

8/14/18

South Portland City Hall

Chase Hewitt

## Senior Citizen Advisory Subcommittee Meeting Minutes

- Meeting called to order at 11:30, all present
- First discussed Meeting Dynamics: how to best report to the bigger group. Consensus was that making a general report on progress will be sufficient and will help to avoid micromanagement
- Marilyn discussed the group's mission statement made in the beginning. 5 goals were established for the group, #4 is very important and states: **develop a comprehensive strategy for communicating to our seniors the programs available to them**
- Adele discussed an outline for approaching the City Council, Marilyn stated her concern about money but emphasized the need for a deliverable
- Marilyn then noted that the November 15<sup>th</sup> deadline in the original mission is negotiable and can be pushed back
- Mary asked for clarification on "metrics" to determine success. Marilyn explained how once we share resources to the community, we should have a way to track the success of sharing to verify that the resources are actually helping those who need them.
- Kathleen mentioned that 211 often refers people to the City and that is worth discussing with them.
- Marilyn then shared her Global Age-Friendly City Guide, shared the 8 domains of livability, and mentioned that the Guide is a standard benchmark for senior planning and resource development. It has a useful checklist too.
- Marilyn shared her extensive research on the resources and background available at SoPo parks. She also expressed concern for the crosswalk by the library and verified her new-found expertise on crosswalks.

- The group also discussed evacuation circumstances and the need to share those resources.

### **Brainstorming**

#### Newspapers

- Adele would like to see a monthly senior column in the local newspapers. Sentry was determined to be the most popular.
- Chase mentioned possible advertisements and information about resources for newspapers.
- Mary suggested we look distribution for newspapers, consider pharmacies and doctor's offices to better reach seniors.
- Marilyn mentioned how the Sentry has a "Things to do" column but has no mention of Senior Citizens. The Sentry also doesn't reach Breakwater housing and SoPo housing. A meeting with the Sentry staff could be worthwhile.
- Marilyn said she had talked to the library staff, although they have good programs, they may not be willing/able to expand them on their own.

#### TV

- Mary suggested we establish contacts with local tv networks and producers. This could help us work together with them.
- Adele recommended we share community announcements through local TV stations. She also suggested segments that focus on Senior issues.

- Kathleen mentioned reaching out to 207 and Local news stations. They may be willing to announce resources for Seniors on a seasonal basis for free.
- Marilyn mentioned the need to provide them with medical supply information that is little known.
- Chase mentioned using SPCTV for free advertising and announcements.

#### Word of Mouth

- Marilyn and Mary mentioned approaching barbers, beauticians, service clubs, schools, and sharing our work with them to stimulate word of mouth in the community.

#### Internet

- Putting the resource directory on the homepage for South Portland is important.
- Making the newsletter Printer Friendly is important too.
- Kathleen suggested a Facebook page for seniors.

#### Other

- Establishing consistent practices for communicating with seniors was mentioned.
  - Going Forward
  - Writing a formal list of resources to seek out and a strategy to share them. Set up a meeting with 211 when possible.
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- Meeting adjourned at 12:30.

