



Plymouth Council on Aging (PCOA) Advisory Board Minutes

44 Nook Road
Plymouth, MA 02360

March 9, 2023

MISSION STATEMENT

To provide our community with safe and trusted environments, both physical and virtual, where information and access to programs and services foster a healthy and vital lifestyle throughout the aging process

Board Members Present: Amy Naples (Chair), Kathy Castagna (Vice Chair), Janice Capofreddi (Secretary), Pat Achorn, Elizabeth Cadigan, Terry Mucci, Monica Mullin, Kevin Manuel

Board Members Absent:

Staff: Michelle Bratti, CAL Director

Liaison for the Board of Selectmen:

Director of Community Resources:

FRIENDS Representative: Maryann Tirella

Guests: Ann Hieser, Marianne Kirby, Jeff Capen (1620 News)

CALL TO ORDER:

Amy Naples called the meeting to order at 9:04 with a quorum present.

MINUTES: Monica Mullin moved to approve the February 9, 2023 minutes. Kevin Manuel seconded the motion. The motion was approved.

DIRECTOR'S REPORT:

CAL Director's Report February 2023

February Highlights:

- Programming Highlights: Exercise Prescription for Older Adults with BID was well-received, along with the Rob and Marcus Show Sing-Along.
- CAL is a proud partner participant in the Plymouth Bay Cultural District "Fall in Love with Plymouth" campaign, the Plymouth 2023 Yarn Pop, and the "Commonwealth of Poetry" Intergenerational project.
- CAL hosted its first "Lunch and Learn" in the CAL Café featuring Oasis Senior Living. This event was sold out, and seniors gave high praise for the CAL Café menu and excellent information that was presented.
- 19 Constant Contact emails were sent to 2727 people with an open rate of 39%.
- **AARP Tax program began, CAL is very busy and the program is fully booked!**
- **Architectural firm Bargmann Hendrie + Archetype, Inc. was hired to create a CAL Wellness Center conceptual design, which includes a rendering of a second story along with other structural changes/adaptations. The funding for this design was Earmarked as a Senate appropriation by Senator Susan Moran-CAL is so grateful!**

- Director completed the EOE Annual Report, and Governor Healey entered a budget of \$14 per elder for grant funding-current rate is \$12 per elder. GO GOV!
- The UMass Boston Age and Dementia Friendly Needs Assessment is moving forward in a timely manner; all Key Informant interviews have been completed and Townwide survey preparation is underway.
- CAL is changing the front door system from a computerized set locking system to a key entry system.
- Staff updates:
 CAL Receptionist Position: Chris Badot has accepted the position, start date is 3/20/23.
 CAL Marketing and Media Contracted Position: Bernadette Denson has accepted the position, start date is 3/20/23.
 CAL Café Kitchen Supervisor Position: Verbal offer has been accepted, waiting for onboarding process to be completed.
 Marcy Gallerani (Kitchen Supervisor assistant) has resigned, and her position has been posted.
- The CAL facility had a water pipe burst in the extreme recent cold temperatures. As a result, piping issues and water flushing mechanisms were found to be of concern and is impacting heating abilities. The solution is to drain the entire water system, and Facilities Manager is coordinating this effort (CAL will close for one day to do this work).
- “Ted Talk” has been scheduled for March to introduce Mental Health and Wellness to CAL patrons.
- Barry DeBlasio is RETIRING!!!

Respectfully submitted,

Michelle Bratti

Director of Elder Affairs/CAL

Town of Plymouth

DIRECTOR’S REPORT DISCUSSION:

- AARP is on site, assisting seniors in preparing taxes.
- An architectural firm has been hired to develop a conceptual design for a potential second floor. Funding was provided through a Senate appropriation, advanced through Susan Moran’s office.
- Michelle completed the Executive Office of Elder Affairs Annual Report to the state. State funding for the formula grant would be increased significantly in this year’s proposed state budget from \$12 to \$14 per elder.
- Chris Badot has accepted the Receptionist position, starting 3/20/2023.
- Bernadette Denson has accepted the part time Marketing and Media contract position starting on 3/20/2023. She will be coming into the center daily and working with the Marketing Committee.
- A verbal offer has been made for the CAL Café Kitchen Supervisor position and Michelle hopes to make an announcement soon. The Assistant Kitchen Supervisor, a part time employee and retiree, has resigned.
- Barry DiBlasio, the Community Resources Director, is retiring.
- The automatic locking/unlocking system for the front door is being replaced by a keyed entry system. Unpredictable closings, such as weather, has made this change necessary.

