



**GAHANNA ACTIVE SENIOR ADVISORY COMMITTEE  
MARCH 15, 2017**

**CALL TO ORDER:**

Active Adult Supervisor, Patrick Monaghan called the Gahanna Active Senior Advisory Committee meeting to order March 15, 2017 at 2:32 pm at the Gahanna Senior Center.

**ATTENDANCE:**

**ADVISORY COMMITTEE MEMBERS:**

**Present:**

Ruth Burris      Laura Emler      GG Glen      Donna Turrin

**Absent:**

Judy Cockburn      Ken Crissman      Merrijo Linton

**GUESTS AND STAFF:**

**Present:**

David Kusz, Director of Marketing & Communication – City of Gahanna  
Beth McCollum, Recreation Coordinator -- City of Gahanna  
Niel Jurist, Public Information Manager -- City of Gahanna  
Patrick Monaghan - Staff  
Ellen Ore - Staff

**APPROVAL OF MINUTES**

**February 15, 2017**

Emler made a MOTION to approve February 15, 2017 minutes; seconded by Turrin.  
Motion carried by the following vote:

Motion to approve -- All were in favor - No opposed

**HEARING OF VISITORS:**

Niel Jurist, the Public Information Manager for the City of Gahanna advised she handles communication for the City including media relations, community wide initiatives, programs and events. She works with the reporters or “media partners” to pitch the stories of interest to see if they want to put the story in print. Social Media is being utilized more to get stories of interest out to the public electronically. She is the City and Police spokesperson, oversees all social media sites, Gahanna’s website, the intra-net, and also writes for the Mayor. She is the project manager for the update of the City’s website and welcomes any ideas and suggestions. This project should be completed by late July 2017. She is also involved in the initiative to establish a new identifiable brand for Gahanna.

Beth McCollum advised *The Gateway* publication is produced and sent to over 13,000 homes within Gahanna and will continue as a printed piece. Updates to font size and printing along with changes to page design will enhance features, flow and readability. In the future, it will also be easier to access *The Gateway* via the City’s website.

David Kusz, Director of Marketing & Communication for Gahanna, thanked the Committee for the invitation to share and communicate. In order to unify communications within the City and bring cohesion to the different parts of the organization, the branding project was introduced. It has brought to light that it is hard to pinpoint “*What is Gahanna?*” There is a need to have a brand that compels people to come here to live and work, which the whole City can get behind. Development is starting with a research piece to understand how we attract businesses and residents in order to compete and differentiate between every other community. Kusz also advised the format for *Senior Spotlight* has changed a bit and any feedback is welcomed. He also invited the Committee and the Senior Center as a whole, to participate in putting together information to submit to help get the word out to promote the Center’s priorities and programming. Turrin suggested to bring back music in Friendship Park, in addition to the Creekside Live program already established, due to easier access and parking for seniors. Kusz advised that this suggestion would be taken back to the Mayor. Emler suggested a bus ride to and from Creekside Live for seniors would also be very helpful.

Emler suggested to have the Marketing & Communication department come to the Center to teach a class on Social Media, possibly a Lunch and Learn. McCollum advised the Parks & Recreation page on Facebook could also be utilized more for the Senior Center and suggestions were encouraged. Monaghan advised the Gahanna ASAC has a sub-committee for Public Relations and hopefully will be active in working with the Marketing & Communication department in the future.

#### **CORRECTIONS OR ADDITIONS TO THE AGENDA - None**

#### **OLD BUSINESS**

Travel Program policies: Monaghan suggests the policy stays unchanged other than the possibility of adding a minimum age for participation. Currently the travel program states:

*Travel Programs: Participation in the travel program is a benefit offered to members of the Senior Center. Members shall have first opportunity to register for trips before they are opened to the general public. Trips may be opened to the public to ensure enough participation is gained to allow running such trips without cancellation. “INSERT” Under the discretion of the Senior Services Supervisor, certain trips may be exclusive to members only. The Senior Services Supervisor may also set different pricing for trip programs where members pay a “Member Rate”, while non-members pay a “Non-Member Rate”.*

Monaghan advised this seems sufficient and offers flexibility, although he suggests it needs to be kept to an adult age without personal bias. A discussion took place with regard to ages, membership status and trip parameters. Wording needs to be added into the policy where indicated by: **“INSERT”**

Wording should read: **“In these circumstances, at the discretion of the Senior Services Supervisor, the program may be opened to non-members age 21 and over.”**

Burris made a MOTION to add wording to the current Travel Program policy as listed above; seconded by Glen.

