

**Senior Advisory Committee Meeting Agenda**  
**Thursday, June 3, 2021 at 9:30 AM**  
**Normal Township Activity and Recreation Center**  
**600 E Willow**  
**Normal, IL 61761**

\*Due to current restrictions on public gatherings, please participate in the meeting via Zoom using the link <https://us02web.zoom.us/j/83764560526?> or by phone by dialing 312-626-6799. The Meeting ID is 837 6456 0526.

- 1. Call to Order**
- 2. Roll Call**
- 3. Approval of May 6, 2021 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
  - Faye Sanders
  - Deb Shaw
  - Barbara Singer
- 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 starting in July
  - B. Discussion and vote on Advisory Committee Meeting procedures
- 9. Suggested Topics for Next Meeting:**
- 10. Public Comment:**

**Next Normal Township Board Meeting: June 17, 2021 at 8:15 AM**  
**Next Senior Advisory Committee Meeting: July 1, 2021 at 9:30 AM**



**Senior Advisory Committee Meeting  
Minutes Thursday, June 3, 2021 | 9:30 AM**

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

**(Meeting was held virtually via Zoom due to restrictions on public gatherings.)**

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

**Members Absent:** Uday Deoskar, Leonard Ross

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

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

**Public Present:** Mary Wurhmann, Doretta Herr

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

**Approval of Minutes**

Motion to approve the minutes of the May 6, 2021 meeting made by Carol Plotkin and seconded by Barbara Singer. Motion passed.

**Report from Chair**

Chair Kossman shared his appreciation for the feedback received on exercising caution with ARC procedures though the CDC has loosened restrictions. Since the loosening of restrictions took place so quickly after this discussion was initiated, further conversation was not needed.

**Member Updates & Committee Reports**

**Uday Deoskar, Health & Wellness – Absent, no report**

**Rich Farr, Fundraising - No report**

**Margaret Ann Hayden, Welcoming Committee - No report**

**Carol Plotkin, Blood Drive Updates** – The next Red Cross blood drive at ARC will take place June 14<sup>th</sup> from 12 PM to 5 PM. ARC is the sponsor of the drive. There are 2 channels for blood donation collection locally: the Missouri Valley organization collects specifically for OSF and the Red Cross collects to distribute to BroMenn.

**Leonard Ross** – Absent, no report

**Faye Sanders** – No report

**Deb Shaw** - No report

**Barbara Singer** - No report

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

Thanked everyone involved in planning the Memorial Day event that took place at ARC on June 2<sup>nd</sup> and encouraged everyone to follow ARC on Facebook. Encouraged those who have not yet seen the new Veterans Wall at ARC to visit.

An image of the township's first electric bill since the solar panels were activated was shared on Facebook. Past bills were around \$2,700. The most recent bill was \$26 – a 99% savings. Normal Township will pay the solar finance company approximately \$1,000 in addition to the Ameren charge for six years until the Township owns the system. Once the township owns the solar system, it will take over the maintenance and insurance costs for the system. The maintenance contract will go out to bid.

The Township Board voted to alter ARC's hours of operation beginning in July after receiving feedback from members who cannot currently participate between 8:00 AM – 4:00 PM on weekdays. Due to the pandemic, membership and revenues from paid classes are down, so the township is trying to expand hours without increasing the budget. ARC hours beginning in July will be as follows: Open Monday through Thursday at 6:30 AM, close Monday and Wednesday at 7 PM, close Tuesday and Thursday at 4 PM, and open Saturdays from 8 AM to 4 PM (excluding major holidays). The center will be closed on Fridays for the time being. The goal is to be able to open for hours offered pre-pandemic within the next year as the budget improves from new memberships, renewals, and class payments.

### **ARC Staff Reports**

**Rick Lewis, Director of Operations Report** - Report attached. Working with member George Wiman to pilot the Amazon Echo device program. Twelve to fifteen

people have agreed to participate in the program and will receive training from an IT specialist.

Thanked American Legion Posts 635 and 56 for helping ARC with the 2021 Memorial Day recognition program. Would like to do something special for Butch Ekstam to thank him for his help in coordinating the flyover and sentry.

Continuing work to identify members for home visits with the Sunshine Program. Seven members were identified to participate in the reducing social isolation program surveys.

The Senior Health Insurance Program (SHIP) is busy, and counselors have had daily in-person meetings with clients. Terri Brown is training now. The township is working to complete the background check process for SHIP volunteers.

Encouraged Margaret Ann to begin planning a new member welcoming event for those who have joined recently.

**Molly Camper, Program Highlights** - Report attached. New for June: Modified Yoga, Gentle Yoga, Chair Yoga, smartphone classes, Internet TV, slow jam & ukulele lessons, additional slots for fitness center and walking track, and increased capacities for other programs. Working on the July newsletter now and plan to include more exercise classes, a fitness center trainer, movies on the weekends and increased Saturday programming.

