

Senior Advisory Board Meeting Agenda
Thursday, August 5, 2021 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 July 1, 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 (Outreach)
 - Faye Sanders (Veterans Committee)
 - 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 Elicssha Sanders
 - Communication and Fundraising Samantha Scott
- 8. New Business:**
 - A. Discussion of ARC operations
 - B. Discussion of fundraising
- 9. Suggested Topics for Next Meeting:**
- 10. Public Comment:**

Next Normal Township Board Meeting: August 19, 2021 at 8:15 AM

Next Senior Advisory Committee Meeting: September 2, 2021 at 9:30 AM

**Senior Advisory Committee Meeting
Minutes Thursday, August 5, 2021 | 9:30 AM**

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

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

Township Officials: Supervisor Sarah Grammer, Trustee Floyd Aper

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

Public Present: Mary Wurhmann, Jan Crump Faith in Action

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

Approval of Minutes

Motion to approve the minutes of the July 1st, 2021 meeting made by Deborah Shaw and seconded by Carol Plotkin. Motion passed.

Report from Chair

Chair Kossman shared what he had been hearing from some ARC members from Lexington who were unhappy about not being refunded their \$30 membership cost last year. ARC did offer refunds last year for those who requested them, but the time has passed to receive a refund now that ARC is open.

Member Updates & Committee Reports

Uday Deoskar, Health & Wellness – No report

Rich Farr, Fundraising – Living Memorial Fund total as of the end of July is \$91,579. The foundation also tracks green space and building fund donations. The 2019 campaign raised \$31,797. 2020 raised \$9,192, and 2021 raised \$7,832 to date. The quilt raffle also raised \$2,649. Campaign totals over 3 years - \$51,470. The Living Memorial Fund will have \$40,108 after subtracting what was raised for Build the ARC Campaign projects.

Margaret Ann Hayden, Welcoming Committee – Next Member Orientation event scheduled for August 31st at 2 PM.

Carol Plotkin, Blood Drive Updates – The drive on July 21st collected 37 units. The upcoming blood drive on August 19th for Bloomington Normal police and firefighters runs from 8 AM to 6

PM and will have 2 volunteer shifts. Summer is a tight time for blood donations, but the blood bank is not as low it once was.

Leonard Ross – Questioned if ARC had a Twitter presence, and if not, why. Supervisor Grammer explained that social media takes a lot of time to update and monitor, and with the many record keeping rules that government bodies must follow, it becomes even more complicated, so the township has focused solely on Facebook for social media at this time. Even with all the staff efforts on Facebook, only about a quarter of members follow ARC there. The center still relies heavily on email, postal mail, and phone calls to connect with members.

Leonard reported he is currently dropping newsletters off at 6 doctor's office in the area.

Faye Sanders – No report

Deborah Shaw – Peace Meal is still making home deliveries and are in need of volunteer drivers. Deb is doing 38 meal deliveries herself. Peace Meal was originally going to return to ARC in August, but due to the mask requirement now in place, they decided to wait a little longer. The township is continuing discussions with OSF on the return of the congregate meal site.

Barbara Singer - No report

Report from Township Supervisor Sarah Grammer

The Normal Township Board held a special meeting in July to discuss the green space project cost estimate from Farnsworth Group. Cathy Bilow had recommended using crushed granite for the walkways, but it is now very expensive, and with the binder required to keep the product in place, may no longer be permeable. They now recommend a permeable paver. The township has requested to remove the water feature from the plans for a \$12,000 savings and move forward with the plan using permeable pavers. Cost estimate is now expected to be around \$150,000. A bid announcement is scheduled to be issued on 8/17/21 with the pre-bid process on 8/24/21 and bids due 9/13/21 if plans continue on schedule. The township hopes for competitive bids to come in from several local companies.

Chair Kossman's wife and other master naturalists have said they would be interested in volunteering to help with upkeep of the green space. Linda Woith began volunteering to help with the landscaping around the building again after Rick placed the new mulch in the beds.

We are requiring masking at ARC again in an effort to do whatever is necessary to keep the center open.

The August Township Board meeting will include a presentation of the fiscal year 2021 audit. The public may join in person or on Zoom. Grant applicants will also be looked at during this meeting.

Sarah announced Director of Operations Rick Lewis' upcoming retirement after his 3-year anniversary in January. He would like to retire no later than March. The Township Board will discuss the hiring process and will hopefully to begin the hiring process in January. It has been exciting to have a Director who is a senior, an ARC member, and a former ARC volunteer leading the center through many big events over the past three years, including the pandemic and the vaccine clinics.

