

**Senior Advisory Committee Meeting
Minutes Thursday, March 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, Leonard Ross, Faye Sanders

Members Absent: Barbara Singer

Township Officials: Supervisor Sarah Grammer, Trustee Floyd Aper

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

Public Present: Mary Wuhrmann, Jana Edge

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

Approval of Minutes

Motion to approve the minutes of the February 3, 2022 meeting made by Rich Farr and seconded by Margaret Ann Hayden. Motion passed.

Report from Chair

Paused to recognize and think of family and friends that have been lost to COVID-19 with a moment of silence. Encouraged those in attendance to reach out to call and check on those we haven't spoken with in a while and who may be struggling as we continue to live through the effects of the pandemic.

Member Updates & Committee Reports

Uday Deoskar, Health & Wellness – No report.

Rich Farr, Fundraising – No report.

Margaret Ann Hayden, Welcoming Committee – Last New Member Welcoming Orientation took place Wednesday, February 23rd; 7 people were in attendance. The next orientation meeting will take place April 27th at 2:00 PM. Summary of program – Sammi creates a PowerPoint overview of ARC's services as a whole. May need to use a microphone at future meetings depending on the number of people present.

Carol Plotkin, Blood Drive Updates – The March blood drive at ARC was moved from the 23rd to take place over two days – March 16th from 12 – 5 PM and March 17th from 10 AM – 3 PM.

Leonard Ross – No report.

Faye Sanders – No report.

Deborah Shaw – Peace Meal participant numbers are increasing. The program is seeing brand new members participating. The Peace Meal program would be happy to see ARC reopen on Fridays.

Barbara Singer – Absent, no report.

Report from Township Supervisor Sarah Grammer

March is the last month of the current fiscal year; the March 17th Township Board meeting will be the last time bills and expenditures will be approved for this fiscal year. The annual meeting will take place April 12th (second Tuesday) at ARC at 7 PM. Topics to be covered: unaudited reports on finances, Normal Township's assistance program, ARC, road projects, and property assessments.

Welcomed Jana Edge who has been appointed by the Normal Township Board to serve a three-year term on the Normal Township Senior Advisory Board beginning in April. Jana was a parish nurse at the Methodist Church and began volunteering to offer health programs at the original senior center building during Peace Meal program. She now volunteers at ARC through Compassion and Choices program and Durable Power of Attorney program. Discussed the history of Normal Township's focus on senior services and reducing barriers to healthcare in our community.

The transition to Jess Ray as the new ARC Director of Operations is going well; Sarah is appreciative of his hard work and dedication.

ARC Staff Reports

Jess Ray Director of Operations Report - Report attached to meeting packet. Has received a number of positive comments/compliments for staff's work.

Discussions continue with the ARC team about goals for the upcoming fiscal year. One particular goal is to maintain physical and mental well-being of members. More details are to come as discussions continue.

Working to get out and meet members during the day. Has met with the book groups, Mah Jong, Peace Meal etc. so far.

Molly Camper, Program Highlights – Report attached to meeting packet. Many who help provide programs at ARC are standing in line to hold programs in person at ARC in the coming months including support groups, ARCoustic Jam, book groups, and more. Program attendance numbers are increasing.

Elicsha Sanders, Member Services - Report attached to meeting packet. The last day of February was one of the busiest ARC has experienced since reopening for in-person programs. Staff processed 24 memberships total; 12 of those memberships were new members. Class payments are increasing as an increase in programs offered brings members back.

Samantha Scott, Communications and Fundraising Update – Report attached to meeting packet. The Calvert Metzler Senior Expo will not be taking place this year, so ARC will go all out for the Be Content Senior Expo in May with our prize wheel, giveaways etc.

New Business

- A. **Discussion of ARC Operations:** Pivoted as of March 1st to masks being encouraged but not required. The change is going well, according to staff. Masks not being required is playing a big role in the increase in people coming through the door and participating in classes. Have heard of a lot of interest in being open on Fridays instead of being open a full Saturday. Funding is to be included in the Township budget to be able to bring Friday back staffing-wise. ARC staff want to be sure that when hours are increased, they are able to stay as such long-term. March will provide the team data on participation to help make operations decisions. Sammi sent a survey on hours and days of operation and has received 396 responses thus far. Paper copies will be provided at front desk and to Peace Meal.

