

MINUTES
SENIOR SERVICES COMMITTEE

December 6, 2014

ROLL CALL

Present: Andy Kehr, Chairman, Richard Franklin, Don Peterson, Rose Rider, Marge Roberts

Also Present: Brenda Cagle, Town Liaison, Nancy Finkle

Absent: Betty A'Brial, Betty Bader, Jeanne Duntz, Ed Sandfort

CALL TO ORDER

Chairman Andy Kehr called the meeting to order at 10:16 A.M. He introduced Nancy Finkle, a former member of the Committee. Nancy had resigned from the Committee because the meeting time conflicted with one of her commitments. Now that the meeting time has changed, she would like to join the Committee again. Andy advised her to send a letter of intent to the Town.

Andy asked secretary Sheila Franklin to send an e-mail to the Committee reminding them of the new time and including meeting dates for 2015.

APPROVAL OF MINUTES, NOVEMBER 5, 2014 MEETING

Andy asked if there were any changes or modifications to the Minutes. Hearing none, Rose made a motion to accept the Minutes as written. The motion was seconded by Dick and all were in favor.

SENIOR SAFETY TALK

Andy said that the talk was a tremendous success. There were sixteen or seventeen people in attendance and they did not seem to be the same people as had attended the previous talk. The talk was about one and three quarters of an hour long and covered a multitude of topics. The flow of the meeting was excellent and the audience asked many questions. The event was videotaped by PANDA and should be aired on their TV station.

SENIOR BROCHURE

Dick informed the Committee that there was a problem getting the material to print out in the brochure format; however the full page format is complete and has been posted on the Town website. Andy felt that using the full page format would not be a problem. Sheila suggested using a colored first page to make the publication more distinctive. Andy agreed and said that it should be stapled in the upper left corner.

Andy made a motion to take the brochure to Copy Cat, have them duplicate it in the full page format with a colored first page and a staple in the upper left corner and make as many copies as can be made using the monies remaining in the Committee's 2014 budget. Don seconded the motion and all were in favor. Dick said that it cost about \$1.00 a copy for the brochure format, so the full page version should cost less. Andy asked Rose to confirm how much money is left in the budget for the Committee.

SENIOR EXPO

Andy said that the Committee needs to discuss the Senior Expo and decide now whether or not they want to undertake sponsoring this event. He felt that it would be an excellent event; however everyone would have to be committed to it in order for it to succeed. The Committee would have to meet twice a month and meet in July and August as well. Andy described the event for the benefit of Nancy, who had not attended the previous meeting.

Rose said that the timing was apropos. Things have changed dramatically since the previous Expo which was seven or eight years ago. There is more of an emphasis on home safety now and aging in place is an important new concept. She felt that the event could potentially reach a lot of people. Andy said that he could go to the High School and see if there might be a student interested in helping by doing an internship with the Committee. Dick suggested that there might be an interested Bard student. Rose said that PR and marketing will be very important.

Andy said that he has an application form for the use of the school. Once I submit this, he said, this is written in concrete. Nothing like this has been done recently in Dutchess County, he continued. Dick said that he would like to see this brought to the Town Board before the Committee makes a decision. Then the Committee could meet and discuss what resources are available. Andy said that it had been brought up by the Town Board. Brenda acknowledged that the Board had discussed the event and had asked for volunteers. Andy said that with Nancy Finkle joining the Committee and with the help of a student, he felt that it would be possible to make this event happen. Rose said that the most time consuming part of the undertaking will be contacting the vendors.

Andy said that Fall would be a good time to hold the Expo. Don asked how the Committee would go about organizing the event. Andy responded that he had made a list outlining all the job responsibilities and Rose had submitted a list to him as well. Based on this, we will have to assign responsibilities. Everyone will have to be on the Vendor Sub-Committee and about half of the Committee will have to deal with the guest speakers. Other sub-committees will be composed of one or two people. We need to set out a blueprint. Don asked if there is anyone on the Committee who has worked on this project previously. Andy responded that he and Rose had done so. Dick asked if there were any records from the previous Expo. Rose said that there were not.

OUTLINE OF RESPONSIBILITIES FOR SENIOR EXPO

- I. Set-up with school for facility use - time, date, etc.
- II. PR, marketing and advertising.
- III. Refreshments - light breakfast items.
- IV. Vendors.
- V. Guest speakers.

VI. Panel discussions.

VII. Closing.

VIII. Set-up and take down.

IX. Flow of day.

I. SET-UP - time and date.

The Town will provide a Certificate of Insurance. It must be decided what rooms will be used, e.g. cafeteria, gym, classrooms, etc. This will depend on how many speakers there will be. A time and date request must be made. Arrangements must be made for the use of electrical hookups, tables, coffee pots, tables and chairs. A discussion was held regarding the date for the event and it was decided that October 17th was the preferred date with October 3rd as the second choice. Brenda said that the date for Hardscrabble Day should be kept in mind.

