



Plymouth Council on Aging (PCOA) Advisory Board Minutes

44 Nook Road
Plymouth, MA 02360

May 11, 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), Janice Capofreddi (Secretary), Elizabeth Cadigan, Terry Mucci, Monica Mullin, Kevin Manuel

Board Members Absent: Kathy Castagna (Vice Chair), Pat Achorn

Staff: Michelle Bratti, CAL Director

Liaison for the Board of Selectmen:

Director of Community Resources:

FRIENDS Representative: Karen Whipple

Guests: Ann Hieser, Marianne Kirby

CALL TO ORDER:

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

MINUTES: Elizabeth Cadigan moved to approve the April 13, 2023 minutes. Terry Mucci seconded the motion. The motion was approved, with one abstention.

DIRECTOR'S REPORT:

CAL Director's Report March/April 2023

March/April Highlights:

- Barry DeBlasio retired!
- Town Manager in discussions to reorganize Community Resources Department and rename to "Health and Human Services" Department; Interim Director Jay Gardiner hired to assess and evaluate feasibility.
- Town of Plymouth rolled out new, user-friendly website, which is amazing!
- Mental Health grant progressing: 6 BSU interns have been vetted for September launch. "Live your Life Well" program will be offered this summer at CAL as an introduction.
- Director promoted CAL at Plymouth Mobile Estates at their Saturday social; turnout was excellent with well over 50 seniors in attendance.

- Director wrote letter of support on behalf of the Alzheimer's Association of Cape Cod's pursuit of a grant to bring their day program and memory screening program to Plymouth-logistics currently being discussed if they are awarded this grant.
- The Senior Task Force Committee launched the survey portion of the campaign to become an Age and Dementia Friendly designated community.
- CAL hosted the second ever quarterly Division Head Meeting in the CAL Café. All Town employees in attendance raved about the food!
- Senator Elizabeth Warren chose CAL as the senior center in the state of Massachusetts to host a "meet and greet" with seniors. CAL was honored to be chosen, but unfortunately the Senator had to cancel the event due to schedule changes.
- The Volunteer Appreciation luncheon planning is in full swing-the theme is the Oscars and it should be an amazing event!
- America's Hometown Welcome Club was held, and turnout was very good, Marketing Committee will be perfecting future language and recruitment.
- CAL was notified that State Representatives Muratore and LaNatra earmarked \$10,000 to CAL (thus far) for revamping the front reception desk to become more inclusively friendly.
- The \$20,000 awarded by Senator Susan Moran last year for architectural conceptual design plans depicting a second story facility renovation was completed. CAL is waiting for cost analysis.
- St. Patrick's Day event was a huge success with over 80 patrons enjoying live musical performances, live step dancing, and lunch donated by East Bay Grill.
- Tuesday night programming has been successful! The first "Open Mic" night was held and 45 residents of all ages attended and performed.

Respectfully submitted,

Michelle Bratti

Social workers

DIRECTOR'S REPORT DISCUSSION: -- Michelle Bratti

- The Volunteer Luncheon was a huge success. Congratulations were expressed to award members at the meeting.
- With the retirement of Barry DiBlasio, the Community Resources Department will be potentially be reorganized. It currently consists of CAL, The Library, Recreation Department, Memorial Hall and Court House. Derek Brindisi would like to rename this department as Health and Human Services and incorporate the Health Department and some other organizations that serve people.
- Michelle is grateful to be offered the position, but would be more interested in the health and human services aspect of the department, developing partnerships and continue in her role at the CAL, for which everyone at the meeting expressed gratitude. An interim Community Resources Director, Jay Gardiner, from Health and Human Services in Worcester has been appointed to analyze and assist in developing a transition plan to a Health and Human Services format.
- Elizabeth pointed out that this would mesh well with state health and human services, public health and school nursing in the town.
- One example, given by Michelle, is that community outreach organizations, other than the social workers at the Police Department and CAL, need to be identified and connections built to work with the homeless and others in need.

- Derek Brindisi will present this reorganization for concept approval to the Select Board Tuesday night, May 16. It is part of an overall town reorganization.
- At CAL's "Meet the Candidates Night", Ann advocated to all candidates to reconsider the CAL's current budget of sixteen cents per senior per day and current staff of eleven.
- Derek Brindisi was surprised by the size of the "check" that Michelle presented to him at the Volunteer Luncheon and requested the data that it represented which he used at the Select Board meeting. Dick Quintal held up the check for everyone attending the Select Board meeting to see.
- Monica pointed out that the newer Select Board members would not be aware of this information.
- Everyone commended Michelle for her astute use of this available CAL data. Kudos were also expressed for the hardworking and dedicated CAL staff.

CHAIR AND VICE CHAIR REPORT --

FRIENDS' REPORT: by Karen Whipple

- For a fundraiser, Friends is planning to hold a cash raffle with a limited number of \$100 tickets for monetary prizes of \$3,000, \$1,000 and two \$500. It will be marketed to targeted potential donors on line by Brenda and Maryann.
- In September at the CAL there will be a silent auction for a donated framed print of historical Plymouth.
- The current Friends board members are enthusiastic, have new ideas and have fund raising experience.
- A 2024 Calendar will again be offered for sale later this fall. Bake sales and plant sales won't be held this year.
- Physical Bingo will no longer be provided at the CAL and people are interested in purchasing the set. It will be done with an app electronically going forward.