Exercise instructors are comfortable removing masks if adequately spaced out. Molly has received two requests from certain program leaders to continue to wear masks, including from Grief Support. Signs will be put up for these programs to inform that masks are required for the activity. Masks are provided at the front desk. We must be careful in comparing ARC to schools. Kids are mandated to attend school; attending ARC is a choice.

Sarah hopes to have an update on the Green Space Project next month; Stark Excavating is waiting for the weather to improve, but the planned project completion date is June 1st. Discussed parking interruptions – don't anticipate many. A path will be added to get from the east door to the green space that is the correct grade for ADA compliance. The plan includes striping in the area but no speedbumps that would create difficulty for the road commissioner in clearing the lot/salting. Will discuss portable speedbumps.

- B. **Annual Election of Board Officers:** Margaret Ann Hayden and Carol Plotkin served as the nominating committee. They nominated Deb Shaw for Chair of the Advisory Board and Barbara Singer as Vice Chair of the Advisory Board. Term of service is one year and is renewable for a second year. Opened the floor to other nominations; there were none. All voted in favor of committee nominations made. Supervisor Grammar thanked Steven Kossman for running meetings as Chair for the last two years. Steven shared his intent when taking on the role was to truly make the board an “advisory” board, and he feels as though that was accomplished.
- C. **Acknowledgement of Margaret Ann Hayden's service on the board**

Sarah thanked Margaret Ann for her six years of service to the Senior Advisory Board. Her tenure precedes Sarah, and she is the longest serving member at the moment.

Margaret Ann's service to the board includes working on implementing credit card processing at ARC, which led to increased revenue due to convenience, updating Senior Advisory Board bylaws to change how Normal Township referred to the group (as Advisory Board instead of Advisory Committee), serving on a number of nominating committees, and leading the welcoming committee to help new members learn about ARC. Supervisor Grammar presented Margaret Ann with a plaque in recognition of her service.

Suggested Topics for Next Meeting Update on Green Space Project

Public Comment None

Township Board Meeting will be held March 17th at Normal Township Hall at 8:15 AM.

Motion to adjourn: Deb Shaw. Second: Carol Plotkin. Meeting adjourned at 10:24 AM.

Next Meeting: Thursday, April 7, 2022, at 9:30 AM.

Attached Manager Reports:

**Director of Operations Report
March 2022
By Jess Ray**

- I am continuing to learn and master the responsibilities related to being the director. The best part is getting the opportunity to meet the members.
- The three snow closures to my knowledge are not connected to my joining the ARC. At least I hope not.
- I recently joined the National Council on Aging's National Institute of Senior Centers (NISC) as an affiliate member.
- I am applying to be a member of East Central Illinois Area Agency on Aging's Advisory Council.
- March and beyond is the Senior Nutrition Program's 50th anniversary. The Administration of Community Living has chosen "Celebrate. Innovate. Educate." as the theme for the Senior Nutrition Program's 50th anniversary.
- We had received a compliment on 2/19 from the cafe box. It said, "ARC provides a great community service. Everyone does a wonderful job to make the center such a welcoming & attractive place."

Program Report March 2022 – Molly Camper

In-Person Programming Highlights

Drop-in Genealogy Assistance: Rex King is available in the computer lab on Tuesdays from 9:30-10:30 AM and Thursdays from 1:30-2:30 PM to help you get started on researching your family history. He is also available if you find yourself at a dead end!

Caregiver Support Group: Tuesday, March 1st at 9:30 AM, Peer support and resources will be shared

One on One Durable Power of Attorney: Tuesday, March 8th & Thursday, March 17th, 9-11 AM, Make an appointment to complete your durable power of attorney for healthcare document with members of Compassion and Choices of McLean County.

Ukulele Lessons: Tuesdays, March 1st – April 5th, 1-2 PM, FREE, Martha Tyner will teach you how to play ukulele

Options in Senior Living: Wednesday, March 9th, 10 AM, Darla Heath from Evergreen Senior Living will cover the differences between skilled care, independent living, assisted living, and memory care

Bunco: Thursday, March 10th, 10 AM, Sign-up to play a fun dice game

Virtual Reality: Monday, March 14th, 11 AM, The Normal Public Library is hosting a fun virtual reality experience

Music Enrichment: Wednesday, March 16th, 10 AM & Tuesday, March 22nd, 2 PM, Rita Meland, Music Educator presents music from the movies: Academy Award Winning Songs

Enthusiastic Gardening: Vegetable Gardening, Thursday, March 17th, 11 AM, Heather from Growing Grounds will present tips and tricks for vegetable gardening.

