



Town of Hingham  
Council on Aging  
Tuesday, Oct. 10, 2023  
1:00PM  
Minutes of Meeting

*This meeting is being held in person and/or remotely as an alternate means of public access pursuant to Chapter 2 of the Acts of 2023 and all other applicable laws temporarily amending certain provisions of the Open Meeting Law. You are hereby advised that this meeting and all communications during this meeting may be recorded by the Town of Hingham in accordance with the Open Meeting Law. If any participant wishes to record this meeting, please notify the chair at the start of the meeting in accordance with M.G.L. c. 30A, § 20(f) so that the chair may inform all other participants of said recording.*

Present

Joe Nevins, Chair

David Alschuler, Vice Chair

Ethel Franks

Karen Johnson

Cindy King-Frode

Leon Merrian

Joe Millburg

Joshua Ross

Jean Silverio

Sara Smithson

Elaine Ward

Jennifer Young, DES Director

Liz MacVarish, Transcriber

Public

Glenn Mangurian

1. Call to order – Chair - Meeting called to order 1:00 PM
2. Remarks - Chair and Vice Chair had no remarks. Josh mentioned that a sub-committee that makes a recommendation to the Board for a vote needs to have Chairs and minutes that are posted. A motion made to establish a Marketing sub-committee to increase knowledge and awareness in the Town was approved unanimously. A motion made to create a sub-committee to review, make comments on and create a new strategic plan in the future was also approved. Josh Ross will head marketing committee and David Alschuler will head strategic plan committee.
3. September Meeting Minutes - Approval postponed until November meeting.
4. Directors Report - Jen reported that:
  - September was National Senior Center Month. The center offered a full week of free fitness classes in an effort to attract more participation. The Guild Consignment Shop sponsored An Evening with Walt Whitman a performance by Stephen Collins. HPD gave a presentation on how to identify scams. Singer Matt York performed the Songs and Stories of Johnny Cash in concert. Beverly started a new Flow Yoga with Chair (optional) on Mondays.
  - Netflix ended the DVD program on September 29<sup>th</sup>. The center transitioned to streaming services.
  - The center hosted a Blood Drive for the American Red Cross and partnered with the Health Department for its first of two Flu Shot Clinics. The new Town Public Health Nurse, Teresa Flynn held the first of her monthly Ask A Nurse program.

Program Statistics

	FY22	FY23	July	Aug.	Sept.
New Members	234	164	11	19	10
Participation (unduplicated)	855	872	292	296	275+ 30 guests
Participation (duplicated)	15,416	16,634	763	810	950
Programs (unduplicated)	84	162	57	54	71
Programs (duplicated)	2,089	2,270	178	187	197
Medical Rides (unduplicated)	76	60	17	17	20
Medical Rides (duplicated)	832	850	76	62	69
Non- Medical Rides (unduplicated)	43	99	23	30	20
Non- Medical Rides (duplicated)	1171	1398	101	116	69
Rides to Center (unduplicated)	23	23	1	2	16
Rides to Center (duplicated)	242	271	16	21	43
Volunteers* (unduplicated)	72	57	24	34	34

Volunteer Hours* (duplicated)	3,015	4,093	272	350	412
Outreach (unduplicated)	171	294	38	31	42
Outreach (duplicated)	394	743	61	56	63

\*Volunteer hours may not be reflected until the following month.

## Other

- The Department met with HPS Mo Fish, Director of HHS Drama and Joanne Bellis, Director of Fine Arts to discuss intergenerational partnership opportunities.
- Paperwork has been received from Creative Bus Sales for the Low Floor Minibus from the Mass DOT 5310 Medical Access Program grant. Date of delivery remains TBD, estimated in June of 2024.
- The order was placed with Cooks Direct for the Gas Range and Dishwasher. The cost will be funded through the Chapter 268 Economic Stimulus Grant.
- An Intent to Bid was submitted to MCOA for a service incentive grant in the amount of \$10,000 for Outreach and Marketing to make the center “The Talk of The Town”. Application deadline is November 9, 2023.
- Liturgical Publications (LPI) announced the termination of their EPub platform. This is how the newsletter is designed online and submitted for printing. This change is effective January 1, 2024. A new template in Publisher will have to be created for layout and design. This change will affect the existing presentation of the newsletter as well as limit, or eliminate volunteer assistance with layout and design.
- The department has partnered with several businesses and organizations to sponsor a room for the holidays. Sponsors will decorate their rooms and may include promotional or marketing material within their design. They will be encouraged to participate in an open house event for the community on December 12<sup>th</sup> from 3-6 and for the Senior Center’s annual holiday party on December 14<sup>th</sup>. The public will be asked to vote on their favorite room and the winning sponsor will be given use of the glass display case for their promotional materials for 2 months out of the year.

### 5. Committee Updates

- a. Friends Study Committee - This committee is just getting started and probably won’t be ready for 3-6 months.
- b. Senior Center Building Committee- There are five locations to be considered at Bare Cove Park. The next step is a feasibility study of all locations. Joe asked Jean to bring up the “timeline” again at Building Committee’s meeting later today. Discussion about handicap parking at current building. Joe Fisher will discuss status of the parking study at October 25<sup>th</sup> open office hours. Emily Wentworth and Tom Cary will also attend. ADA parking requirements are usually doubled near Senior Centers and medical facilities.
- c. Marketing Programs - Josh Ross presented the final design for new logo that marketing subcommittee approved. Motion was approved, seconded and passed unanimously after brief discussion.
- d. Strategic Plan - David Alschuler - Discussion regarding objectives and strategies. Plan should be done by early May to be approved.

6. Annual Appeal - letter has been printed with return card and envelope. Should go out this week.
7. Future Meeting Schedule - Next meeting will be November 14th at 1PM.
8. Other Business - Items not reasonably anticipated 48 hours in advance - there will be a birthday party for Phyllis Chapman at Town Hall who will be celebrating her 106th birthday!
9. Future Agenda Items - N/A
10. Public Comment - N/A
11. Adjournment - Motion made, seconded and approved unanimously. Meeting adjourned at 2:16 PM