

GREAT BARRINGTON COUNCIL ON AGING

Claire Teague Senior Center
917 Main Street
Great Barrington, MA 01230
Phone: (413) 528-1881
+MEETING MINUTES
January 30, 2019

WELCOME: The meeting of the Great Barrington Council on Aging held at The Claire Teague Senior Center, 917 Main Street, Great Barrington, Massachusetts is called to order at 1:15 PM by Chair David Rutstein.

BOARD MEMBERS IN ATTENDANCE: Chair David Rutstein, Vice Chair Pat Kinne, Treasurer Maureen Avery, Secretary Susan Hipwell, Members Barbara Bailly, Sandra Larkin and Amy Rutstein are in attendance. Polly Mann Salenovich, Director of the Claire Teague Senior Center is also present. Members Eileen Gaarn and Jeanne Holcomb are absent.

Ellen Lahr of EGLahr PR & Media is present to offer her expertise as PR person and strategist.

Ed Abrahams, Great Barrington Selectman is also present.

MINUTES: Chair Rutstein asks for a motion to approve the minutes of November 28, 2018. Member Bailly makes the motion to approve and Member Rutstein seconds the motion.

TREASURER'S REPORT: Treasurer Avery reports a balance in the treasury of \$24,761.55

DIRECTOR'S REPORT:

Polly details the proposed FY2020 budget breakdown to COA members and has submitted budget request to Finance Committee.

Earmark Update:

Acoustic Upgrades	\$11,000.	Acoustic paneling, sound system, & dining room shades
Nutrition	9,000.	Kitchen appliances
Accessibility	\$20,000	Winter vestibule awning
Operations	\$3,000.	Office door installation
Transportation/Outreach	\$1,000.	Transportation costs and rides to special events at senior center
Social	\$3,000.	March Event with TRIAD
Outreach	\$10,000.	Special event programs
Office Supplies	\$5,000.	Printing, postage, etc.

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Assistant Director Jen Bailey's work week is now shared by half with the Great Barrington Fire Department. This allows some money in the budget to be allocated to outreach expenditure.

Outreach: February Grapevine – "Senior Center Newsletter" mailed to 1800 Great Barrington seniors over 60.

Polly brings to the attention of COA board members "what's new" at CTSC.

- Exercise Classes
 - Moove & Groove with Nadine Foster - Large attendance requires that a second day be offered to accommodate everyone's enthusiasm.
 - MELT workshops with Joyce Pierce – Special exercises for pain reduction.
- Art Classes
 - "Painting in Oils" class with Margaret Buchte – Paint Berkshire scenes (for all levels)
- Volunteers – Welcome to all new volunteers
- Upcoming Trips – Great Barrington and Sheffield Senior Centers are working together this year in order to enhance the outings by making them more doable and affordable.

Ellen Lahr of EGLahr PR and Media cites the various challenges that Senior Centers face today and in particular the Claire Teague Senior Center of Great Barrington. Some of the challenges are:

- Decline in the number of seniors using the center
- Difficulty in attracting younger baby boomers
- Decline in the use of the daily lunch program
- Suspected stigma among "boomers" about the "senior" moniker; does it deter people who associate the term with inactivity or isolation from younger generations?
- Limited capacity for outreach and publicity beyond a printed monthly "in-house" newsletter
- Lack of clarity on what seniors/boomers are looking for in their senior center

Some proposals to improve awareness and change perceptions are:

- Rebranding to reflect a livelier energy to broaden its appeal to a younger generation
- "Dedicated" website
- E-mail
- Signage, a marquee for example

Some of Claire Teague Senior Center assets:

- Great Facility
- Low cost programming
- Frequent use by outside groups

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Look Ahead:

FRIDAY MOVIES @ 12:30 PM		
Feb. 15	"First of May" w/ Andy Rooney & Julie Harris	
Feb. 22 – (part 1)	"The Jury" an Amazon Prime movie in 3 parts	A highly publicized murder trial of a young Sikh student brings together 12 jurors who must survive the media circus and reach a verdict in this thoughtful and gripping mini -series.
Mar. 1 – (part 2)		
Mar. 8 – (part 3)		

- Tuesdays - 9:45 – 10:30 am – Moove & Groove: Exercise class by Nadine - The fee per class is \$3.00
- Wednesdays - 12:15 pm – 1:15 pm – "Melt Method" workshop: Given by Instructor Joyce Pierce –
- Wednesdays – After lunch - Ping Pong, Poker, Pitch, Painting
- February 6th – 12:30 pm – Painting with Margaret Buchte: An 8 week class for all levels.
- February 12th – 11:30 am – Free lunch – courtesy of Great Barrington Health Care
- February 12th – noon – Railroad Presentation by Dick Towle: An informative and educational film presentation. Dick Towle has over 40 years' experience in the fire, police and railroad industry.
- February 14th – 11:00 am – 12:00 pm - Valentine's Day Party: Bill Shontz to perform playing saxophone.
- February 14th – 12:30 pm – Canna Care Presentation: "Cannabis as a Medicine" - an overview on how cannabis can medically benefit people with pain. Light refreshments will be served. Sign-up sheet in dining room.
- February 15th – GB Health Care Free Lunch: Mac & Cheese is the offering. Many thanks, once again, for another delectable fare!
- February 26th – 8:30 am – Breakfast with Barbara Bailly: Barbara returns to prepare breakfast the last Tuesday of every month. We are happy to have her back! Thank you, Barbara!

ADJOURNMENT: The Chair calls for a motion to adjourn the meeting. Member Kinne makes the motion to adjourn and Member Bailly seconds the motion. It is unanimously agreed to adjourn at 2:05 PM.

Respectfully submitted,

Susan Hipwell Morris

Secretary

Approved February 27, 2019