Ring in Spring Dance, Wednesday, March 23rd, 6-8 PM, Cost \$5, Brad Olsen will be the DJ

Balance Informational: Central Illinois Institute of Balance, Thursday, March 24th, 10 AM, Physical Therapists will help you assess your risk for falls

Greeting Cards Alcohol Ink: Thursday, March 24th, 9 AM-12 PM, Andrea Monninger will teach how to create beautiful alcohol ink backgrounds, Cost: \$15

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, March 3rd, 10 AM

Great Books: Thursday, March 1st, 10 AM

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

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

Co-Ed Grief Support, Wednesday, February 16th, 12-1:30 PM

VITA-Volunteer Income Tax Assistance

ARC is hosting 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.

Appointments are full through March 23rd.

March 2022 MSM Report (as of February 24, 2022)

February 2022 Numbers

- There were 122 memberships scheduled to expire in the month of February, 39 of those have renewed.
- There are 116 memberships scheduled to expire in the month of March, so far 13 have renewed.

February Sunshine Numbers

- 143 Birthday calls were made by the MSR staff in February, as of February 24th.
- In February, we mailed 12 Bereavement Cards and 5 Get Well Cards.

February Shuttle Van Numbers

- 17 members utilized the Shuttle Van in January.
- 17 members utilized the Shuttle Van in February.

February Programming Revenue

- In January, we received \$3055 in Programming Revenue.
- In February, thus far, we received \$1432 in Programming Revenue.

The 2nd page is the Numbers Comparison Sheet

Member Services Number Comparison Report
March 2022

****Report as of 2/24/22****

Shuttle Van Ridership	
	Unduplicated Riders
January	17
February	17

Membership Totals	2505
Paid Member Total	1859
Silver Sneakers Total	275
Renew Active Total	194
Silver & Fit Total	22
Reduced Fee Total	15
Change in Benefits	140

Membership Stats

	January	February
Paid New Members	47	47
New Silver Sneaker	7	6
New Renew Active	5	10
New Silver & Fit	0	0

	January	February
Paid Renewal	149	100
Silver Sneaker Renewals	29	23
Renew Active Renewals	104	43
Silver & Fit Renewals	1	2

Monthly Attendance

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				

February					
Week of	Monday	Tuesday	Wednesday	Thursday	Saturday
2/1-2/5		213	CL (W)	CL (W)	130
2/7-2/12	345	248	303	239	179
2/14-2/19	338	248	305	6**	182
2/21-2/26	328	269	306	N/A	N/A
2/28	N/A				

* Closed early for Staff Development

** Closed early due to inclement weather

Prepared by Elicsha Sanders, MSM

**Communications Coordinator Report March 2022
by Sammi Scott**

Fundraising

- **Brick by Brick:** No update
- **Bingo sponsors:** No update
- **Coffee Sponsors:** March sponsor is Central Illinois Institute of Balance Physical Therapy. In need of sponsors for July and August of 2022 for the 2021 – 2022 calendar.
- **Build the ARC 2022:** Fundraising totals to date for 2022: Green Space - \$570.00, General Support - \$80.00, Fitness Programming Upgrades & Additions - \$510.00, Classroom Updates - \$0.00.
- **Dine & Donate:** Next Dine & Donate will take place at Portillo's on March 24th from 4 – 8 PM. Flyers available at ARC. Now includes online orders for pickup in addition to drive-thru and in-person dining. Code on flyer to use for online orders.
- **Giving Tree:** 4 outstanding leaves still to be engraved have been taken to B & B Awards by new Living Memorial Fund Board member Mindy Morgan.
- **Marketing Events Set to Attend:** Be Content Senior Expo – May 3rd, Evergreen Village Resource Fair – March 24th

Constant Contact as of 2/23/2022

- 4478 member emails in list. Up 39 from last report.
- 5053 subscribed contacts across all lists (includes non-members). 1980 members receiving weekly email as of 1/26/22. Up 27 from last report.
- Our email open rate over the last 30 days is 50%.

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- 1965 followers, up 26 from last report
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