**Elicsha Sanders, Member Services** - Report attached. Reiterated the need for new member orientations and fitness center orientations. ARC has seen an increase in membership numbers, daily renewals and new memberships in May. Can expect the same for June and July.

**Samantha Scott, Communications and Fundraising Update** -Report attached.

Reminded the committee about the upcoming dine and donate event for the ARC Living Memorial Fund at Portillos on June 30<sup>th</sup>.

Provided an update on current and past-due member survey participation. Three-hundred current members have submitted responses; 175 past-due members have submitted responses.

### **New Business**

- A. **Discussion of ARC operations in July:** ARC continues to follow CDC guidance. Individuals who are fully vaccinated are not required to wear masks. Staff are hearing positive responses to the mask rule change, as workouts were very difficult when masked. In July, most programs will no longer require pre-registration. Coffee service in Bonnie's Café will likely return in August. Peace Meal has discussed fall for a return to in-person meals, so fall should bring a greater sense of normalcy. Sarah will look into the use of the water and ice machines to be sure it's acceptable to bring them back in July. Planning for changes to programming and communications take time. ARC is now seeing about 100 participants a day, and participation is increasing daily. This is a great transition time for staff to evaluate what is working and what needs improvement as attendance slowly increases.
- B. **Discussion and vote on Advisory Committee Meeting procedures:** The Township Board will return to in-person meetings in June through a hybrid meeting model that will allow participation virtually as well. Margaret Ann made a motion for the Normal Township Senior Advisory Committee to return to in-person meetings, starting in July. Rich Farr, Margaret Ann Hayden, Steven Kossman, Carol Plotkin, Deborah Shaw, and Barbara Singer voted in favor of in-person meetings returning. Faye Sanders abstained pending more information shared on a hybrid model.

Deb Shaw suggested phoning in rather than using a computer for a hybrid model as she saw that work well in the past for Township meetings.

**Suggested Topics for Next Meeting-** Review of June ARC operations, appointing a secretary for advisory committee meetings

### **Public Comment**

Doretta Herr attempted to use public comment time to ask questions of ARC managers and was reminded to meet with staff instead, as public comment is only meant for addressing the Senior Advisory Committee. She announced FIA is running an Amazon Echo program like ARC's and is still seeking program participants. She also wanted to use the public comment time to advertise a FIA fundraiser.

Mary Wuhrmann – Suggested using cell phones to see the Zoom meetings virtually using cellular data.

Motion to adjourn: Deb Shaw, Motion seconded: Faye Sanders

Meeting adjourned at 10:21 AM. Next Meeting: Thursday, July 1st, 2021 at 9:30 AM.

## **ARC Director of Operations Report by Rick Lewis**

**June 3, 2021**

1. I am working with ARC member George Wiman, an IT staff from ISU to develop the training curriculum for the Echo Show device program. We received Amazon Echo Show devices sponsored by State Farm and have been identifying members to participate. Devices will be used for the Sunshine Program and distributed to members who expressed loneliness during the pandemic. George and I had a test demonstration on setting up two devices and engaging the "face time" function. Members must participate in a tutorial to receive a device to ensure it gets used.

2. The Memorial Day Recognition planning group met last week to finalize the program yesterday at the flagpole. Representative Dan Brady assisted with laying a wreath at the flagpole with Jan Handel, ARC member and widow of veteran Virgil Handel. The banner listing the family members of ARC members who served and died was updated to include names of veterans who died in the past year. Sugar Creek Alzheimer's Special Care Center provided treats. Thank you to Faye Sanders for your work on the Memorial Day Recognition, ARC members who participated, and everyone who attended.

3. The Veterans Wall was installed on May 13 and makes a huge statement for our commitment to the women and men who served. Meltdown Productions installed the flag mural and sign to compliment the plaque, photo of the American Legion and flag case and we believe the members will be impressed when they return and see it. The wall is located between the Dining Room and the Rec Room.

4. ECIAAA has released grant funds for the Sunshine Program. Funds will be used to continue outreach to homebound ARC members who are unable to return to ARC due to illness or COVID fears. Additional funding has been awarded for technology devices. Visits to homebound members are available if the member has been vaccinated.

5. ARC has been invited to recruit 12 members to participate in a Reducing Social Isolation project evaluating programs funded as part of Illinois Social Isolation Initiative. They will be contacting the members for phone or email interviews. Three members have agreed to participate so far and I expect to recruit others in the coming days.

6. SHIP counselors have been visiting their offices for in-person training for Terry Brown and in-person Medicare counseling for clients who requests face-to-face meeting. COVID protocols are being followed.

7. The threshold of the East door has been repaired to make it more wheelchair accessible. Thanks Barbara Singer for your help inspecting and testing it. The additional floor plate creates a smooth transition from the concrete to the vestibule.



