

Council on Aging Board of Directors

Special Meeting

Tuesday April 3, 2018, 9:30 a.m.

231 Maple Road Longmeadow, MA 01106

Present: Executive Director Jim Leyden, Chair Julia Moulton, Secretary Ellie Tyson, Vice Chair Rose Morace, Marybeth Bergeron, John Bowen, Saul Finestone, Fran Miffitt, Marge Morgan, Eleanor Stolar, Judy Yaffe, Select board liaison Marie Angelides.

Absent: Theresa Yesu, Marilyn Hurst, Phil Hallahan, George Shea.

1. New Business:

- a. New Senior Center Marketing & Fundraising Plan: How do we get the message out to get seniors to the May 8th meeting?

Marybeth read the warrant, article 14. The cost is 9.5 million for the center, with the gym which is 4.5 million; the total cost being 14 million. Marie stated that we needed a plan; sending out post cards to people who attended the last town meeting regarding the center. Judy had ordered 100 signs to be placed on lawns. The name we recommend is the "Longmeadow Adult Community Center". Most of the COA would like to go back to Senior Center instead of Adult Center. The final decision will be made by the select board as to the name of the building.

A list was formed as to what needs to be done:

1. Post cards which have dates of meetings to attend
2. Signs for lawns
3. Flyers
4. Letters to the editor (Reminder)
5. Social Media
6. Copies of the proposed building
7. Booth at Longmeadow Days
8. Email addresses
9. Action Committee
10. An established fund raising committee

On April 12th at the Over 60 club an informal question and answer program at 1:00 pm with the architect available. Also, May 2nd at 2:30 pm and 6:30pm as well as May 3rd at 6:00 pm. Our political action committee will be Chair Judy, Treasurer Julie.

Fran stated people have been asking how this will affect our taxes. Marie stated we should be able to give a 3 minute speech about the new center including what our taxes will go up. We need to hand out "talking point" cards for people to understand the information.

Rose stated that FOLOCA might help us with money needed for cards, signs, etc. Marybeth feels we would need around \$2,000 for everything. Judy wondered if we might get a High school student to help with Facebook. We are unable to use the town Facebook account so would have to have our own account. If possible we need to raise \$ 2 million dollars by the May meeting. There are grants that Robin has apprised us of. Many towns are also looking at grants for new centers. Judy stated we need to first get a "pac" established by the name of" Longmeadow citizens for a new senior community center."

At Longmeadow Days, May 19th – 20th, a booth with information about the new center. Saul stated on April 29th is the Democratic breakfast and we could pass out flyers there. Marybeth made a motion that the Board of Directors pledges to raise 2 million dollars to construct a new senior community center at Greenwood Park. Passed unanimously.

Meeting Adjourned 11:15am.

Respectfully submitted,

EllieTyson