

**MINUTES  
SENIOR ADVISORY BOARD  
REGULAR SESSION – JULY 18, 2019**

**Members Present**

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

**Members Not Present**

Mona Kafeel  
Kimberly Miller

**Parks and Recreation & City of Plano Staff Present**

Robin Horton, Sr. Administrative Assistant  
Marny Tackett, Rec Services Superintendent  
Susie Hergenrader, Recreation Services Manager  
Shannah Hayley, Marketing & Community Engagement Director

**Visitor:**

Donna Bening

The meeting was called to order at the Sam Johnson Recreation Center, 401 W. 16<sup>th</sup> Street by Mr. Gerber at 5:01 pm, followed by the Pledge of Allegiance. A quorum was present.

**1. Public Input – None**

**2. Approval of Minutes**

Ms. Goodwin made a motion to approve the May 2, 2019 minutes. Ms. Baumgarten seconded the motion. Six (6) approved, none (0) opposed.

**3. City of Plano Communications and Community Outreach Department – Shannah Hayley**

Ms. Hayley gave an overview of what they have been working on including the following:

- Sage
  - Goals and primary objectives for budget year (2018-2019)
  - Based on Input from seniors and others
  - Very highly read newsletter (based on recommendations from 2016 Senior Survey)
  - Brief overview of statistics: Subscriber base has grown to 4253
- Updated Senior Resources Guide
  - Requested that the Board include all of the appropriate resources prior to update
- Updated Plano Website
  - Simplified access
  - New Features
  - Senior Services Offered
  - Communication In Print options being considered
- Primary Objectives for 2019 -2020
  - Continue to grow newsletter subscribers
  - Develop education and advocacy program (expand Citizens Academy)
- Continue to Grow Awareness
  - Continue Annual Community Impact Insert
  - Regular Senior-Focused Post in Nextdoor

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

- Sage Analytics – Ms. Tackett gave a brief overview of the statistics and stated it continues to grow.
- Sam Johnson Recreation Center Update (including memberships/issues/feedback) – Ms. Tackett stated there are now over 2,400 memberships.
- Status of the 2018 Plano 50+ Survey submittal to the City Council and distributions to different departments – Ms. Tackett stated that it is not typical to retroactively share old documents with new council members. She will, however, determine the process for sharing the survey with our new council liaisons and other city organizations.

**5. Proposed Senior Advisory Board Survey regarding the need for an additional Senior Recreation Center – Ms. Hergenrader**

- Ms. Hergenrader stated the memberships purchased for the Sam Johnson Recreation Center far exceeded the centers expectations.
- Ms. Hergenrader expressed the possibility of conducting a survey to determine the overall interest by the city in building a second senior center and felt that the board could be helpful in conducting this project. Mr. Felker stated he feels seniors would like having a second location as an option in the northwest area of Plano.
- Ms. Hergenrader said that Robin Reeves, Parks & Recreation Director, would speak with higher management before conducting such a survey and would consider the Sam Johnson Center statistics after the Liberty Recreation Center reopens.

**6. “Communicating with Seniors” Sub-Committee Update – Mr. Felker**

- Mr. Felker spoke about the Plano Health Fair that was held May 6, 2019 at the Plano Center. He said the attendance was great and the Senior Advisory Board booth was able to secure many new sign-ups for SAGE. He also stated that he would like to get the total attendance account.
- Ms. Goodwin gave an overview of the upcoming 2020 Census and stated that board participation could help secure better participation by seniors.

**7. “Organization Connectivity” Sub-Committee Update – Ms. Baumgarten**

- Ms. Baumgarten stated there was nothing to report.

**8. “Research and Surveys” Sub-Committee Update – Mr. Gerber**

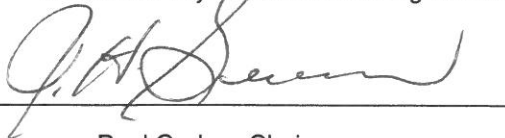
- Mr. Gerber stated he attended the Area Agency on Aging Forum held at the Sam Johnson Recreation Center and gave a brief overview of all the major area issues and concerns of seniors. Top concerns by seniors include: affordable housing, affordable transportation options, affordable in-home care, support for family and caregivers, long-term care and assisted living facilities that accept Medicare/Medicaid, and home modifications to accommodate changing mobility.
- Mr. Gerber spoke briefly about the next 55+ survey, which should be conducted in the Fall of 2020.

**9. Items for future agendas**

- Feedback from each sub-committee
- Transportation/DART Senior Programs
- Retired Seniors Valued in Plano (RSVP) update
- Communications and Community Outreach Department
- Neighborhood Services Housing Committee Update
- Meals On Wheels
- North Texas Food Bank
- Wellness Center

**10. Adjournment**

Mr. Gerber adjourned the meeting at 6:50 p.m.



Paul Gerber, Chair

9-5-2019

Date