**Program Report June 2021 by Molly Camper  
(Capacity limits for the month of June are 100 participants in the building at a given time)**

**On-site program list**

Modified Yoga Strat-O-Matic Baseball  
Fitness Center Painter's Workshop  
Stamping Knitting  
TAI CHI Chess  
Walking Track Quilting and Sewing  
Line Dance Crochet  
Scrabble Internet TV  
Beginners Qigong Yin Yoga  
Information and Assistance Outreach Billiards  
Pickleball Smartphone Classes (Android/iPhone)  
Fun and Games ARC Foodies Group  
Gentle Yoga Chair Yoga  
Watercolor Classes Ping Pong  
Live Well Bell Well Class Ukulele lessons and slow jam

**Outside Programming**

Cornhole/Bags Enthusiastic Gardening Club  
Walking Group ArCoustic Jam

**Digital Programming**

Mindfulness Meditation Great Books  
ARC Avid Reader's Book Club Virtual Bingo  
ARC Foodies Group Laughter Class  
TAI CHI Grief Support Groups  
Beginners Qigong Yoga prerecorded Zoom classes  
PEPS prerecorded Zoom classes

**Hybrid Programming (offered on-site and over Zoom)**

ARC Foodies Group TAI CHI  
Beginners Qigong

Two exciting outdoor events coming to ARC in July! Drive-In Bingo on Thursday, July 22<sup>nd</sup> at 11 AM. An outdoor concert featuring music by Captain Ron and food available for purchase from food truck Curbside Grillin' on Thursday, July 29<sup>th</sup> from 5:30 – 8 PM in ARC's East parking lot.

American Red Cross Blood Drive on Monday, June 14th from 12-5 PM in our Rec Room.

Zumba Gold and Zumba Chair will be returning in July, once a week on Tuesdays. The ARC library is open for members to access while they are here participating in other programs.

## **June 2021 MSM Report by Elicsha Sanders, MSM (as of May 26, 2021)**

### May 2021 numbers

- 173 Total Memberships in May (of those: 120 Paid, 43 Silver Sneakers, 2 Silver & Fit, and 8 Renew Active). Payment breakdown: 66 Credit Cards, 39 Checks, 12 Cash, 2 Gift Certificates, and 1 Account Credit)
- 36 were New Members (of those: 30 Paid, 5 Silver Sneakers, & 1 Renew Active)
- 137 were Renewals (of those: 90 Paid, 38 Silver Sneakers, 2 Silver & Fit, and 7 Renew Active).

### May Sunshine numbers

- 140 Wellness calls have been made by the Member Service Representatives (MSR) in the month of May.
- 287 Birthday calls were made by the MSR's

### May Zoom numbers

- A total of 338 participants joined a Zoom activity in May. Of those attendees, 42 were from the Insurance Based Incentive Programs (39 were Silver Sneakers, and 3 were Renew Active).

**\*\*Remember, some members are counted multiple times within the month because they join multiple activities on Zoom\*\*\***

**We had the May 10<sup>th</sup> ARC Monitored Capacity Opening which resulted in fewer Wellness Calls being completed.**

**These numbers would not have been attainable if it weren't for Jeanne, Delores, Delilah, Chris, and Ruby working hard keeping the members engaged! I thank them for ALL they do. And it would be extra special if the Advisory Board and Managers reach out to them and show their appreciation as well!**

# Communications Coordinator Report June 2021

## by Sammi Scott

### Fundraising

- **Brick by Brick:** Have a few members asking to purchase bricks. We have those people noted and will reach out when a new plan for affixing bricks is finalized.
- **Bingo sponsors:** Plan to begin reaching out to sponsors for 2022 in August. Have already received interest from a few past sponsors.
- **Coffee Sponsors:** No update
- **Build the ARC 2021:** \$5341.00 in General Support raised so far this year. \$985 in Build the ARC Green Space so far this year.
- **Dine & Donate:** Next Dine & Donate event is June 30<sup>th</sup> at Portillo's from 4 PM to 8 PM.
- **Giving Tree:** Two leaves have been ordered and are pending completion.

### Constant Contact as of 5/24/2021

- 4178 member emails in list. Up 39 from last report.
- 4785 active contacts across all lists (includes non-members). Up 36 from last report. 1631 members receiving weekly email as of 5/24. Up 10 from last report.
- 888 have unsubscribed from a combination of lists. Up 6 from previous report.
- Our email open rate over the last 30 days has increased to 48%. This is a great improvement compared to open rates throughout the pandemic (about 10%) and is 26% higher than industry average.
- Working on a pair of surveys to evaluate the level of interest members have in programming at or before 6:30 AM, after 4 PM and on Saturdays as well as what programs they would have the most interest in attending at those times. Plan to send one version to current members and one version to those in our system who have yet to renew in hopes that we learn a bit about what may be keeping them from renewing and what may encourage them to rejoin.

### Facebook as of 5/24/2021

- 1740 followers, up 9 from last report
- 1606 likes, up 7 from last report