# UNALIZABLE TO NAMO!

# GROVELAND COUNCIL ON AGING BOARD OF DIRECTORS MEETING MINUTES October 18, 2023

ATTENDING: Linda Brown, Larry MacElhiney, Laurel Puchalski, Barbara Sanborn, Deb Stephenson, Irene Thomas, Marie Waller, COA Director Alyssa Lee
PUBLIC: Lisa Collins, JoAnna Donnelly, Darcy Lepore, Rita Murray, John Osborne

CALL TO ORDER: Motion made by L. Puchalski, seconded by M. Waller at 9:35 a.m. COA Mission Statement read by M. Waller.

MINUTES: Motion made by L. Puchalski and seconded by D. Stephenson to approve minutes of September 27, 2023 meeting. Unanimous approval.

**FINANCIAL REPORT:** Director Lee reported that spending is at expected levels, and her goal is to send an Excel version of the report to the Finance Committee in advance of monthly meetings in the future.

## **DIRECTOR'S REPORT:** (See attached October report for more details.)

- Director Lee is grateful that she could participate in the Massachusetts Council on Aging Conference. The twelve sessions she attended offered valuable knowledge for her work and responsibilities in the Groveland COA.
- After ninety days in her position, Director Lee is checking on her progress toward her goals and feeling satisfaction about her progress:
  - \*in listening actively and learning from the COA staff, COA Board, Friends, constituents, and community partners,
  - \* in having a significant impact on leading the COA staff in mutual support,
  - \*in working productively,
  - \*in establishing open and transparent communication,
  - \*in collaborating with the COA team as "thought partners" in receiving feedback and being accountable,
  - \*in listening, responding to, and serving constituents.
- Director Lee sees the next significant step as increasing the visibility of the COA to all
  citizens with an intentional marketing campaign targeting what the COA does and
  offers and how to access these services for older adults and those who care for older
  adults.
- Hoping the Groveland community can make transformations to be an "Age-Friendly Town," she has set future goals to include the COA having a central focus on dementia which affects 1 in 10 older Americans 65+, expanding the Food Pantry outreach to work toward the goal of achieving "Stable Table," and taking steps to have a Senior Center.

### **OLD BUSINESS:**

• The Outreach/Food Pantry Manager position has been expanded and posted, and the Food Pantry is scheduled for inspection on Oct. 26 by Our Neighbors' Table and the Greater Boston Food Bank. The UTEC Food Box Program has ended.

### **NEW BUSINESS:**

- The November/December COA EngAGEment Newsletter will be emailed to all on the email list, mailed to those on the pay-for-mailing list, and paper copies will be distributed in the COA office and several community locations.
- Director Lee asks respectfully to know the criteria for her evaluation.
- Personnel Committee will prepare evaluation documents for Board review.
- D. Stephenson introduced the Proposed Monthly Focus Topics for the Groveland COA Board, a fluid document, prepared by the committee of D. Stephenson and L. Puchalski in collaboration with Director Lee.
- After inviting the Friends members to join the Board in the discussion, Director Lee shared a living document/chart of the roles and responsibilities of the major contributing groups: COA Board (governance), COA Staff (day-to-day services), Friends of the COA (non-profit fundraising). Hopefully, this will be a useful tool to clarify and understand each group's role in collaborating to support the COA and its constituents. Additionally, the document can inform those who want to join in supporting the COA. D. Stephenson suggested it be published in a future newsletter.
- Director Lee has been invested in understanding and clarifying each group's mission, purpose, and roles, and she shared a menu of documents that could be collected to inform new members to the COA Board of bylaws, protocols, and responsibilities.
- John Osborne reports that about 100 calendar fundraiser tickets have been bought, and he is hoping for more to be sold before the approaching deadline.
- Director Lee volunteered to head a Groveland Senior Center Task Force that would
  consist of a reasonable number of members representing important groups in town.
   B. Sanborn will represent the voices of the COA Board and D. Lepore will do the
  same for the Friends of the COA. John Osborne will consider joining at a later date.
   Director Lee will assess the additional knowledge and skill sets needed for a
  productive and efficient committee to accomplish this task.
- My Senior Center data shows that at least 1,300 times in September 2023, older adults in the community engaged with the COA staff and services.

