COMMISSION ON AGING
MINUTES OF SPECIAL MEETING
MONDAY, AUGUST 13, 2018

The Commission on Aging met on Monday, August 13, 2018 in the Council Chamber of the Municipal Center, 3 Primrose Street, Newtown. COA Chair, Anna Wiedemann called the meeting to order at 1:00pm.

Present: Ruby Ryles, John Boccuzzi, Curt Symes, Larry Passaro, Claire Theune, LeReine Frampton, Anna Wiedemann, George Guidera, Maureen Will

Marilyn Place – Director Newtown Senior Center, Matt Ariniello – Director Newtown Community Center, Ann LoBosco, 3 members of the public, 1 member of the press.

Also present, Susan Gostissa, representative of LPI

No public participation.

LPI provides a template, similar to what is currently being used. It is set up and typed in house. It's up to the Director to provide content and edit the newsletter.

It costs the Senior Center nothing to join LPI. LPI makes money on advertisers. If we surpass the amount intended, LPI offers profit sharing.

If we want to download the newsletter electronically, we are given a widget and people are then able to subscribe. It is automatically downloaded to the Senior Center website.

Director Marilyn Place said LPI is compatible to how we currently do our newsletter.

LPI offers other services for a small charge. Such as a web package, Branding, member management package (similar to the current key fob system recently installed).

The Senior Center will need more help as we move forward. More newsletters will be printed to reach a broader number of people. Once LPI receives the newsletter, they add the ads and send it back, typically within a week.

Ms. Ryles asked how much ads cost. One space ads run approximately $360 for the year, ½ page ads run approximately $2000 for the year.

Mr. Guidera asked how many Commissioners would be in favor, 7 members with voting privileges voted in favor of working with LPI. The decision will be made by Director Marilyn Place and Director Matt Ariniello.

Meeting adjourned at 1:45pm

Respectfully submitted, Anna Wiedemann, COA Chair