The question was raised as to whether or not it would be possible to have access to the school the night before the event in order to do set-up. Would there be a need for janitorial assistance for set-up? The timing for the event could be from 10:00 AM to 3:00 PM. Other issues would be use of the PA system, need for audiovisual equipment, use of the period bell to signal the end of sessions, use of coffee urns, electrical capacity, determining what is the maximum number of people allowed in the gym/cafeteria and obtaining a map of the school.

II. PR, MARKETING & ADVERTISING

Advertising should be done in the local newspapers and periodicals (i.e. the Poughkeepsie Journal, the Kingston Freeman, the Sampler, the River Chronicle, etc.), Red Hook Moms, the school's virtual backpack, the town website, local radio stations (i.e. WPDH, WKZE, WDST, etc.), PANDA, flyers, ads in stores, signs, use of the Town Hall sign and other signs in town (e.g. Masons' sign, Holy Cow sign, etc.), churches, Twitter and Facebook (Brenda advised that the Committee would have to go through the Town Board for the latter two) and radio announcements. The question was raised as to whether the Committee could hire someone to design a flyer. Also a student might be able to assist with Facebook/Twitter. The press should be present at the event. PANDA might be willing to do some filming. There should be PR before, during and after the event. A generic thank you letter should be written. Name tags should be made. A program for the event should be developed. Dick offered to set up a database for potential vendors and to track those to whom the Committee has sent letters.

III. REFRESHMENTS

A formal letter of request should be written asking for donations of light breakfast items. Items needed will include bagels, donuts, crackers and cheese, paper goods, utensils, coffee, tea, hot chocolate and water as well as garbage bags. Hannaford and Stop and Shop should be approached for donations. Rose said that she had already spoken to the

Asst. Mgr. at Hannaford and they want a formal letter of request well ahead of time stating what the Committee wants. The food section will have to be manned. Volunteers from the High School might assist with that. Brenda said that recyclable containers are available from Dutchess County. The contact is Laurie Husted. Clean up after lunch and after the event will be necessary.

IV. VENDORS

A list must be developed and possible vendors contacted by phone. If letters are sent, they should contain a return receipt for the Committee. Organizations to be contacted might include health insurance companies, aging in place organizations (including those in Clinton and Kingston), Friends of Seniors, Rhinebeck at Home, home health care agencies, assistive living centers, organizations dealing with leisure activities and fitness, social organizations, home health aide companies, hobby groups, durable medical equipment vendors, aging centers, social clubs and organizations, Office for the Aging, Dutchess County Sheriff's Office, home safety vendors, security systems companies, AARP, individuals/groups dealing with legal planning and tax preparation, contractors (i.e. handymen) and centers dealing with exercise/tai chi and yoga (i.e. IXL, gyms, etc.), walking programs, A map must be made showing the layout of the vendors within the school.

V. GUEST SPEAKERS

Sue Crane, the members of the Town Board, local officials (e.g. Ed Blundell) and Marc Molinaro should be invited as well as assemblymen and representatives to Congress. That will also help insure that the press will cover the event.

VI. PANEL DISCUSSIONS

There should be a broad range of topics. The panels will be running concurrently. There should not be more than three. Topics could be navigating through health insurance (the library might be a resource and they have had sessions with navigators), aging in place, medicare managed care, banks and reverse mortgages, elder law and elder planning, leisure interests, etc. The topics should represent issues that are important for seniors. Committee members will be moderators. Each moderator should develop a series of questions for the panel. Representatives from MVP, Blue Cross-Blue Shield, etc. could be invited. Brenda suggested that there might be demonstrations or other activities in which people could take part. Andy said that there might be two panels and one interactive session. Each of the three sessions will be repeated three times, perhaps one in the morning and one each at 1:00 and 2:00 PM.

VII. CLOSING

A guest speaker must be invited.

VIII. SET UP AND TAKE DOWN

Everyone will have to be involved in this part of the event. Janitorial assistance may be necessary. The Committee will have to look into the cost of such assistance.

IX. FLOW OF THE DAY

It will take two people to map this out.

Andy will speak to the school about getting there at 7:00 AM for set up and staying until 5:00 PM. Ann Conway will arrange for the insurance. He asked the Committee members to make a list of possible vendors. The final list can be divided up and the Committee can proceed from there.

NEXT MEETING

The next meeting will be held on Saturday, January 3, 2015 at 10:00 A.M. at the Town Hall.

ADJOURNMENT

Dick made a motion to adjourn the meeting. The motion was seconded by Rose and all were in favor. The meeting was adjourned at 12: 35 A.M.

Minutes submitted by:
Sheila Franklin, Secretary
Sr. Services Committee