

**COMMISSION ON AGING
PROGRAMMING SUBCOMMITTEE MINUTES
OCTOBER 25, 2018**

Attendance: Anna Wiedemann, Anne Rothstein, Barbara Bloom
Marilyn Place

Absent: George Guidera

Commission members in attendance: LeReine Frampton and Larry Passero

Public: 3 members

Anna Wiedemann called the meeting called to order at 4:02pm

Discussion centered around what membership is going to look like – Attachment A. Ms. Place talked about sending a postcard to all resident's 60 and over. Talked about the possibility of offering one-month free membership (membership would be \$5 a month) to anyone who registers for the year. Further discussion on what a fee structure would look like that could possibly include some programs on the Community Center side. If you sign up for either month to month or year, all classes are included. There would be some exceptions. For instance, Lunch and Learns would cost \$3 and there is the possibility of specialty programs/classes having an additional fee. Month to month may appeal to snow birds. There will also be classes and programs offered on weekends. Currently looking at all types of fees – if there is a couple who join, looking at perhaps offering a discount. All things are being considered and looked at.

We currently have given out approximately 250 fobs. There are other seniors who come to the center but they are not all members. Some people come for specific programs, some for flu clinics, blood pressure clinics, tax help. This does not require membership. Ms. Place would like people to pay either with a check or credit card when signing up. We also need to make sure that there are enough classes offered. If for instance, a certain class is popular and space is limited, we need to make sure we offer that class more often so everyone who would like to participate can. This may not always be feasible.

Both the SC and CC will work hand in hand with Marketing. When scheduling and seeking new and existing programs we need to keep in mind: Personal Growth, Social Interaction, Creative Opportunities and Health and Wellness.

A timeline was looked at and discussed. Both the Senior Center and the Community Center have signed up with Constant Contact. This will make things easier and quicker when sending out information to members. We will reach out to the Bee for a paragraph to be added to the weekly Senior News Information currently in the Bee, asking people to sign up for Constant Contact (emails are needed).

An initial timeline could look like this:

- December – finalize membership fee structures – Resident engagement plan and membership procedures
- January – create a postcard or flier to be mailed out. Design it and decide what information will be included
- February – complete list of opening month programs

- March – crossover between the SC and CC for programing to make sure classes aren't scheduled at the same time
- April – get the 60 plus citizens to attend to sign up for Constant Contact and have a preview of the types of programs we will be offering.
- May – Constant Contact – utilize this to send out SAVE THE DATE, when we are closer to knowing when the new Center will open.
- June – tentative open house

Discussion around sending out a postcard which is \$.35 versus a flier that would be mailed which would cost \$.34. A flier seemed to be everyone's preference, especially if it is in color – wouldn't get lost in the shuffle of papers as a postcard might.

Besides programs, we will look into support groups. This is another area folks have been calling and asking for.

Attachment B consists of information Ms. Place handed out. People that were active between 10/1 and 10/24/18. Calendar of Newtown SC Programs for October, Events for the week of 10/14-10/19/18 and 10/21-10/26/18, 3 pages of Programs 2018.

Next meeting – TBD

Respectfully submitted, Anna Wiedemann, COA Chair