**ADJOURNED**: Motion made by L. Puchalski and seconded by L. Brown to adjourn at 10:37 a.m. Unanimous.

**NEXT SCHEDULED MEETING:** November 15, 2023 at 9:30 a.m. in the Town Hall Main Meeting Room.

**RESPECTFULLY SUBMITTED BY:** Irene Thomas, Secretary

# Director, COA Board Report

Date of meeting: Wednesday, October 18, 2023

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

# Highlights since our last meeting

Continuous Learning: Last week,, I had the privilege of attending the Massachusetts Council on Aging (MCOA) conference. I actively participated in 12 sessions, each covering a diverse range of topics, including Dementia, Legal Matters, and Funding. The following were the key takeaways:

- Marketing Ideas: I gained valuable insights into innovative marketing strategies that can enhance our outreach efforts including designing a "Poster Campaign" and hosting a local aging conference.
- Programming: The conference provided significant insights into program development, which will help us enrich our offerings, from multi-generational dementia programs to podcasting.
- Networking Opportunities: I had the chance to connect with a variety of experts and peers in the field, establishing valuable contacts for ongoing advice and guidance.

**Staff Recruitment:** In a separate communication, it was discussed that we are presently in the process of hiring a new Outreach and Food Pantry Manager; Janet Delmare's last day was Thursday, October 5th. Meanwhile, we want to assure the continued smooth operation of our pantry, maintaining the same level of service. Both Nisha and I are committed to ensuring that outreach calls are conducted as usual to support our customers during this transition period.

Industry News: Surgeon General Advisory Raises Alarm about the Devastating Impact of the Epidemic of Loneliness and Isolation in the United States. "Social connection is as essential to our long-term survival as food and water. But today, Ioneliness is more widespread than other major health issues in the U.S. Our epidemic of Ioneliness and isolation is a major public health concern." View his message here: <a href="https://youtu.be/B8pa506BFk4">https://youtu.be/B8pa506BFk4</a> and more details and framework here <a href="https://www.hhs.gov/surgeongeneral/priorities/connection/index.html">https://www.hhs.gov/surgeongeneral/priorities/connection/index.html</a>

**Also....** Fun with numbers - we had 282 check-ins at the My Senior Center Kiosk during the month of September! And had 1300 inneractions in service to our community and constituents during the month.

# Financial Highlights

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

- No significant updates here; regular programming and donations funds came in at \$767;
   \$400 from the Friends and \$367 from programming and contributions.
- 2. Upcoming Grants:
  - a. I submitted a grant application to the Groveland Cultural Council asking for \$2500 for a monthly arts program; program summary description below. Grants award notices typically go out in January.
    - i. The "Artful Age: a Monthly Mélange" for older adults is an innovative arts program designed to engage and enrich the lives of older adults in the town of Groveland, Massachusetts. This program aims to provide a diverse range of artistic activities, combining various art forms, both new and old, to create a rich and varied experience for participants. Through this program, we seek to foster creativity, build social connections, enhance the overall well-being of our older adult community, and prioritize inclusivity as a core value.
  - b. I submitted a "Intent to Bid" for the focus area titled "Development and implementation of Outreach and Marketing of your COA to older adults and caregivers" They are accepting grant applications for up to \$10,000. This is part of the Service Incentive Grant (SIG) Funding by the Mass State Legislature
    - i. I also submitted an "Intent to Bid" for 3 other areas, in the event I have the capacity to apply accordingly. MCOA made it clear that putting in a "bid" is not binding, noting that they can only review grants from organizations that submitted a bid so better to over bid than under!

18 Goal:

# 90 Day Check-in (104 days, or 72 work days)

As I reach the end of my 90-day check-in, I am delighted to express my immense satisfaction in my current role. I want to convey my deep appreciation for the opportunity I've been given and my excitement for the journey that lies ahead. During this initial period, I've successfully executed the goals I set out to achieve:

Active Listening and Learning. One of my primary objectives was to listen actively and learn from a diverse range of stakeholders, including internal team members, constituents, and community partners. I've been dedicated to absorbing their valuable insights, which has provided me with a deeper understanding of the organization the constituents we serve.

