MINUTES
SENIOR SERVICES COMMITTEE
January 3, 2015

ROLL CALL
Present: Andy Kehr, Chairman, Betty A'Brial, Jeanne Duntz, Richard Franklin, Don Peterson, Marge Roberts
Absent: Betty Bader, Rose Rider, Ed Sandfort

CALL TO ORDER
Chairman Andy Kehr called the meeting to order at 10:15 A.M.

APPROVAL OF MINUTES, DECEMBER 6, 2014 MEETING
Andy asked if there were any changes or modifications to the Minutes. Hearing none, Marge made a motion to accept the Minutes as written. The motion was seconded by Don and all were in favor.

SENIOR NEWSLETTER
Andy handed out copies of the newly printed Senior Newsletter. He suggested that they be distributed on Apple Blossom Day, Hardscrabble Day and possibly at the Senior Expo. Fifteen copies will be left at the Town Hall. He said that, as planned, the printing had exhausted the Committee's 2014 funds. With those funds, he was able to make 556 copies. The copies are ten pages long with a red front page and a staple in the upper left corner. The cost was approximately $500.00. He thanked everyone on the Committee for their work on the Newsletter.

SENIOR EXPO
Andy said that today the Committee would go through the Minutes of the last meeting, describe duties and make assignments. Following the outline of responsibilities set up at the last meeting, he opened the discussion with:

I. Set-up with school for facility use - time, date, etc.
Andy has the form and he has spoken to Donna Slater at the High School. She penciled the date into the school calendar and will monitor it. She thinks the time the Committee has chosen will be a good time. The first choice was October 17th with access possible from 7:00 AM to 5:00 PM. He also told her that the Committee would like to have access the evening before the event and for one hour afterwards in order to clean up.

Andy estimated that it would take approximately three hours for set up and take down. It may be necessary to have custodial assistance in setting up and taking down tables and chairs. Andy will look into how much that would cost. It would be best for set up to take place on Friday night. Andy said that he would prefer that the Committee do the set up. In this regard it was decided that Andy and Don would help with the set up. What has to be done with the tables and chairs after the event must be determined.

Andy will bring in pictures of the layout so that the Committee can decide what they want to do. He will also find out how long the tables are (6' or 8'), what is the square footage of the cafeteria and the gym and what is the maximum capacity for each.

Andy said that the Committee will need help with the electronics, e.g. Twitter, etc. Dick suggested that the Boy Scouts might help. Andy said that Rotary and the High School might be of help. Equipment needs must be determined, e.g. extension cords, coffee pots, microphones and speakers, duct tape for cords, AV equipment (to be determined based on the needs of the vendors). It might be good the inquire about electrical capacity. Signs with directions will have to be made. Garbage cans, garbage bags, paper towels and 409 cleaner to wipe down the tables will be needed. Relative to these issues, the contact person at the High School will be Donna.

It was decided that Andy, Don, Betty A'Brial and Jeanne Duntz would help with the set up and take down. Don will be the contact person for that sub-committee.

II. PR, marketing and advertising.

Andy said that PR must involve all the local newspapers:

The River Chronicle	Office of the Aging Newsletter
The Sampler	Register Star
Kingston Freeman	About Town
Poughkeepsie Journal	

E-mail contacts should include:

Red Hook Moms	Virtual Backpack
Town Website	Facebook
Twitter	Chronogram

Dutchess County events calendar
Poughkeepsie Journal online
Marc Molinaro's office - Dick will phone him.
Micki Strawinski's e-distribution
Linda Stoddard's e-distribution
Rhinebeck Sr. Services Committee
Rhinebeck AARP
State and local government representatives
Nina Lynch

Radio and TV:

PANDA	WPDH
WKZE	WDST

A flyer must be created and should be circulated to local churches, the church consortium, etc. Everyone should help with this. Andy suggested that the Committee go to the High School and see if a student would like to design a logo for the flyer. An art teacher might be contacted. The Committee could list the name of the student on the flyer and/or offer a $25.00 gift certificate to the winner. The event should be covered by PANDA. and the press. Name tags must be made and a program must be prepared and duplicated. The program might include a map. Posters could be made listing the events.

Post event and thank you letters must be sent. Dick offered to set up a database of the vendors which could also be used when sending out letters. Local signs should be used, e.g. Mason's sign, Holy Cow sign, Town sign, etc. Local businesses might be willing to do some advertising.

