

Ad hoc Senior Advisory Committee Meeting

Minutes

October 24, 2017

South Portland City Hall Council Chambers Room

Meeting call to order at 12:30pm by Meredith Tipton

Members present: Adele Edelman, Sheila Szafran, Kathleen Babeu, Elizabeth Ross- Holmstrom, Cathy McDonald, Marilyn Reilly, Maxine Beecher, Meredith Tipton, Susan Henderson,

Roll call and introduction initiated by chair, Meredith

Minutes of Oct 17 accepted

Timeline and Deliverables, Elizabeth put our initial time line on the wall and we discussed goal achievement related to survey distribution and publicity. Last meeting we had identified Friday, **Nov 17 as the date to mail the survey**. Thanksgiving is the following Thursday. We proceeded to worked back the mailing date of the 17<sup>th</sup>. The survey will be mailed with first class stamps and a return envelope with our address and a stamp will be included.

Assuming that it would take two weeks for printing, the **final survey should be ready for printing by Nov 1**

In order to achieve this goal:

- Survey will need to be formatted or layed out for printing (someone said they could do???)
- Cover letter and map need by done
- We need to identify how to access our money (Maxine will find out)
- File of names will need to be obtained
- File of names given to the printer
- Check with printer if we need to order labels
- Return address will need to be given to the printer (we can use city hall)
- We will need to open an account with the post office so that a number can be provided to the printer that will all envelopes mailed to us to be charged for postage to our account. (Eliz said she would check on this)
- Need to decide if the surveys need to be numbered so that it is possible to know if someone already returned one (?How to do and maintain confidentiality, can be done )

Publicity: Thank You Campaign thanking seniors for helping our city achieve a ranking in the top 100 American cities in which to live according to Money Magazine list published in September 2017. Steps of this campaign include:

- **Article to Sentry and Forcaster by Nov 3** the articles why we are thanking seniors and that we are surveying to help age in place as part of our thank you. The papers come out Nov 10.
- **Place adds in Sentry by Nov 3 telling about Survey. Have add come out Nov 17,** (Have ¼ page add and do each week we await results)
- Placing many 8x11 thank you posters all over the city, these would be made by children and **distributed by volunteers Nov 6-9,**
- Put the thank you poster **at polling places Nov 7**
- Ask police Department to post Thank You on their sign. **Start date Nov. 6 and continue**
- **Letters to editors nov 13 and 20 explaining thank you and survey**

We discussed testing of the survey. Given our previous work and time line we decided to read the survey to the volunteers when they arrived for suggestions re wording.

Discussion continued about how long we should wait for survey returns to be mailed in before taking any further action. If we got 550 returns that would be 15% of our approx 3,500 mailed. Agree two weeks is a reasonable time to wait.

We had originally planned to notify people of the web address to take the survey on line when it was mailed and also we had discussed hand distributing the survey and telling not to fill out if they had mailed in if we did not get many responses from the mailing. Meredith expressed concern that using multiple modes of distribution raises questions about the quality of the survey process and the legitimacy of our results. It was noted that any interpretation of questions decreases validity. Phillip offered to have students distribute surveys in city housing, yet this might skew our sample. Meredith said that there is a way to number mailings to maintain confidentiality and yet know if someone has already submitted a response. We did not have time to continue this discussion and come to resolution as it was time for the volunteers to arrive.

Volunteers attending were Phillip Smith from the South Portland Housing Authority, Mary Pelletier, Linda Eastman, April Carichio, and Michele Danois.

After introductions, the time line was reviewed up to the publicity and survey mailing. Elizabeth read each survey question to the group and suggestions were made to clarify meaning. (Elizabeth has survey changes )

The next meeting will be Tuesday October 31 from 12-1:30

Recording: Susan Henderson