**Senior Advisory Committee Meeting**

**Minutes Thursday, April 7th, 2022 | 9:30 AM**

**Normal Township Activity and Recreation Center**

**600 E Willow, Normal, IL 61761**

**Members Present:** Chair Deb Shaw, Uday Deoskar, Jana Edge, Rich Farr, Steven Kossman, Carol Plotkin, Leonard Ross, Faye Sanders, Barbara Singer

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

**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

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

**Approval of Minutes**

Motion to approve the minutes of the March 3, 2022 meeting made by Steven Kossman and seconded by Rich Farr. Motion passed.

**Report from Chair**

Chair Shaw also volunteers to help with the Peace Meal Program at ARC and shared that attendance continues to grow.

**Member Updates & Committee Reports**

**Uday Deoskar, Health & Wellness –** No report. Jana Edge will be in touch with Dr. Deoskar as she would be interested in joining the committee.

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

**Carol Plotkin, Blood Drive Updates –** Drive on 3/16 collected 29 units; drive on 3/17 collected 28 units. Carol thinks we could have seen a higher turnout with more signage. Molly has new contact, Caleb, and she will talk to him about signage. May drive will be 5/11 from 12 – 5 PM. June date TBD. After June, the plan is to return to quarterly drives at ARC.

**Leonard Ross –** No report.

**Faye Sanders** – No report.

**Barbara Singer –** Set to meet with Jess to discuss Memorial Day event following the Advisory meeting. Suggested finding someone else to take on larger role on Veterans Committee who is also a veteran.

**Jana Edge –** No report.

**Steven Kossman –** No report.

**Report from Township Supervisor Sarah Grammer**

Stark Excavating informed Normal Township on Tuesday that they would be onsite beginning Monday, April 11th to begin work on the green space project. The preconstruction meeting is to be held at 1:00 PM today, April 7th, to discuss traffic flow, parking and signage etc. Project timeline is in order with what has been previously discussed. The punch list is to wrap by the end of May with completion of the project by June 1st. Ideas shared for outdoor dance and band – Molly looking at June late for these ideas.

Sarah is wrapping up financial statements for the end of the fiscal year in preparation for the annual township meeting on Tuesday, April 12th at 7 PM at ARC. At the meeting, attendees will hear updates from elected officials. Meeting is expected to last about 30 minutes. A highlight: The Seniors account has been challenging over the last two years, but membership at ARC has grown by 900 since last June. Revenue in the last year came in $20,000 higher than expenditures. The new year is shaping up to be similar to pre-pandemic budgetarily. We have seen growth in monthly payments received from health partners.

Discussed percentage of township budget that goes to the Seniors account – about 44%. About 2.5% of overall property taxes go to Normal Township. Sarah shared that ending the fiscal year in the positive way that we have happened without neglecting infrastructure. A new roof was put on Township Hall and the green space project has been in the works all while being very careful with spending. There are six years left on the ARC building loan as it matures in 2028. Discussed whether there is a wish list for needs once that payment is not required. One wish list item could potentially be a roof fix at ARC – new coating. Steven suggested that down the road when going to bid, companies be required to submit work done over the last 20 years to help aid decision making.

**Jess Ray Director of Operations Report** - Report attached to meeting packet. Will learn in the preconstruction meeting for the green space project the impact to parking and how parking lot impact may also impact a potential booster clinic on April 28th as well as the rental of the Rec Room for a wedding reception to be held at ARC at the end of April.

Discussion of parking concerns and how it may impact registration for May programs. Hoping the contractor will be able to keep most parking spots open. The slope at the east entrance is steep and is set to be regraded to be ADA-compliant as part of the green space project, creating an accessible path from the east entrance to the new patio.

Fitness equipment that has been out-of-order is all set to be fixed today, April 7th, which means the fitness center is closed for the day but is set to be reopen with all equipment operating as it should on Saturday. These are the first major fitness equipment repairs since the center opened six years ago.

**Molly Camper, Program Highlights** – Report attached to meeting packet. Exercise classes that are set to be back in April include four classes taught by Lucy Croft – Zumba, 30 Minute Zumba Gold, Zumba Gold Chair, Fit & Fabulous. A sampler of these offerings will take place 4/19. These classes are set to take place in the Rec Room on Tuesdays.

Discussed credits given for past Lucy classes and how to use them. Molly shared that yoga options will return soon, as well, along with the addition of a group personal training class option.

