

Director, COA Board Report

Date of meeting: September 27, 2023

Meeting time and location: 9:30am, Town Hall

Highlights since our last meeting

Food for Thought: The COA plays a vital role in the Groveland community, offering essential services such as food access, medical appointment transportation, and benefits counseling for Social Security, Medicare, and more. Alongside these crucial services, we provide a valuable socialization aspect to combat isolation and loneliness. In August, our staff engaged with serving older adults in our community over 1,000 times throughout the month.

With that in mind, I'm excited to share that there is renewed enthusiasm and momentum surrounding our efforts to locate or develop a Senior Center—an initiative that I'm eagerly looking forward to working on.

Successful Van Driver Recruitment: We've received an encouraging response from potential candidates and have extended a full-time offer for a Monday/Tuesday driver. Another offer for a substitute driver is highly likely, although the start date for these positions is pending. In August, we completed approximately 120 trips, including food deliveries to homebound seniors, transportation to medical appointments, and trips to COA events.

Community Engagement: Distribution of the September-October 2023 newsletter to all Groveland residents: While there was a slight delay in the delivery process, the feedback has been overwhelmingly positive. Many residents have described it as "professional" and user-friendly. Our community survey, in the newsletter, has garnered a modest yet consistent response rate. In addition, I continue to actively engage with community partners and individuals to gain insights into their experiences with the COA, as well as their needs and preferences.

Financial Highlights

This is a very quick recap and does not replace the finance reports attached.

1. FY23 DOT Grant has come in (Sept), wrapping up the 2023 calendar year grant totalling \$9000; as it came in Sept, it's not reflected on the financial docs for the meeting.
2. FY24 Formula Grant funds are anticipated to be deposited to recipients in October 2023; Groveland COA is expecting \$26,866 based on census data of 1,919 residents ages 60+ reside in Groveland.
3. Upcoming Grant Possibilities: MCC/LCC grant (Due Oct); Service Incentive Grant (SIG) with a focus on marketing funds (intent letter due in Oct); DOT FY24 is anticipating award notification to be sent out by December.

90 Day Plan - quickly approaching the 90 day mark!

I'll provide more details about my first 90 days in the October meeting. As I reflect on my time here and envision the future, I'd like to share something Barbara reminded me of. During my interview, I outlined key indicators for determining if I made the right decision as COA Director: enthusiasm for work, visible progress in the community, and strong collaboration. I'm pleased to say, yes, I believe I've made a terrific choice! I look forward to sharing a more comprehensive update on my 90 days at the October meeting.

Challenges

Top of mind challenges for me at the moment:

1. Market Basket Gift Cards - there has been an uptick in requests for the Market Basket Gift Cards and keeping up with demand has been a challenge. These gift cards offer invaluable support to supplement and complement the food pantry's efforts, providing recipients with the flexibility to not only purchase specific food items that align with their dietary needs but also essential non-food items like dietary supplements, toiletries, and more. I don't have a solution here yet, just sharing. Also noting, I'd like to say huge thank you to those individuals who donate and in particular the Groveland Congregational Church for their generosity in providing gift cards to our community - we couldn't do it without you!!
2. Navigating the different roles and expectations between the COA Office, the COA Board and the Friends of Groveland COA. I mentioned to Barbara that I have an interest in scheduling a joint meeting with the COA Board and the Friends Board Leadership. My aim would be to ensure that we share a common understanding of how to best fulfill our respective missions and define the roles each of us plays in achieving that.