ARC Staff Reports

Molly Camper, Program Highlights - Report attached. August brings two new exercise classes that are focused on cardio and strength training. There will be a morning and evening class. Programs that have returned include Books on the Go with the Normal Public Library, Rita Meland's Music Enrichment Series, and the Caregiver Support Group with Sugar Creek and CCSI. Lucy will be adding back her Fit & Fabulous class when masks are no longer required. Collette Vacations will be doing a travel presentation on the trip to Iceland that is now scheduled for next February.

130 people attended the outdoor concert in July. The Curbside Grillin food truck was well-attended and did better than they estimated they would. They would be happy to return for future events.

Instructors were able to choose if they wanted to continue with August classes with masks or postpone. Lucy, Cecile and Ada chose to postpone. The classes that returned with masks are going well. Food will be eliminated from any programs for the time being.

Rick Lewis, Director of Operations Report - Report attached. Thanked Sarah and Steve for their confidence in him. Will be around in the fitness center and assisting with the transition when he retires. Masks being reinstated has led to challenges as there have been many members resistant to masks. Escorted one member out for refusal to wear a mask, but hopes to be able to welcome them back in the future.

The September issue of 50+ News & Views will feature an article on ARC's accomplishments over the last year as well as information on the September campaign and programming.

There are concerns about members moving around chairs as it is a risk for injury and a nuisance when members don't put chairs back where they were found. Rick asked that no members move chairs but rather speak with staff if they need a more accommodating seat.

ECIAAA requires assessments every 2 months with the UCLA Loneliness Scale done by phone or in person for those who scored high in loneliness and isolation on ARC's previous survey. Most scores are still falling in the mid-range with these members still feeling left out. Follow up calls continue.

Elicsha Sanders, Member Services - Report attached. Memberships remain steady especially considering the mask requirement. Members would rather wear a mask and be at the center than not be at the center. Memberships continue to increase, just not as quickly as they had been prior

to the mask requirement. The number of visits has been between 180 and 250 Monday through Thursday and 100-120 on Saturdays with 10-20 arriving between 6:30 AM and 8 AM and similar numbers in the evening. Those who attend early morning or in the evening are often those who still work during the day. Offering programming during these hours helps bring people in at these times.

Samantha Scott, Communications and Fundraising Update - Report attached. Gave update on bingo and coffee sponsorships. There are 19 bingo dates left to fill for 2022 and 6 months in 2022 to fill for coffee sponsorships. September 2021 through January 2022 and May of 2022 are filled for coffee sponsorships. The next dine and donate will be at Portillo's on September 30th from 4 – 8 PM.

New Business

- A. **Discussion of ARC operations:** McLean County is now considered to be a high transmission area with over 100 new cases of COVID-19 per day. This means masks are required indoors at ARC. Many cases are now in younger people, so thank you to those at ARC who got vaccinated and are doing what they can to keep others safe. An impact to some has potential to be an impact to all. Would be willing to use ARC to administer booster shots if asked to do so.

Update from Chair Kossman on what he is hearing from his doctors: number of people hospitalized is going up precipitously, and 25% of those cases are in breakthrough cases. Haven't seen deaths in breakthrough cases.

ARC's Grand re-opening event will be held Saturday, September 18th from 10 AM – 12 PM. The advisory committee members are encouraged to attend and bring others and to help give tours at the event.

- B. **Discussion of fundraising:** September is National Senior Center Month and the month of ARC's big fundraising effort. In years past, we have asked for members to consider donating \$30 sometime in the 30 days of September in order to help keep building ARC. Money raised this year will again go towards the new outdoor patio and greenspace renovations.

Discussion of whether there was still a need for a separate foundation (ARC Living Memorial Fund). Points made include:

Confusion from members about where / to which entity their donations are going.

Should make it as easy as possible for people to give and for staff to handle donations.

Some people may not want to donate money to a government entity.

Donations to directly to the ARC via the Township are tax deductible, in the same way donations to the 501(c)3 are.

Donations have gone from just a couple thousand dollars raised prior to ARC opening and the forming of the LMF to over \$91,000 in just under 6 years, but this is due to ARC staff developing and running large fundraisers to help ARC.

Is it possible for the Living Memorial Fund to set up a merchant account so that credit card gifts can be taken at ARC for the LMF. (Concerns with losing donations possibly when having to send people home to make the donation through the website if they wanted to give to the LMF with a credit card and don't have the cash on hand to make donation that way.)