It was decided that this sub-committee be composed of Andy, Andy's son Jacob, Dick and secretary Sheila Franklin. Jacob will do the cyber work.

III. Refreshments

A formal letter is necessary in order to request donations for breakfast items. Items needed will include: paper goods and utensils, beverages (coffee, tea, chocolate, water), garbage bags, luncheon items (e.g. finger sandwiches), It was decided that Rose and Jean would be responsible for refreshments. They must arrange for the items to be donated, make sure they are at the venue, set them up and then take them down. The contact for recyclable containers is Laurie Husted.

IV. Vendors.

The Committee should contact businesses and organizations which offer services/products which are pertinent to senior citizens. The Committee will be responsible for reaching out to find vendors. A form must be made stating that the vendor agrees to participate in the event. Locations must be mapped out for the vendors. Last time the vendors were in the cafeteria and this was difficult because lunch was also in the cafeteria. It would be better to keep eating in one place and have the vendors in the gym. It was decided that Andy, Betty A'Brial, Rose and Marge would be responsible for the vendors.

The Committee will contact possible vendors, keep a list of who they call and give this list to Dick, who will enter it into a database. Possible contacts might be: the Lighthouse, ND Paramedics, Sheriff's office, Northern Dutchess Hospital, Friends of Seniors, etc.

V. Guest speakers

Guest speakers should definitely include Sue Crane. Others to be contacted are Ed Blundell, Marc Molinaro, state and local government representatives and the director of the Office for the Aging. Dick offered to call Marc. Andy suggested that there might be a keynote speaker. Two or even three people might open up the event. The Committee should canvas and see who will be available to come. Even if they do not speak, they might attend or send a representative from their office. It was decided that Dick and Betty Bader would be responsible for the guest speakers.

VI. Panel Discussions

The Committee must decide on topics. These might include: navigating through health insurance; estate planning; elder law and elder planning; preventing falls; nutrition; aging in place; leisure activities. Health care agencies might be contacted. The Office for the Aging might be able to advise the Committee which topics they have found to be popular at their events.

It must be decided whether there will be two or three panels being conducted concurrently. Three or four people would be needed to serve on each panel. People must be given time to walk around to the vendors as well. The doors could open at 9:30 and the panels could start at 10:00 AM. There might be one panel in the morning and two in the afternoon. The two afternoon panels could be scheduled half an hour apart so that people would have time to walk around and see the vendors.

For the next meeting, Andy asked the members to come prepared to suggest three topics. At that meeting the Committee can decide whether there will be two or three sessions. The sub-committee will reach out and get people who will be panel members. Each panel will have a moderator from the Committee who will come prepared to pose questions to the panel members. It was decided that Andy, Nancy and Don would be responsible for the panel discussions.

VII. Closing
Closing will be the purview of the Committee

VIII. Flow of the Day
Andy will be responsible for the flow of the day.

SYNOPSIS OF EXPO RESPONSIBLITIES

I. Set-up with School for Facility Use - Andy, Don, Betty A'Brial, Jeanne Duntz
Contact person: Don

Set Up and Take Down of Chairs and Tables - Andy, Don
Andy - How long are the tables, what is the square footage and maximum capacity of the gym and cafeteria, cost of custodial help, check to see if bathrooms will be available
Electronics - Committee, High School, Scouts, Rotary
Equipment and supply needs
Signs with directions

II. PR, Marketing and Advertising - Andy, Andy's son Jacob, Dick, Sheila

Newspapers	Flyer
E-mail contacts	Name tags
Radio and TV	Press coverage of event
Posters	Program
Use of local signs	

III. Refreshments - Rose, Jeanne

IV. Vendors - Andy, Betty A'Brial, Rose, Marge
Vendor form

V. Guest Speakers - Dick and Betty Bader

VI. Panel Discussions -Andy, Nancy, Don

VII. Closing - Committee

VIII. Flow of Day - Andy

NEXT MEETING
The next meeting will be held on Saturday, February 7, 2015 at 10:00 A.M. at the Town Hall.

ADJOURNMENT
Don made a motion to adjourn the meeting. The motion was seconded by Dick and all were in favor. The meeting was adjourned at 12: 00 A.M.

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