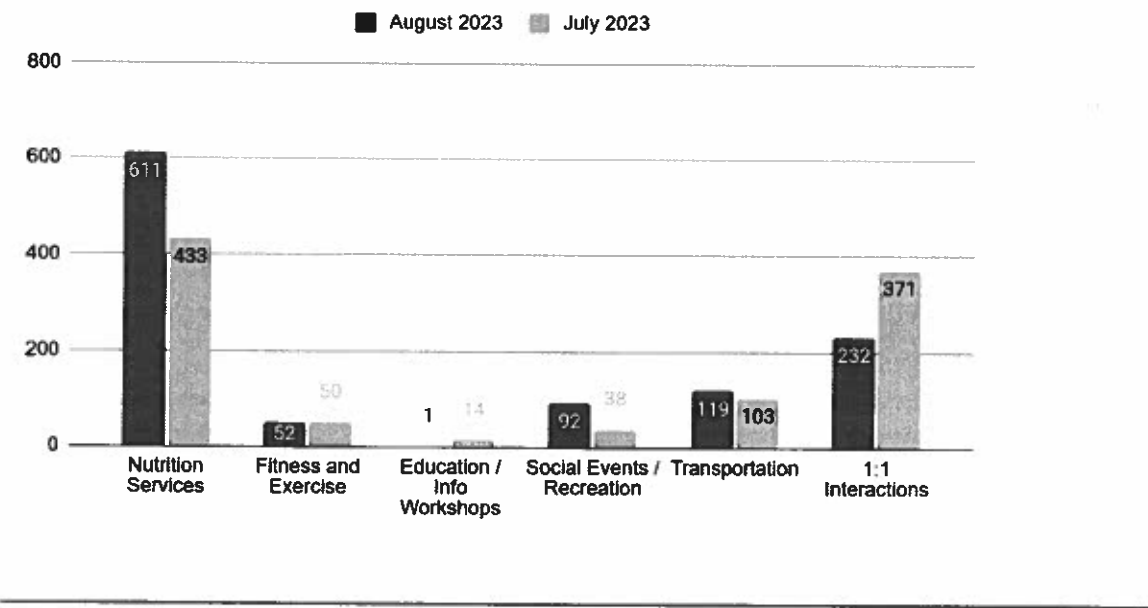
Senior Center - brief update

As mentioned in the Highlights section, there has been a noticeable resurgence of enthusiasm and momentum in our endeavors to find or create a Senior Center. During the recent Friends meeting, which was attended by members of this Board, it was discussed that the COA Office would take the lead on this important initiative, with myself serving as the primary point of contact. Establishing a designated leader or point person for this initiative is, in my opinion, essential, particularly when collaborating with a diverse group of volunteers, committee members, and the broader community.

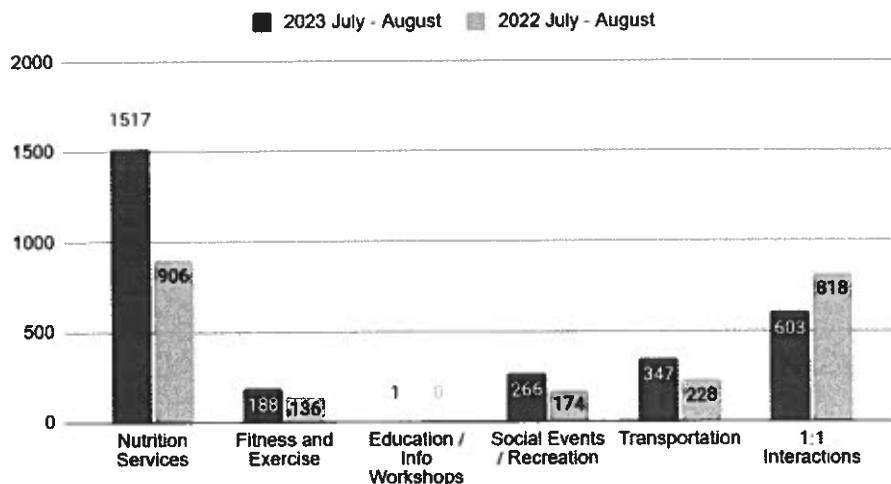
Programming / Services

Below you'll find a visual representation of our interaction statistics for July-August 2023, as well as a comparison between 2023 and 2022 for July/August, I've included a chart below. Our team is diligently working on data entry and ensuring the consistency of labels. For a comprehensive breakdown of our programming and service numbers, please review the attached document.