What is most important is to give people confidence in donating in support of ARC, ensuring they know what entity they are donating to, who is responsible for the money, and how decisions are made about its use.

Discussed leaf and brick options for donations: Sarah is working on finding a brick mason to provide insight on how to construct the Brick by Brick Memorial Wall so that it is structurally sound.

The LMF needs to consider increasing the donation amount for a brick as prices for engraving have increased over time. Considering \$150 contribution for a brick.

Have not been charged for Giving Tree leaf engraving since the tree was installed but will likely have to pay a fee in the future when Randy Reid from ISU is no longer doing the engraving. Should be a small cost overall. The Giving Tree is a strong fundraising opportunity.

Other ideas for fundraising opportunities mentioned were gifts in wills and engraving plaques on the auditorium chairs. To date, the Living Memorial Fund has not received any gifts by way of a person's will.

Sammi requested advisory committee members help in securing raffle items for the grand re-opening event on September 18th.

Suggested Topics for Next Meeting None

Public Comment None

Motion to adjourn: Rich Farr, Motion seconded: Barbara Singer

Meeting adjourned at 10:37 AM. Next Meeting: Thursday, September 2, 2021 at 9:30 AM.

**ARC Director of Operations Report by Rick Lewis
August 5, 2021**

1. Attendance continues to increase over the month and revenue from membership renewals, new members, and paid activities continue to come in. Saturdays are picking up with this past July 24 and noted more than 200 members attended. Coffee service and the Peace Meal program was scheduled to return in August but the changes in McLean County mitigation is making this a challenge to predict when these will return.
2. Managers have begun planning September programming to celebrate National Senior Center Month and kick off the capital campaign. ARC member Faye Andris approached us about submitting an article in the 50 Plus News and Views magazine to highlight ARC and our contributions to healthy aging and accomplishments over the year to help with attracting new members and encourage renewals. The magazine is doing direct mailing and will target an audience we don't typically reach. Sammi has written an article for ARC and submitted along with an ad.
3. The ARC shuttle van has resumed transporting members and ARC volunteer George Wilson has been hired to drive. Four members have been riding. We'll have to monitor the service when ridership increases and riders are spread out in the community. I was able to drive the van for riders on Thursday, July 8 to get a sense for what the route and experience is like for the driver and riders. New guidelines were distributed to reflect the changes in this operation.
4. Mulching around the ARC is almost complete thanks to ARC member Bob Hannah, Sarah and her two children. We are happy to see Linda Woith has returned to help with weeds and trimming. There are a few areas that need significant weeding before mulching and I will coordinate this as soon as my schedule allows.
5. SHIP counselors are prepared for walk-in appointments for Medicare counseling. None has occurred. Paul reported he had a total of 42 calls/contacts between June 1 – July 20. Of these, 25 were referred to counselors. The group is also preparing presentations for Medicare for August 14 at 10am in the auditorium. The August newsletter lists two additional presentations: September 7 at 1:00pm on Medicare Advantage and September 23 at 10:00am on Prescription Drugs.
6. The State of Illinois requires employees and volunteers to participate in annual Sexual Harassment training. ARC staff and Township employees and trustees, and SHIP counselors have completed training.
7. George Wiman and I have nearly completed training for all participants in the Echo Show device program. Next steps are ongoing one on one training on tips for using the devices. George is volunteering to come to ARC once a week to meet with members as needed. He hopes to be more involved as he gets closer to his retirement.
8. I am continuing to reach out to our senior network to identify a trainer for staff to participate in Mental Health Issues for Seniors due to pandemic.

Program Report by Molly Camper, August 2021 (No capacity limits for the month of August, Masks are to be worn inside ARC, New additions in BOLD)

On-site program list

Modified Yoga Strat-O-Matic Baseball
Fitness Center Painter's Workshop
Open stamping Knitting
TAI CHI Chess
Walking Track Quilting and Sewing
Line Dance Crochet
Scrabble Internet TV
Beginners Qigong Yin and Yang Yoga
Information and Assistance Outreach Billiards
Pickleball Low and Slow
Fun and Games ARC Foodies Group
Gentle Yoga Chair Yoga
Watercolor Classes Ping Pong
Ukulele lessons and slow jam Great Books
Grief Support Groups ARCooustic Jam
Hand and Foot Walk-in SHIP Times
Stamping Classes Crochet Classes
Movies Pickleball Clinics
Chair Zumba Zumba Gold
Cardio Dance Class Fitness Equipment Orientations
Personal Training sessions ARC Tech Club
Parkinson's Support Group **Ice Cream Social-Fundraiser for Alzheimer's Ass.**
Triple Treat-Exercise Class Healthy Moves and Grooves-PM Exercise Class
Fit and Fabulous-Exercise Class California Canasta
Caregiver Support Group Talk with a Doctor: Dr. Keller
Institute for Financial Education Seminar Books on the Go