Motion carried by the following vote:

Motion to approve -- All were in favor - No opposed

Monaghan will forward this recommendation to the Parks & Recreation Board for approval.

Emler inquired about a van step stool mentioned in last month’s meeting. A stool was purchased for \$49.11 and will be delivered within days of this meeting. Funding came from the escrow account.

## **NEW BUSINESS**

Parks & Recreation Foundation Representative: Tabled until next month's meeting.

Planned Giving Presentation: Details will be worked out during the summer for an October presentation, as Emler is to speak as a "Champion" in this regard. Resource information/handouts regarding specific direction and details needs to be put together as a take-away. Any and all brochures or letters will be reviewed prior to distribution by management, the Parks & Recreation Foundation and the City Attorney.

## **OFFICER REPORTS**

**Supervisor's Report:** Monaghan advised member Cockburn is having health issues and has decided to not continue on the Committee at this time, which opens a spot on the Gahanna ASAC during election time.

As an update regarding the situation where a member is having difficulty both mentally and physically with Center participation, Monaghan spoke to the son of this member. Monaghan reviewed rules and regulations of the Senior Center with him, and also shared the Advisory Committee's and the administrative team's request that he or another family member accompany his mother for the duration of visits at the Senior Center. Other adult programs and respite services had also been explained as other options to the son, back in the summer of 2016.

Monaghan advised the February 23<sup>rd</sup> Sauce and Song event was a huge success with over 75 participants. After expenses of \$250.00 (\$50.00 to Joe Hebdo/entertainment and \$200.00 to Tom Wollam for supplies/cooking), an amount of \$543.00 was raised and deposited into the general operating budget. Emler provided positive feedback regarding this event from members.

Garden Beds: Monaghan advised a picture was posted on where the raised beds will be placed alongside the Senior Center. The Garden Club will help maintain these beds and products produced/harvested will be used by the Center in several programs and features.

### **Treasury Report**

Monaghan advised there is \$3252.00 in unencumbered funds in escrow. Since the last meeting, a purchase order was opened for \$1,500.00 for any supplies/needs for the Center. Two (2) six foot folding tables were also purchased for the card group totaling \$99.96. In the Senior Center Foundation account, there is \$11,593.50. It was discussed that any large special fundraising event proceeds or planned giving funds, would need to be put to the Foundation account, and any small consistent fundraising proceeds are to be put to the general operating budget. The group was in agreement with this.

Monaghan advised he is in discussion with the Parks & Recreation department about expanding the storage area attached to the shed at the back of the Senior Center. Adding space and re-staining the shed is projected with staining possibly being done by a volunteer group. The new storage area is for administration use.

### **ASAC President/VP Report – No report at this time**

## **MEMBER COMMENTS (Committee Reporting)**

**Membership Sub-Committee:** Burris advised the mixer could be scheduled for May 26, 2017. Monaghan is working on getting sandwich board signage for this event, as well as for our monthly Open House events.

**Fundraising Sub-Committee:** No report given

**Public Relations Sub-Committee:** Glen advised she will work with Beth McCollum prior to her term expiring. The March 23<sup>rd</sup> State of the City Address needs Senior Center representation. Glen and Burris (and possibly Turrin) will man a table at this event, to provide general information and applications for membership.

**Ad Hoc Committee:** None

Monaghan advised to spread the word and encourage members to get involved, as elections will be coming up shortly and various positions will need filled. Emler suggested to find out people's gifts so they can be encouraged to use them to support the Senior Center.

The following people will review the 2014 Membership Binder (by last name) to reach out to those who could be encouraged to serve or take an upcoming vacant seat on the ASAC:

<u>Member</u>	<u>Alpha Last Name</u>
Glen	A-G
Burris	H-L
Turrin	M-R
Emler	S-Z

\*\*\* At the same time, a current member roster could be reviewed/compared to the 2014 binder and noted so that calls can be made to prior members who are not currently active. \*\*\*

## **ADJOURNMENT**

There being no further business Glen made a MOTION adjourn; seconded by Turrin. The meeting adjourned at 4:16 pm.

Respectfully submitted by Ellen Ore