CHAIR AND VICE CHAIR REPORT: by Amy Naples and Kathy Castagna

- Amy, Kathy and Michelle met to discuss potential candidates for the open Advisory Board position. Input from board members was requested.
- Important factors and skill sets include marketing, connection to the business community and work in other service organizations.
- Any candidates must be willing and able to spend time to work and contribute to committee endeavors. Pat suggested committee members meet with interested candidates to explain the purpose and roles of the committees.
- No one has been approached to date.
- Potential candidates will be approached to determine interest. Committee descriptions, used at the Volunteer Orientations, could be a basis of discussion.
- Volunteer Orientation is required for all volunteers. Monica suggested sharing Michelle's Director's Reports to show how active the board and its committees are.

FRIENDS' REPORT: by Maryann Tirella

- Northeastern Savings Bank and the organization "A World of Good" are collaborating in their tenth annual community voting challenge. Amy nominated the Friends to be one of the six organizations that could benefit from the \$5,000 prize. The more votes, the larger the percentage of this prize.
- People can vote daily until April 7, so please vote.
- The link is www.aworldofgood.com/a/northeasternsavingsbank-10.
- Amazon Smile is to be discontinued. Details of a replacement program are not available yet.

COMMITTEE UPDATES:

Community: by Monica Mullin

- Community plans to help the Senior Task Force with the survey.
- Monica will speak with Brenda Gellar, Laurelwood, regarding flower displays for Alzheimer's awareness.

Grants: by Marianne Kirby

- The Grant Chart of money coming in and what was spent was distributed to the Friends and the Advisory Board.
- A list of Grant committee ideas was also distributed. These were reviewed and out of fifteen, ten look promising. Grants for transportation and fitness programs are two specific needs.
- A grant donation request letter has been drafted to send with applications.
- Tiffany Parks will also be approached for assistance.
- Follow-up: Kathy will update the chart and grant donation opportunity list, Monica will continue to look for prospects, Marianne will monitor the Bruins' Foundation prospect and Michelle will pursue the NCOA grant.
- Marianne and Monica will attend the Friends meeting to discuss some identified potential grants.

Marketing Committee: by Elizabeth Cadigan

- The next America's Hometown Welcome Club is scheduled for April 27 at 10:00am. Funding for the food was subsidized through a grant from E. Cadigan. The Board expressed their thanks.

- The committee report was circulated and assignments have been given out, using the model that Marianne had put together during her tenure.

Senior Voices: by Terry Mucci and Pat Achorn

- A visit to the Little Red Schoolhouse is finalized for March 30. The Sherriff's Department will participate, providing ID's.
- Committee is exploring meeting with residents of Plymouth Mobile Estates and West Plymouth.
- Michelle has been asked to come to a Mobile Estate meeting to present what services CAL offers.
- The American Legion Hall is a good potential meeting place in West Plymouth.
- The overall role of the committee was explained to Jeff Capen from 1620 News.
- Compliments for this month's Newsletter were expressed by board members.

Strategic Planning: by Ann Hieser

- The SWOT Workshop and analysis is now planned for April. Participants would include Advisory Board members, CAL staff, Seniors and Friends members.
- A water pipe burst at the Great Island clubhouse in the Pinehills and work will be ongoing for about four to six months. Ann will seek participants for CAL programs and volunteering.
- The map of over 55 communities and location of CAL is being regenerated as a .jpeg file and should be available shortly.
- Ann proposes identifying a contact person at each of these communities to receive CAL newsletters and other timely information for residents.
- The map of Plymouth superimposed over the Boston Metro area was given out to emphasize again the possible need for additional CAL locations.
- The Strategic Plan document included the new 2024 plan on the first five pages. Subsequent pages are from the previous plan.

