

NEWTOWN COMMISSION ON AGING PROGRAMMING SUB-COMMITTEE

Friday, December 14, 2018, 3:00pm-5:00pm

Municipal Center, 3 Primrose Street, Newtown, CT – Council Chambers

1. Call to Order

2. Salute to Flag

3. Minutes of October 25, 2018

Brief discussion of the situation at Sandy Hook Elementary School this morning. The excellent response of the teachers and staff and how upsetting it was for all in Newtown.

4. New Business:

Senior Center renaming contest – members of the subcommittee will review the submissions and will bring the final 3-5 chosen results to the COA regular meeting on Monday, December 17 for discussion and possible recommendation by the COA members.

#1 N=4

Include the words senior in the new name:

#2 N=118

Retain the name Newtown Senior Center

#3 + #4

N=39

Eliminate Senior Center from name and call it:

#4 Other

Newtown Center for Active Living

Membership – fee structure – Marilyn

The monthly fee that would include classes is \$5/month (residents) \$6/month (non-residents). The monthly fee is to account for snowbirds who would save by paying monthly.

85 and over free

First three months free to 60+

Will there be validation of the information by a group of seniors to see whether seniors?

Should this be taken up with a group of seniors?

Tiered membership and scholarships

Content of the program and the perceived value of the program.

Has not discussed with FONS

Do this for January

Need to have a focus group

Who should we enlist for this

Ecumenical group

Nunnawauk Meadows

Education a critical aspect

Multiple parallel tracks

Exercise

Arts and Crafts/Quilting

Education

Tell people about a vision over next 5 months

Marketing will be done jointly - invigorating the online presence
Create a better website
Need to do a better job with our website.
More comprehensive email list
Teach basic computer skills
Laptops at the center
Fobs for the center

Created some anticipation
5 month countdown
Set of people that will come forward to offer services to the senior center.

Matt
Pop-up classes
Pickleball

Skype
GPS/Google Earth

Tweaking what you call the classes

Word of mouth is strong in Newtown

Town Calendar - FONS and AARP Liveable Community

Matt-Looking at software for communication

Marketing – Marilyn & Anna
See previous notes

How do members volunteer to help at the SC? Marilyn

Skype - George

GPS/Google Earth – George

9 out of 10 males who do not go to the senior center say that it is because of the programs
Give men a place to go to get information on an activity targeted to them.

Time table for roll-out to opening is in prior minutes.

5. Old Business:

What is membership going to look like entering the center- specifically cost?

What is the marketing plan and what are the strategies going to be used to engage new residents to the center?

6. Adjourn

George Guidera, Chair Programming Subcommittee
Agenda