**Elicssha Sanders, Member Services** - Report attached to meeting packet. Numbers provided in report are complete numbers for March. April renewal numbers and income likely won’t be as large as usual due to the membership extension given during the pandemic. May see a large influx in renewals in September/October.

283 memberships processed in March; 77 so far in April. We are seeing significant increases. There was even a day in March where we had attendance of 400 people in one day.

**Samantha Scott, Communications and Fundraising Update** – Report attached to meeting packet. Bloomington Normal Community Bank made a $1,000 donation to match gifts made on ARC’s 6th anniversary on April 25th. Encouraging all members to make a gift of $36 - $6 for each of the 6 years ARC has been serving our community – on that day.

Deb reminded the group to be thinking about finding a new secretary to take notes during meetings in Sammi’s place.

**New Business**

1. **Discussion of ARC Operations:** The team has been looking at an hours change that includes hours that are easier for people to remember. Proposed hours are Monday through Thursday 7 AM to 7 PM and Friday and Saturday 8 AM to 1 PM. These hours reflect a 6 hour increase in hours overall per week and would allow us to bring Peace Meal back on Fridays.

Evening hours allow for younger non-retired people 55+ to access the center and make it a part of their routines prior to retirement. They also allow for older members who want to access the center at lower traffic times to do so.

The Township Board will be presented this suggestion for hours at the April 21st meeting, and the hope is to begin new hours June 1st.

1. **Discussion of a Movie Committee:** Jess discussed the development of a new committee to help pick out movies to show each month that fall within ARC’s license and that members have a great interest in seeing. There are a plethora of opinions and requests, so Jess is looking for an advisory committee leader. Steven Kossman volunteered to lead this group and begin reaching out to members. Sammi will add a notice to the newsletter about the formation of a movie committee.

Discussed bumps forming in walking track and having them repaired as well as removing the large dart machines from the Billiards Room and replacing them with wall mounted boards.

**Suggested Topics for Next Meeting**

Sarah asked Advisory Board members if all were okay with having their contact information shared amongst members of the group. No one objected.

**Public Comment**

ARC member Mary Wuhrmann asked what times movies would be shown if ARC is only open half days on Saturdays. The plan is to try a variety of days and times to see which have the most interest and attendance.

Normal Township Annual Meeting: April 12th at 7:00 PM in the ARC Auditorium.

Regular Township Board Meeting will be held April 21st at Normal Township Hall at 8:15 AM.

Motion to adjourn: Steven Kossman. Seconded by Barbara Singer. Meeting adjourned at 10:17 AM.

Next Meeting: Thursday, May 5th, 2022, at 9:30 AM.

**Attached Manager Reports from April:**

**Director of Operations Report from Jess Ray**

* Watch for more information as the Green Space Project begins next week.
* We are currently in conversation with McLean County Health Department about the possibility of a Booster Clinic at the ARC.
* Change in ARC hours.  We will be taking a recommendation to increase the hours of ARC availability to the township board at the next meeting. If approved, we hope to implement the change starting in June.
* Thanks to a state grant we were able to purchase additional equipment in March to be used by our SHIP Volunteers in the second-floor office.  This includes office equipment such as monitors, desktop, and a printer.
* Thanks to Portillo's for the partnering with the ARC on the Dine & Donate Fundraiser Event last March.  We certainly appreciate local community support.   A special thanks also to our sponsors in March.  Central Illinois Institute of Balance sponsored Bonnie's Cafe and the Bingo sponsors for March - The Loft, Sugar Creek, Heritage Health & the YWCA.

**Important upcoming dates at the ARC:**

April 12. ARC Volunteer Appreciation Event.  A special thanks to all our volunteers for all the help they provide which goes to making the ARC such a special place.

April 12. Normal Township Annual Meeting.  7pm at the ARC.

April 25. ARC Anniversary Event & Fundraiser.  Be sure to stop by and join in the fun.

May 26.  ARC Memorial Day Ceremony

**Program Report April 2022 by Molly Camper**

**In-Person Programming Highlights**

ARC’s book groups return to in-person in the month of April; Great Books: Thursday, April 7th at 10 AM and ARC Avid Reader’s Book Club: Tuesday, April 5th, 10 AM, this group will meet on Zoom and in-person

Computer Assistance by appointment on Saturdays, April 1st, 9th, 23rd, & 30th. George Willson assists members in the computer lab with all types of technology issues.

Beginner Sign Language starts on April 6th and meets on Wednesdays at 10 AM for 4 weeks.

