

**MINUTES
SENIOR ADVISORY BOARD
REGULAR SESSION – MARCH 7, 2019**

Members Present

Paul Gerber, Chair	Sonja Baumgarten, Vice- Chair
Sneh Goyal	Katherine Goodwin
Todd Felker	Kimberly Miller
Bill Kaiser	Mona Kafeel
Marvelle Ditto	

Members Not Present

Parks and Recreation & City of Plano Staff Present

Susie Hergenrader, Rec Services Manager
Robin Horton, Sr. Administrative Assistant
Marny Tackett, Rec Services Superintendent

Visitor:

Donna Bening

The meeting was called to order at the Oak Point Park Nature & Retreat Center, 5901 Los Rios Blvd by Mr. Gerber at 5:00 pm, followed by the Pledge of Allegiance. A quorum was present.

1. Public Input – None

2. Approval of Minutes

Ms. Miller made a motion to approve the January 3, 2019 minutes. Mr. Kaiser seconded the motion. Seven (7) approved, none (0) opposed.

3. North Texas Food Bank (The Silver Tsunami and Seniors Food Insecurity) – Jennifer Mays

- Ms. Mays was unable to attend.

4. City of Plano Review/Update – Ms. Tackett

- Ms. Tackett announced Raney Krev as the new Sam Johnson Recreation Center for Adults 50+ supervisor and gave a brief overview of Ms. Krev's background. Ms. Krev was unable to attend.
- Senior Resource Brochure – Ms. Tackett said the web address for the Sam Johnson Recreation Center needed to be updated. Mr. Felker said the Wellness Center phone number was incorrect. Ms. Tackett stated that both items would be corrected.
- Sage Analytics - In January, the Senior Resource brochure website page received the highest number clicks (feature interest) of all SAGE articles with 64 clicks. In February, the website page for the reopening of the Sam Johnson Recreation Center opening received the most clicks with 126 clicks. Ms. Tackett gave a brief overview of other site clicks for January and February.
- Ms. Tackett gave a brief overview of the information for the Sam Johnson Recreation Center Grand Opening, which will be held March 18, 2019, at 10:00 am.
- According to Ms. Hergenrader, the 2018 55+ Survey final report has been submitted to the City Council, but a response has not yet been received.

5. "Communicating with Seniors" Sub-Committee Update – Mr. Felker

- Mr. Felker shared copies of the Community and Wellness brochure/Resources for 55+.
- Communications Initiative - Mr. Felker, Ms. Tackett, Ms. Kafeel, and Ms. Goodwin met with Ms. Hayley and discussed several ideas for improving communication with seniors. The sub-committee would like to connect with seniors on NextDoor and be advocates in the community. Further discussion will be required.
- The sub-committee registered to have a table for the Wellness Fair, which is May 6, 2019, 9:00 am – 1:00 pm at the Plano Event Center.

6. "Organization Connectivity" Sub-Committee Update – Ms. Baumgarten

- The subcommittee is continuing their efforts to communicate with Yvonne Booker (Assistance Center of Collin County) regarding the publication of a senior resources booklet based on the recommendation from the 2017 focus group of representatives who work closely with seniors.
- Ms. Baumgarten suggested that the sub-committee continue to communicate with Non-Profits that would be interested in publishing a Senior Resource booklet that would be more in depth than the senior resources brochure.
- Ms. Baumgarten visited the Office of the Aging with North Texas Council of Government (NTCOG) and received a contact. NTCOG has two boards that would be of interest to the sub-committee.
- Ms. Ditto suggested reaching out to resources for senior mental health and the Wellness Center.

7. "Research and Surveys" Sub-Committee Update – Mr. Gerber

Mr. Gerber gave an overview about the following:

- Mr. Gerber stated there were a couple of recommendations from the survey that needed to be addressed, one of which was the senior section of the website where navigation was considered difficult by many seniors in the 2018 survey.
- Ms. Hergenrader stated there are several departments that would like to see the survey results. Mr. Gerber stated he would like to get feedback from the different departments.
- Mr. Gerber stated there were several areas where the sub-committee might do secondary research including topics such as senior fraud, healthcare needs, transportation, legal needs, etc.
- Mr. Gerber suggested the table at the Health Fair be used as an opportunity to promote SAGE and other senior services.
- There will be a table set up at the Sam Johnson Recreation Center at a time to be determined the week following the grand reopening to showcase the Senior Advisory Board and promote its service to seniors. Mr. Felker will coordinate this event through the Communications Sub-Committee.
- Mr. Gerber gave a brief review of housing issues for seniors based on the final report from the Neighborhood Services' study on affordable housing.

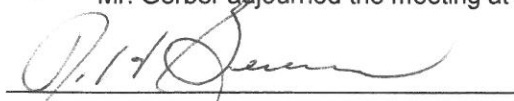
Mr. Gerber presented Ms. Hergenrader a "Thank You" card, from the board, for her years of support to the board.

8. Items for future agendas

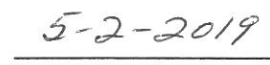
- Feedback from each sub-committee
- Transportation/DART Senior Programs
- RSVP update
- Communications and Community Outreach Department
- Neighborhood Services Housing Committee Update
- Meals On Wheels
- North Texas Food Bank

9. Adjournment

Mr. Gerber adjourned the meeting at 5:52 p.m.



Paul Gerber, Chair



Date