August 2023 and July 2023



2023 July - August vs 2022 July - August



Off-Site Programming

Larry and I had toured Veasey Park with their director Vanessa. We're eager to start work on collaborations; I've been in contact with Vanessa about some potential next steps. Along those lines I did confirm with the Town Administrator that the COA can offer off-site programming, including at Veasey, so long as we get Participant Release Waivers signed.

Community Survey Responses

The Community Survey was part of the September/October Newsletter that was both mailed and emailed out to the community. I'll hold off and the details until it's out there a bit longer for a more comprehensive look. If you or someone you know hasn't yet submitted a survey - here's the [link](#). Your insights matter and guide our efforts in making the Council on Aging an even more valuable resource for our community.

Staffing/Hiring Update

Confirming that our offer for part-time Van Driver has been accepted by Joe Walsh and his first day is Monday, October 2, 2023. We're still accepting applications for substitute van drivers.

Follow up on COA accepting credit cards

As you may have seen, our online registration is up and running! You can access it at this link here: <https://myactivecenter.com/#centers/USA.MA.Groveland.Groveland-Senior-Center>
However, we are currently unable to accept online credit card payments. I anticipate this to be temporary, pending updates to town-level policies that will enable us to ensure compliance with PCI (Payment Card Industry) standards.

Other Going-Ons for Conversation

- **MCOA Conference:** I am planning to attend the MCOA Conference this October 11 - October 13, 2023. Details <https://mcoaonline.com/2023-fall-conference/>
- **Newsletter Deadline:** November/December newsletter will be sent to print between Oct 9-16th. If you are thinking of having something included in the newsletter - please let me know ASAP. This newsletter will be emailed with hard-copies around town.
- **FY2025 Capital Improvement Project and Equipment Request forms** are due by October 4, 2023. The asset or project must 1) have a useful life of no less than three years; 2) cost \$20,000 or more; 3) must meet the MGL criteria for municipal borrowing.

A big thank you!

- Thank you to the Groveland Congregational Church for their generous contributions of Market Basket Gift Cards!
- Thank you to the Friends for organizing and their continued support of the COA, in particular this month, for volunteering all day at Groveland Days to help get word out!

Prepared for Director's Board Report, Groveland COA

	August 2023		August 2022		July 2023		July 2022	
	Duplicated	Unduplicated	Duplicated	Unduplicated	Duplicated	Unduplicated	Duplicated	Unduplicated
	<i>"Duplicated" counts each visit of the same person separately</i>	<i>"Unduplicated" counts each person only once, regardless of how many times they came in or used a service.</i>						
Nutrition Services								
Meals:								
Meals on Wheels	437	24	386	17	388	24	320	16
Traveling Chef	45	45	40	40	44	44	42	42
Groceries:								
Food Pantry								
-Walk Ins	58	32	36	14	22	16	24	17
-Delivery	41	18			10	7	-	-
	COA provided attendees of the food pantry with a generous 1008.3 pounds of nutritious food during August 2023		COA provided attendees of the food pantry with a generous 1238 pounds of nutritious food during August 2022		COA provided attendees of the food pantry with a generous 902.70 pounds of nutritious food during July 2023		COA provided attendees of the food pantry with a generous 1799.90 pounds of nutritious food during July 2022	
Mobile Market Grocery Delivery	5	5	7	7	4	4	7	7
UTEC Food Boxes	25	12	24	18	15	11	20	17
	611	136	493	96	483	106	413	99
Fitness and Exercise								
3B Fitness	41	16	55	18	34	16	30	15
Yoga	11	5	20	5	16	7	29	7
Virtual Reiki (not offered this year)					-	-	2	2
	52	21	75	23	50	23	61	24
Education / Info Workshops								
Legal Monday	1	1			1	1	-	-
					13	12	-	-
					14	13		
Social Events / Recreation								
Game Day	28	7	22	7	22	7	18	9
Movie Mornings	11	9	17	14	11	7	2	2
Ping Pong and Corn Hole	3	3	-	-	5	5		
Water Color					-	-	4	4
Trips							6	6
Perkins Cove - Ogunquit		6		9		3 MFA		
(Cancelled- Mystery Ride and rescheduled for Sept 7th)		14		2		8 Encore Casino	20	
Lunch and Performance	50	50	82	82		Mystery	3	
	Lunch & Sound of Music Performance (indoor)		End of Summer- Eldie & Ice Cream (outside)		38	30	63	21
	92	89	121	114				
Transportation								
ALL Rides (shopping, medical appt)	119	46	116	47	103	44	112	52
Type of Ride/Driver								
COA VAN	46	19	109	44	78	41	98	49
NEET Driver	4	3	7	3	4	2	10	4
Staff	22	21	0	0	1	1		
Volunteer	47	25	0	0	20	20	4	2
Overview of 1:1 Interactions								
Phone Call Logs	180	87	288	106	161	82	206	92
Services	52	41	136	106	210	109	188	92
Services the COA supports with:								