Review and Expand Sign Language starts on April 6th and meets on Wednesdays at 11 AM for 4 weeks. This class is meant for those who have attended an ARC sign language class in the past.

Intermediate Crochet will meet on Thursday, April 7th from 8:30-11 AM. This class is meant for those who have attended crochet classes at ARC in the past.

Movie matinees will be shown on Saturdays, April 9th, 16th, & 23rd. The movie will start at 1 PM and popcorn will be served.

Grief support groups return to in-person in April. Women’s and men’s grief support groups meet on the 2nd and 4th Wednesday of each month; women’s at 12 PM and men’s at 2 PM. The co-ed grief support group meets on the 3rd Wednesday of each month at 12 PM.

Steampunk hat class is offered on Thursday, April 14th at 10 AM. In this class taught by Mikki Bell, you will make a steampunk-era hat and learn about the history of the era. All supplies will be provided to create either a women's hat with lace and a brooch or a men's hat with steampunk-style goggles. The cost to attend this class is $15.

Music Enrichment: Wednesday, April 20th, 10 AM & Tuesday, April 26th, 2 PM, Rita Meland, Music Educator presents music from the movies: It Don’t Mean a Thing Unless You Got That Swing: Tribute to Duke and Ella

Enthusiastic Gardening: Zinnia Seeds, Thursday, April 21st, 11 AM, Dian Nealy will present on how to harvest zinnia seeds from last year’s flowers. Participants will have a chance to try!

Beginner Pickleball Clinic: Saturday, April 30th, 9 AM-12 PM. FREE

**Digital Programming**

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

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

ARC Avid Reader’s Book Club: Tuesday, April 5th at 10 AM (Hybrid)

**Communications Coordinator Report April 2022**

**By Sammi Scott**

**Fundraising**

* **Brick by Brick:** ARC Living Memorial Fund Board still discussing potential revamp options to affix bricks to the vestibule wall.
* **Bingo sponsors:** No update
* **Coffee Sponsors:** April sponsor is Floyd Aper – Coldwell Banker Real Estate Group. 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 - $670.00, General Support - $80.00, Fitness Programming Upgrades & Additions - $510.00, Classroom Updates - $0.00.
* **Dine & Donate:** Earned $180.00 from March 24th Portillo’s event and received email that will receive check or direct deposit within 45 business days. Must have to have had total sales of $200 or more to get the payout rather than needing to have earned $200 as was originally thought.
* **Giving Tree:** All outstanding leaves have now been engraved and added to the tree.
* **ARC Anniversary Event & Fundraiser:** Planning to celebrate ARC’s 6th anniversary on April 25th from 10 AM to 2 PM.Meltdown Creative Works will be at ARC during this time to live print t-shirts with standard ARC logo design and a special event design. Will also hand out popcorn and have cupcakes and coffee available to enjoy. We will be using our prize wheel to hand out ARC prizes as well during the event. Have an ask out to Bloomington Normal Community Bank to be a corporate matching sponsor for the day as we ask members to **donate $36 - $6 for each of the 6 years ARC has been serving our community – in celebration of ARC’s anniversary on April 25th.**  Hope to have BNCB match up to $1,000 of all gifts that come in on that day.
* **Volunteer Appreciation Event 4/12**

**Constant Contact as of 3/29/2022**

* 4579 member emails in list. Up 101 from last report.
* 5140 subscribed contacts across all lists (includes non-members). 86 new subscribers in last 30 days. 2084 members receiving weekly email as of 3/29/22. Up 104 from last report.
* Our email open rate over the last 30 days is 51%.

**Facebook as of 3/29/2022**

* 1980 followers, up 15 from last report
* 1815 likes, up 15 from last report

**April 2022 MSM Report by Elicssha Sanders**

**(as of April 2, 2022)**

March 2022 Numbers

* There were 115 memberships scheduled to expire in the month of March, 63 have renewed.
* There are 255 memberships scheduled to expire in the month of April, so far 40 have renewed.

March Sunshine Numbers

* 225 Birthday calls were made by the MSR staff in March.
* In March, we mailed 10 Bereavement Cards and 9 Get Well Cards.

March Shuttle Van Numbers

* 18 members utilized the Shuttle Van in February.
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February Programming Revenue

* In February, we received $2736 in Programming Revenue.
* In March, we received $3101 in Programming Revenue.

**The 2nd page is the Numbers Comparison Sheet**