Senior Task Force:

- The Senior Task Force is working to keep the senior population up to date on what's happening town-wide and encouraging survey completion. There will be a Zoom call regarding the survey.

OLD BUSINESS - NEW BUSINESS:

- Amy confirmed the upcoming dates and assignments for participation in the Volunteer Orientations.

PUBLIC COMMENT:

- Jeff Capen has begun a news and entertainment web company called "1620.news". The programming includes daily and weekly morning, afternoon and evening segments. The evenings cover weekly topics such as schools and seniors.

ADJOURNMENT:

Kathy Castagna made a motion to adjourn. Elizabeth Cadigan seconded the motion. The motion to adjourn was approved unanimously at 10:05am.

Respectfully submitted,
Janice Capofreddi, Secretary

LIST OF DOCUMENTS USED DURING THE MEETING:

- Agenda –March 9, 2023
- Minutes – February 9, 2023
- CAL Director’s Report February, 2023 with Statistics – February, FY 2023 by Michelle Bratti
- Map of Plymouth with CAL location

CAL Director’s Report February 2023

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Michelle Bratti

Director of Elder Affairs/CAL

Town of Plymouth

| FISCAL YEAR 2023 | July | August | Sept | Oct | Nov | Dec | Jan | Feb |
|---|------|--------|------|---------|---------|---------|---------|---------|
| Number of times in Center | 3017 | 3816 | 3701 | 3515 | 3658 | 3284 | 3701 | 3971 |
| Guests over 60 | 42 | 73 | 144 | 80 | 103 | 95 | 62 | 119 |
| Guests under 60 | 11 | 8 | 19 | 5 | 16 | 2 | 5 | 18 |
| Unduplicated Programs | 85 | 89 | 95 | 97 | 108 | 96 | 91 | 98 |
| Duplicated Programs | 362 | 422 | 420 | 438 | 417 | 407 | 441 | 431 |
| Medical Transportation Rides Unduplicated (# of people) | 6 | 8 | 19 | 10 | 5 | 4 | 10 | 10 |
| Medical Transportation Rides Duplicated | 18 | 30 | 49 | 25 | 19 | 29 | 47 | 36 |
| Social/Outreach Clients Unduplicated | 127 | 194 | 204 | 189 | 180 | 142 | 150 | 126 |
| Social/Outreach Clients Duplicated | 195 | 311 | 314 | 315 | 331 | 227 | 281 | 207 |
| Volunteers Unduplicated | 141 | 147 | 145 | 183 | 181 | 172 | 180 | 178 |
| Volunteer Hours Duplicated | 1533 | 1587 | 1404 | 1630.13 | 1937.93 | 1817.17 | 1859.71 | 2457.26 |
| Meals on Wheels Unduplicated | 154 | 172 | 169 | 170 | 165 | 166 | 171 | 181 |
| Meals on Wheels Duplicated | 2287 | 2843 | 2793 | 2594 | 2684 | 2738 | 2590 | 2611 |
| Friday Food Shopping | 79 | 82 | 95 | 71 | 86 | 73 | 78 | 83 |
| Dine-In Lunch Unduplicated* | 109 | 110 | 81 | 40* | 172 | 206 | 164 | 169 |
| Dine-In Lunch Duplicated | 207 | 219 | 101 | 40* | 112 | 297 | 352 | 359 |
| Director Calls | 10 | 10 | 10 | 10 | 5 | 5 | 5 | 5 |
| Birthday calls | 851 | 872 | 705 | 960 | 776 | 902 | 865 | 806 |

CAL Express (NEW)

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|-----|-----|-----|-----|-----|-----|-----|--|
| 169 | 214 | 183 | 141 | 167 | 150 | 164 | |
|-----|-----|-----|-----|-----|-----|-----|--|

*Breakfast with PPD-Congregate closed in October for CAL Café construction

Perspective of the size of Plymouth & CAL location



location of CAL