

Meeting of the Northborough Council on Aging

August 11, 2020 5:00 Senior Center

As the hub for all aspects of healthy aging, the mission of the Northborough Council on Aging/Senior Center is to enrich and enhance the lives of older adults.

- 1. Call to Order:** A meeting of the Council on Aging of the Town of Northborough was called to order at 5:02 PM by Adrienne Cost, Chair with the following also present and introduced:

Linda Cragin, Member

Muriel Swenor, Member

Jerry Anderson, Member

Anita Hagspeil, Friends

Virginia Simms George Member

Liz Tretiak, Director

The following COA members were not present: Phylis Muthee, Alice Stapelfeld, Lee Beavers, Tim Kaelin, Board of Selectman

2. Approval of the Minutes:

The minutes for the March 2020 meeting were approved.

3. Friends Report

Anita provided an update from the Friends. She outlined a possible virtual fundraiser, perhaps combining elements of the Country Store Fair like the raffle with an online auction. Discussion following about identifying sponsors, engaging youth, and featuring what the senior center has to offer. A concern was shared about senior access to technology to participate. The Friends will continue to explore.

Anita also provided the background about the decision the Friends made to stop paying for the mailing The Northboro Times to Northboro homes at a cost of \$12,000 annually. The printer indicated that ads are getting more difficult to maintain and he had some ideas to save money, including a two-month complimentary subscription to new member groups. Given the pandemic shutdown, it is even more important for the COA, Senior Center and Friends to stay in contact with the community and communicate about what is available. Ideas including promoting the calendar in the Community Advocate, changing the frequency, etc. followed. Liz also mentioned that with the strategic plan and rebranding effort, Sept. will have a fresher look.

4. Chair's (Director's) Report

Liz reported on her first several months; she had not expected to start her new role during a pandemic. An immediate focus was community outreach to a list of 3,000 seniors. Jocelyn made over 800 calls herself. It is clear from this that phone numbers and emails need to be collected. A community resource guide was created and posted on the webpage. Overall, concerns were responded to if needed, though everyone missed opportunities for socialization.

Transportation services have resumed for medical appointments, grocery shopping, pharmacy and work; in June there were 46 trips. Programs have been converted to online if possible, with an insurance waiver for programs at home. Terry was helpful in the transition, however this position was cut and the Bistro staff have been furloughed until at least December.

The Senior Center is part of the Phase IV reopening, with guidance from the Town, Governor, MCOA and Elder Affairs. PPE is currently back-ordered.

The Senior Center installed My Senior Center and all the data was transferred from ServTracker. There is, however, a lot of missing data. Once complete, this system will provide much better tracking and reporting data.

5. WRTA

No report.

6. Bay Path

Joe Quirk is the new executive director of Bay Path.

7. Old/New Business and Community Awareness

The Rotary Club is hosting a virtual trivia competition as one component of Applefest. The Senior Center and Friends will put together a team.

The meeting adjourned at 6:30 pm.



Linda Cragin
Secretary