Outside Programming Digital Programming

ARC Foodie Group Mindfulness Meditation
ARC Enthusiastic Gardening Club ARC Avid Reader's Book Club
Grief Support Groups
Drive-In Bingo

Hybrid Programming (offered on-site and over Zoom)

TAI CHI ARC Avid Reader's
Beginners Qigong
ARC Tech Club

Peace Meal is returning to ARC. Meals will be served Monday-Thursday at 12 PM in the ARC dining room.

Bingo returns to in-person at ARC on Mondays at 1 PM in the Rec Room.

American Red Cross Blood Drive on Thursday, August 19th from 8 AM-6 PM in our Rec Room. There will be a new member orientation on Tuesday, August 31st at 2 PM in ARC Auditorium. The Normal Public Library will return with Books on the Go on the 1st and 3rd Tuesday of each month. They bring books for ARC members to check out while visiting ARC.

August 2021 MSM Report by Elicsha Sanders

(as of July 27, 2021)

July 2021 numbers

- 261 Total Memberships in July (of those: 194 Paid, 57 Silver Sneakers, 2 Silver & Fit, and 8 Renew Active). So far for the month, \$5775 in membership dues were received.
- Of the 261 membership transactions, 68 were New Members (of those: 53 Paid, 10 Silver Sneakers, and 5 Renew Active).

July Sunshine numbers

- 315 Birthday calls were made by the MSR's

July Shuttle Van Rider numbers

- George Wilson is ARC's newest Shuttle Van Driver.
- There were 37 scheduled rides thus far this month.
- 2 Cancelations for rides.
- 6 different members utilized the Shuttle Van.

July Programming Revenue

- In July, we received \$5824 in Programming revenue so far. July 21st was the opening registration day for the August paid activities. The return of Zumba, Fit & Fab, Low & Slow, and Ed Houchens dance class greatly contribute to the revenue received.

July Saturday Attendance numbers

- July 10th had 78 members, special programming we had the Pickleball Clinic, Pickleball Bootcamp, Watercolor class, and Matinee Movie.
- July 17th had 82 members, special programming was the Matinee Movie.
- July 24th had 121 members, special programming was the Matinee Movie.

***** Zoom programming was reduced because of the extended opening hours and the increase of in-person programming.*****

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 by Sammi Scott, August 2021

Fundraising

- **Brick by Brick:** No update
- **Bingo sponsors:** Will begin reaching out to potential sponsors in the first week of August with sponsorship request letters and contracts for those who choose to sponsor. Three past sponsors have already indicated interest in continuing their regular bingo schedule. Bingo will now take place on Mondays at 1 PM. We have 24 Mondays already claimed and 25 left to fill.
- **Coffee Sponsors:** September sponsor is Carle BroMenn Medical Center. Still in need of sponsors for December 2021, February, March, April, June, July and August of 2022.
- **Build the ARC 2021:** \$5476.00 in General Support raised so far this year. \$3634.20 in Build the ARC Green Space so far this year. The increase in this area from the last report is due to receiving the quilt raffle funds.
- **Dine & Donate:** Last Dine & Donate took place at Portillo's in June. Raised \$387.41.
- **Giving Tree:** Two leaf orders have been sent to Randy Reid and are awaiting completion.

Constant Contact as of 7/27/2021

- 4285 member emails in list. Up 78 from last report.
- 4893 active contacts across all lists (includes non-members). Up 74 from last report. 1593 members receiving weekly email as of 7/27. Up 41 from last report.
- 910 have unsubscribed from a combination of lists. Up 12 from previous report.
- Our email open rate over the last 30 days has increased 2% to 48%
- The weekly email now highlights in-person programs and provides links for digital programming

Facebook as of 7/27/2021

- 1806 followers, up 44 from last report
- 1667 likes, up 40 from last report
- 2,677 post engagements between June 29th and July 26th, up 13% from the previous 28 days