Enhanced Knowledge and Expertise: I've invested time in honing my understanding of our programs, service standards, and operational procedures. This investment has enabled me to become more proficient in my role, contribute effectively and step-in as needed.

Team Collaboration: Building strong relationships with my team has been a cornerstone of my approach. I've leaned on their collective expertise and experience, fostering a collaborative environment that encourages knowledge-sharing and mutual support.

Fully Productive: I'm pleased to report that I am now confidently operating at full capacity as a Director. I believe I've met the expectations I set out for myself, and I'm actively contributing to the organization's success.

As I look ahead, I want to emphasize that while the first 90 days have been a fantastic start, the journey of learning and growth is ongoing. Continuous learning remains a fundamental part of my commitment.

Lastly, over this period, I've had the opportunity to refine my leadership vision. I am eager to share this vision with the team as we move forward, confident that it will guide us toward even greater success in the coming months and years.

# Leadership Vision

(shared with staff on Tuesday, October 17th)

I want to share with you why I believe having a leadership vision is incredibly important. It's not just a buzzword, it's a vital element that has shaped my approach as a leader and with the intention of both holding myself accountable and making a positive impact on our journey together as Groveland's Council on Aging.

From my perspective, a leadership vision, in combination with our organizational mission statement, serves as our guiding star, providing purpose and motivation, like a 'North Star' keeping us grounded. It deepens our team's connection, fostering unity, trust, and a shared commitment to accountability. This holistic approach acts as our anchor during challenges, reminding us of 'why' we're here, making us resilient and more determined. My aim is that we are inspired for innovation, challenging us to think creatively and explore new possibilities.

### Alvssa's Leadership and Vision Statement:

As a dedicated leader, I envision a future where our organization stands at the forefront of our community and industry sector, igniting transformative change and sustainable growth. Central to

# People first mission

our mission is a commitment to prioritizing people, serving as the driving force behind my leadership approach.

I aspire to lead a team and organization defined by a culture of openness, accountability, empowerment, creativity, and innovation, rooted in profound values of compassion, empathy, inclusivity, and mutual respect. Together, we harness our collective potential to significantly enhance the lives of Groveland's older adults, cultivating a thriving, engaged community where their needs are met with dignity.

In my role as Director of the Groveland Council on Aging, I am dedicated to fostering a culture of continuous improvement, where these values are woven into our daily operations. We learn from our experiences, always with a focus on the well-being and needs of our older adult community members. Through this journey, we celebrate our collective achievements and the positive impact we make in the lives of our older adult community.

I want our staff to know that they are not 'just' employees but valued thought partners. believe in their expertise and ideas, and I'm committed to providing them with the support and resources they need to make a real difference in the lives of our constituents. Equally important, I encourage and welcome our staff to hold me accountable as well, as we work together towards our shared goals, and I aim to cultivate a sense of empowerment where they naturally feel inspired and empowered in their roles.

Together, as a dedicated community of neighbors, friends, advocates, and staff, we create a place where everyone's welcome, understood, and embraced.

Next Steps - Visibility - war people aware, in, served, meeting needs

Motivated by my discussions with the Board and an understanding of the growing needs of our aging population, my primary focus for the upcoming year is to elevate the visibility of the Council on Aging (COA) within our community. This endeavor employs a multi-pronged strategy that I believe will make a meaningful impact.

First and foremost, I propose the launch of an intentional marketing campaign, with grant proposals being submitted to secure essential funding. This campaign will encompass various components such as digital advertising, the creation of informative hard copy brochures, and the strategic placement of signage throughout our community. These elements aim to ensure that the COA's mission and services reach a broad audience, maximizing our outreach and engagement. hard-copy flyers

what we do + other how to access it

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multi-generational age-friendly cities 
town 
connumbrant > grals > actions Director Patty Sullivan 
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Simultaneously, I stress the significance of adopting a multigenerational perspective. By

presenting compelling evidence of the aging demographic within our town I recommend

Simultaneously, I stress the significance of adopting a multigenerational perspective. By presenting compelling evidence of the aging demographic within our town, I recommend advocating for our community's transformation into an "Age-Friendly" town. This transition is a significant step toward aligning our resources and services with the evolving needs of our residents, fostering inclusivity across all age groups.