COMMITTEE UPDATES:

Community: -- Monica Mullin and Michelle Bratti

- Surveys are completed.
- Four Community Forums are next - two scheduled in May and two in June.
- Michelle will send out the Flyer to the Board to be marketed to the community.

Grants: --Marianne Kirby

- Michelle identified a potential grant from the Department of Transportation for seniors. This possibility will be discussed at Monday's Friends meeting. Funding would come through the state to the towns.

Marketing Committee: by Elizabeth Cadigan

- The Marketing Committee met on April 19 and focused on the Welcome Club that was held on April 27. Although only four people registered, a good number of residents came to the meeting, probably due to posting on social media and flyers that were distributed throughout the town.
- Feedback from the event was that the content included so much more than what participants expected.
- The flyer for the next meeting will be revised and mailed to voters who have registered during the last six months (last annual tally about 1600 people over 55).
- The next Marketing Committee meeting is May 22 and the next Welcome Club is planned for July 20.
- Planning will begin for the new 2024 Plymouth Senior Conference.

Senior Voices: by Terry Mucci

- Plymouth Mobile Home Estates has called expressing interest in a visit, possibly on a Saturday.
- Terry and Barbara French took Pat's Oscar and Lifetime Achievement Award to her house after the Volunteer Luncheon and presented them to her. She was very thankful, and was sorry she missed the Luncheon.

Strategic Planning: by Ann Hieser

- Amy thanked Ann for the amazing job she did in putting together and running the April 28 SWOT Workshop. Ann thanked the team leaders for their help.
- The most definitive item by far, identified by participants, was inadequate town funding (currently sixteen cents per senior served per day). Close to ten thousand seniors were served this year with average staffing of ten – about one staff member per 1,000 people.
- The top three strengths included staff, volunteers and partnerships.
- Top three weaknesses were the need for more staff, more transportation and more handicapped parking. Following closely behind was a safety concern with an active shooter emergency situation.
- Kevin indicated that a "Reverse 911" system is in place for this and other emergencies along with the ability to sign up for "Code Red" to be notified by cell phone in event of an emergency. This information will be shared via Constant Contact and other communication mechanisms.
- Michelle indicated that CAL has cameras and panic buttons linked to the Police Department in event of emergency.
- The Sheriff's Department will be in charge of the the dispatch center effective June 30.
- Three top opportunities were possibility of satellite locations in other parts of town, more afternoon, evening and weekend programming and marketing CAL services to those who do not live in over 55 communities.
- The highest three threats included inadequate town funding, inadequate parking at the CAL and more programs for active seniors.
- Ann and Michelle will meet to follow up regarding which items can be addressed this year.
- The committee will use this data to develop goals for the next five years.

Senior Task Force: --

OLD BUSINESS --

NEW BUSINESS:

- Monica attended a presentation at Beth Israel Deaconess Hospital, given by Dr. Mendoza, Senior Behavioral Health, about dementia. There is a critical shortage of specifically trained clinical staff and wait times for obtaining services can very long throughout the geographic area.
- He discussed the research that is going on to identify the disease earlier and some of the key factors that contribute to the disease. BID is looking to expand the staff in the department.
- Michelle pointed out that memory screenings would become available here through the Alzheimer's Association of Cape Cod if they are awarded a grant for the purpose.

PUBLIC COMMENT:

ADJOURNMENT:

Elizabeth Cadigan made a motion to adjourn. Terry Mucci seconded the motion. The motion to adjourn was approved unanimously at 9:58am.

Respectfully submitted,
Janice Capofreddi, Secretary

LIST OF DOCUMENTS USED DURING THE MEETING:

- Agenda – May 11, 2023
- Minutes – April 13, 2023
- CAL Director’s Report March/April, 2023 with Statistics March/April, FY 2023 by Michelle Bratti

CAL Director's Report March/April 2023

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Michelle Bratti

FISCAL YEAR 2023	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	April
Number of times in Center	3017	3816	3701	3515	3658	3284	3701	3971	4768	3496
Guests over 60	42	73	144	80	103	95	62	119	147	83
Guests under 60	11	8	19	5	16	2	5	18	27	33
Unduplicated Programs	85	89	95	97	108	96	91	98	103	112
Duplicated Programs	362	422	420	438	417	407	441	431	488	374
Medical Transportation Rides Unduplicated (# of people)	6	8	19	10	5	4	10	10	4	11
Medical Transportation Rides Duplicated	18	30	49	25	19	29	47	36	16	50
Social/Outreach Clients Unduplicated	127	194	204	189	180	142	150	126	145	113
Social/Outreach Clients Duplicated	195	311	314	315	331	227	281	207	217	164
Volunteers Unduplicated	141	147	145	183	181	172	180	178	185	169
Volunteer Hours Duplicated	1533	1587	1404	1630.13	1937.93	1817.17	1859.71	2457.26	2741.49	2648.37
Meals on Wheels Unduplicated	154	172	169	170	165	166	171	181	183	177
Meals on Wheels Duplicated	2287	2843	2793	2594	2684	2738	2590	2611	3130	2619
Friday Food Shopping	79	82	95	71	86	73	78	83	84	91
Dine-In Lunch Unduplicated*	109	110	81	40*	172	206	164	169	155	149
Dine-In Lunch Duplicated	207	219	101	40*	112	297	352	359	271	290
Director Calls	10	10	10	10	5	5	5	5	5	5
Birthday calls	851	872	705	960	776	902	865	806	984	762

CAL Express (NEW)

169	214	183	141	167	150	164	155	198	UNK
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*Breakfast with PPD-Congregate closed in October for CAL Café construction