weekly email as of 1/26/22. Up 8 from last report.

- Our email open rate over the last 30 days is 52%, up 5% from previous report.

Facebook as of 1/26/2022

- 1939 followers, up 52 from last report

- 1780 likes, up 47 from last report

## February 2022 MSM Report

(as of January 26, 2022)

### January 2022 Numbers

- Membership totals remain the same as December 2021. There were decreases in Paid & Silver Sneakers memberships, but a significant increase in Renew Active Memberships. As of January 1, 2022, members insured under United Healthcare that utilize the Silver Sneakers benefit program for their ARC membership were no longer enrolled in Silver Sneakers. United Healthcare has the Renew Active program, and we encouraged those former Silver Sneakers member to enroll in Renew Active through their United Healthcare plan. After we notified those members, the first week we had 51 members renew under the Renew Active Program.
- There were 240 memberships scheduled to expire in the month of January, 108 of those have renewed.
- There are 122 memberships scheduled to expire in the month of February, so far 10 have renewed.

### January Sunshine Numbers

- 128 Birthday calls were made by the MSR staff in January.
- In January, we mailed 6 Bereavement Cards and 2 Get Well Cards.

### January Shuttle Van Numbers

- 16 members utilized the Shuttle Van in December.
- 17 members utilized the Shuttle Van in January.

### January Programming Revenue

- In December, we received \$3036 in Programming Revenue.
- In January, thus far, we received \$2015 in Programming Revenue.

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

Member Services Number Comparison Report  
February 2022

**\*\*Report as of 1/26/22\*\***

Shuttle Van Ridership	
	Unduplicated Riders
December	16
January	17

Membership Totals	2489
Paid Member Total	1843
Silver Sneakers Total	465
Renew Active Total	147
Silver & Fit Total	20
Reduced Fee Total	14

Membership Stats

	December	January
Paid New Members	46	42
New Silver Sneaker	6	7
New Renew Active	0	5
New Silver & Fit	0	0

	December	January
Paid Renewal	69	90
Silver Sneaker Renewals	12	16
Renew Active Renewals	2	93
Silver & Fit Renewals	3	0

Monthly Attendance

December					
Week of	Monday	Tuesday	Wednesday	Thursday	Saturday
12/1-12/4			256	188	121
12/6-12/11	325	239	265	245	129
12/13-12/18	327	176	242	225	147
12/20-12/25	281	203	225	156	CL
12/27-12/30	249	155	227	172	

January					
Week of	Monday	Tuesday	Wednesday	Thursday	Saturday
1/3-1/8	260	211	244	185	129
1/10-1/15	331	144*	272	195	125
1/17-1/22	276	197	265	204	149
1/24-1/29	333	205	272	N/A	N/A
1/31	N/A				

\* Closed early for Staff Development

Prepared by Elicsha Sanders, MSM