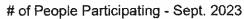
From my perspective and experience, I believe that our collective potential lies in focusing on a central platform for action – I propose a focus on dementia. Statistics show that one in 10 U.S. older adults aged 65+ have dementia, and the number of people impacted by dementia, either directly or indirectly, is even higher. I feel that making dementia a central focus, can serve as a powerful rallying point, fostering understanding and support among residents of all generations. I have specific programming and education ideas designed for all age groups, from elementary students to individuals living with dementia and their care partners.

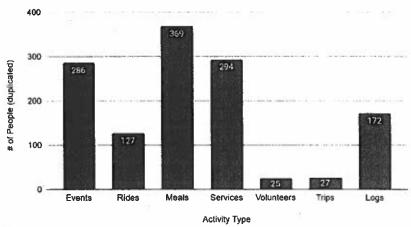
As a vital component of this initiative, I envision the next year as a "soft phase" for a senior center campaign by reintroducing the COA to our community. During this phase, we will re-emphasize our mission and underscore the need for a dedicated senior center, reinforcing the organization's pivotal role in addressing the challenges associated with aging within our town. This multi-faceted approach, I believe, will significantly enhance awareness, build a robust base of community support, and actively address the evolving needs of our older adult population in Groveland.

Lastly, it's important to note that the Board's goals for FY24, which include expanding the reach of our Food Pantry and ensuring staff stability, are also top of mind. These goals will be worked on simultaneously as they are integral to the nature of our work.

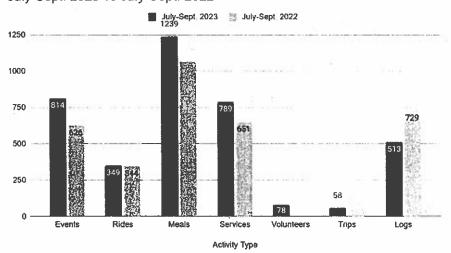
# Programming / Services

Below you'll find a visual representation of our interaction statistics for July-September 2023, as well as a comparison between 2023 and 2022, I've included a chart below. For a comprehensive breakdown of our programming and service numbers, please review the attached document.





July-Sept. 2023 vs July-Sept. 2022



# Food Insecurity / Pantry Updates

- Pantry Inspection: The Greater Boston Food Bank, in partnership with Our Neighbors Table, will be conducting a food pantry inspection on October 26th.
- Gift Card Donations: We've received 17 Market Basket gift cards since our last meeting, generously donated by individual contributors and the Groveland Congregational Church.
- UTEC Box Deliveries: Unfortunately, UTEC box deliveries, which were providing (5 individuals) weekly pantry staples, fruits, vegetables, and bread items, abruptly ended on October 11th, contrary to our expectations of service continuation until December 2023.
  - We've informed participants about the option of receiving groceries through the Groveland COA pantry.

## **Community Survey Responses**

We're still looking for community feedback!! If you or someone you know hasn't yet submitted a survey - here's the <u>link</u>. This is open through the end of October. Your insights matter and guide our efforts in making the Council on Aging an even more valuable resource for our community.

# **Upcoming Events:**

- Thursday, October 19th at 10:30am: Cider and Donuts; free event, made possible by generous donation from Long Hill Orchard and Farm in West Newbury.
- Monday, Oct 23th at 10am: Van Trip to China Biossom and Mann's Orchard.
- Thursday, Oct. 26th at 10am: Plan It Your Way, an estate planning workshop with Attorney Elaine Dalton.
- Tuesday, Oct. 31st at 12pm: Halloween Party with Johnny Cash impersonator and lunch. Sold out!

# A big thank you!

- Thank you to members of the COA Board members and community volunteers for helping to deliver Traveling Chef meals last week. We could not have done it without you!
- Thank you to Long Hill Orchard and Farm in West Newbury for donating cider and donuts for our Oct. 19th event!