Information and referrals

Nutrition: Information about wellness and nutrition assistance programs, as well as assistance registering for Meals On Wheels, food pantry programs and grocery shopping

Housing: Information and assistance with applying for senior housing buildings as well as helping seniors make informed decisions about housing.

Transportation: information about grocery and medical transportation to and from medical appointments.

Financial subsidies: utility/property tax exemptions/deductions/deferrals, income tax form preparation, and public benefits such as fuel assistance referrals.

Advocacy: Outreach and Education for and about senior issues and needs including but not limited to concerns around housing, health insurance and transportation.

Medical Equipment Loan Program: walkers, wheelchairs, and other similar items to borrow.

SHINE Referrals: to provide assistance with transitioning onto Medicare and reviewing your Part D MCR plan each year during open enrollment.

Groveland COA - Financial Report (attached to Board Report)

Line Item	FY23 Balance	Annual Budget FY24	Actual Year-to-Date July 1- Aug 31, 2023
Revenue			
Town Budget / Omnibus Budget		\$179,964.33	\$179,964.33
Revolving Account			
FY23 Balance Carried Over		\$18,287.95	\$18,287.95
Donations/Program		\$3,000.00	\$1,783.54
Grants/Foundations		\$699.00	\$0
Revolving Account TOTAL		\$21,986.95	\$20,071.49
Formula Grant	\$12,691.51	\$39,557.51	\$12,691.51
MASSDOT	\$4,500.00	\$9,000.00	\$4,500.00
Revenue TOTAL		\$250,508.79	\$217,227
Expenses			
Salaries			
Town Budget / Omnibus Budget			
Directors Salary		\$74,588.97	\$9,945.14
Asst. Director		\$57,393.28	\$6,132.00
Outreach		\$20,672.08	\$1,783.84
Van Driver		\$21,310.00	\$1,764.40
Salaries Town Budget / Omnibus Budget TOTAL		\$173,964.33	\$19,625.38
MASSDOT - Salary Match, calendar year 2023		\$9,000.00	\$2,880
Formual Grant - Salary Match, calendar year 2023		\$9,000.00	\$2,880
Operational Expenses			
Office			\$1,907.35
Outreach			\$0.00
Programming			\$504.45
Misc			\$0.00
Operational Expenses Town Budget / Omnibus Budget TOTAL		\$3,500.00	\$2,411.80
COA: Vehicle Maintenance Expense Town Budget / Omnibus Budget		\$2,500.00	\$449.01
Revolving Expenses			
Office			\$181.55
Outreach			\$1,370.56
Programming			\$1,404.31
Misc			\$0.00
Revolving Expenses TOTAL		\$21,986.95	\$2,956.42
Formula Grant Expenses (less salary match)			
Office			\$0.00
Outreach			\$0.00
Programming			\$0.00
Misc			\$0.00
Formula Grant Exenses TOTAL		\$30,557.51	\$0.00
Expenses TOTAL		\$250,508.79	\$31,202.61