		Annual Budget	Actual Year-to-Date		
Line Item	FY23 Balance	FY24	July 1- Sept 30, 2023	\$ Difference	% Remaining
Revenue		A470.004.00			
Town Budget / Omnibus Budget	1.	\$179,964.33	\$179,964.33	\$0.00	0.00%
Revolving Account					
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Revenue TOTAL	K	\$250,508.79	\$217,994	\$32,514.46	12.989
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Asst. Director		\$57,393.28	\$9,240.00	\$48,153.28	83.909
Outreach		\$20,672.08	\$2,875.84	\$17,796,24	86.09%
Van Driver		\$21,310.00	\$2,021.04	\$19,288.96	90.529
Salaries Town Budget / Omnibus Budget TOTAL		\$173,964.33	\$29,819.54	\$144,144.79	82.869
MASSDOT - Salary Match, calendar year 2023		\$9,000.00	\$4,320	\$4,680.00	52.00%
Formual Grant - Salary Match, calendar year 2	023	\$9,000.00	\$4,320	\$4,680.00	52.00%
Operational Expenses			7 12 7 10-10-10-1		
Office			\$2,088.10	1	
Outreach			\$0.00		
Programming			\$504.45		
Misc			\$0.00		
Operational Expenses Town Budget / Omnibus Budget TOTAL		\$3,500.00	\$2,592.55	\$907.45	25,93%
COA: Vehicle Maintenance Expense Town Budget / Omnibus Budget	1:	\$2,500.00			76.66%
Revolving Expenses					
Office			\$181.55	2,44	
Outreach			\$1,370,56		
Programming	Salara (4) (200)		\$1,631.36		
Misc			\$0.00		
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Outreach			\$0.00		* * * * * * * * * * * * * * * * * * *
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Misc		0.000	\$0.00		
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xpenses TOTAL	1	\$250,508.79	\$49,464.02	\$201,044,77	80.25%
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Prepared for Director's Board Re	port Grovelan	d COA			<b>有</b> 注意数据	
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Groceries:	40	45	40	40	29	
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-Walk Ins	54	43				
-Delivery	31	11	1			
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Jedi Mind Tricks for Anxiety	14	14	-	-		
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Social Events / Recreation		144	STATE OF STATE OF	The state	TO Walnut	
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Movie Mornings	15	13	26	21		
Ping Pong and Corn Hole	2	2	_	_		
Coffee & Conversation	. 11	11				
Trips					2	
Rescheduled- Mystery Ride (from			1		927	
Aug)		14	1	5	Encore Casino	
Warrens Lobster and Kittery		13		6	Rockport	
Lunch and Performance		-	40	40		
	no large-scale event in S	Sept.	Summer BBQ			
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Transportation;	\$ 66.75% S.T.	5 1187 4584	27.24		Salar William	
ALL Rides (shopping, medical app Type of Ride/Driver	119	48	116	47		
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Staff	5	8 5	5	4		
Volunteer	5 45	21	0	0		
	75	41	ľ	2.3.2		
Overview of 1:1 Interactions			a e a e v	44.		
Phone Call Logs	176	83	288	106	and the second of the second o	
Services	93	79	83	68		
Services the COA supports with:		1				
Information and referrals			9		- 1	

3.

Information and referrals

Nutrition: Information about wellness and nutrition assistance programs as well as assistance registering for Meals On Wheels, food pentry 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/dedux:tions/defenals, income tax form preparation, and public benefits such as fuel assistance referrals.

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

Medical Equipment Loan Program, walkers, wheelchairs, and other similar dams to borrow

SHINE Referrals: to provide assistance with transitioning onto Medicare and reviewing your Part O LICR pion each year during open euroliment

### Groveland Council on Aging Mission Statement

The Mission of the Council On Aging is to advocate for Groveland's older adults, to identify their needs, to develop and implement services, to meet their health, economic, social, and cultural needs, to encourage maximum independence and to improve their quality of life.

### **GOALS FOR FISCAL YEAR 2024**

- To attract and retain engaged and qualified staff to fully implement our Mission Statement, by offering wages that are in keeping with Municipal standards in communities comparable to Groveland.
- To increase support of elders and the general public suffering from food insecurity.
- To leverage programming and resources to provide a sense of community for the growing senior population.

This document is a constant work in progress. Things are bound to change as we go along. Your input is not only welcome but encouraged! So, if you see something that doesn't quite fit or have a great idea to improve it, please don't hesitate to bring it up for discussion.

Roles and Responsibilities for COA Board/Office/Friends

Categories	Board of Directors	Staff of Council on Aging Office  Gervice 9 (day)	Friends of Council on Aging non prof sup why	
Directs and establishes strategic "what" governs		Implements policies and programs	Community support	
Decision-Making Authority	Sets organizational goals and boundaries	Implements strategies and policies	Community suppor	
Group Composition	Appointed volunteers	Paid and volunteer staff	Volunteers and community members	
Program and Service Delivery			Supports programs with funding and event volunteers	
Resource Allocation Provides inancial oversi		Drafts annual budget; manages resources for day-to-day operations	Raises funds, ensures that funds are used towards donor's intentions	
Advocacy	dvocacy Advocates for the organization * budget		Advocates for senior services	
Community Engagement	Represents the community		Engages with the community	
Informed about senior services		community Expertise in senior services	Awareness of senior services	

### **Descriptions:**

**Board of Council on Aging:** The Board of Council on Aging is a governing body responsible for overseeing and making decisions related to the local Council on Aging. This board is composed of members nominated by a majority vote of the existing members of the Council, and nominations are sent to the Board of Selectmen for appointment; at least 51% shall be elders over 60 years of age. Its members may include representatives from various community sectors and stakeholders, and they work to set policies, allocate resources, and provide guidance to the Council on Aging office.

**Council on Aging:** The Groveland Council on Aging, is a government agency that provides a wide range of services and programs to meet the needs of older adults in Groveland. These services can include health and wellness programs, transportation assistance, meal programs, social activities, and more. The Council on Aging Office operates under the guidance and policies set by the Board of Council on Aging. Members are paid and volunteers and employees.

It's important to clarify that, in accordance with municipal guidelines, the COA office is not permitted to **directly approach individuals** for monetary donations, however, we can accept both in-kind and monetary donations under Section 170(c)(1) of the IRS Code. Additionally, we are able to submit grant proposals that align with our eligibility as a municipality. And, we actively seek sponsorship for our programs and events.

Friends of Council on Aging: The Friends of the Groveland Council on Aging is a non-profit organization that works in partnership with the GrovelandCouncil on Aging Office. This organization is composed of volunteers and community members whose primary mission is to raise funds for the Groveland COA. They might organize events, provide additional resources, and advocate for the needs of older adults.

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*In summary*, the Council on Aging Board is responsible for governance and oversight, the Council on Aging Office provides direct services to seniors, and the Friends of Council on Aging is a nonprofit organization that supports the work of the Council on Aging by fundraising and offering additional assistance.

### Proposed Monthly Focus Topics for Groveland COA Board as Revised 10/15/23

October 2023 Consensus on and Documentation of Roles for Board and Friends and Staff November 2023 Financial Overview including differences between operating budget line items and revolving account spending and explanation of existing grants and how they are used and how the costs are recorded. December 2023 **Overview of Budget Preparation** January 2024 Van usage and costs; ways to better utilize this asset. February 2024 **Bylaws Review** March 2024 Outreach Operations - including pantry. April 2024 **Overview of Social Programming** 

Elder Law Review and Community and State Wide Partner info

### **Annual Requirements**

May 2024

June 2024

November/December Director Evaluation – Board input and presentation of completed review by

Personnel sub-committee. Vote required? Note this will need to be done in future years in June to align with fiscal year.

February/March - Budget Approval - Presentation by Director with support from Finance subrequired earlier? committee. Vote required?

Organizational Goals for upcoming fiscal year

June – Report of Nominating Committee and Board elections as well as formation of standing subcommittees.

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