

Minutes of the 7/10/17 Staying Put Board Meeting

4:30 – 5:40 pm meeting of the Board of Staying Put in New Canaan took place on Monday July 10 at The Congregational Church of New Canaan.

Present: Barb Achenbaum, Betsy Afragola, Judy Bentley, Carol Blauvelt, Lyn Chivvis, Lila Coleman, Kelly DeFrancesco, Tom Ferguson, Peggy Jay, Judy Johnson, Steve Orteig, Kathy Pasternak, Sue Scannell, Cynn timer Yates. Guest Lee Barnes.

Strategic Planning: Barb Achenbaum provided an update on Strategic Planning. The Strategic Planning committee is led by Lee Barnes, Advisory Council member and consultant, and Cathy Irwin, SP Board member. The committee identified goals for Staying Put: 1) Take care of members, 2) Engage the community and be a resource on aging, 3) Ensure financial and organizational sustainability, and 4) Work with the town to meet the future needs of seniors. Barb reviewed how the work done by four New Canaan High School Interns was designed to support these goals. Highlights of their work included: 1) a review of activity at Villages across the county to get ideas for programs and events, 2) the creation of a Senior Resource Guide for the New Canaan community, 3) the expansion of Staying Put's social media presence, with a special effort to reach out to adult sons and daughters, and 4) the identification of potential new donors, esp. those who support other organizations serving seniors, as well as local Family Foundations.

Intern, Shea Delehaunty, created a master database and analysis which integrated four years of information on Staying Put's members, donors, and volunteers. Lee Barnes provided a summary of the data showing the relationship between Staying Put's goals and members, donors, volunteers and the greater community. One important finding is that the size of Staying Put's "reach" to seniors is much greater than was assumed. SP is involved in the lives of almost half the over-80 population in Town. In addition, 18% of the New Canaan population age 60-69 is "engaged" in our activity, while 19% of those ages 70-79 are involved. Thus, the Mission statement of helping our elders stay safe and active as long as possible in the community is well served. Board member, Kelly DeFrancesco, suggested the research shows that SP should focus on getting people of all ages involved and not worry so much about growing membership specifically.

Luau Fundraiser: Lila Coleman was thanked for hosting another successful BBQ/Luau. The New Canaan Advertiser provided great press both before and after the party. 26 Sponsors gave over \$10K to support the services Staying Put provides to members.

Transportation: Staying Put and GetAbout are collaborating on providing rides to SP members. The GetAbout gave 14 rides to SP members this month. Cathy F and Judy Fuegner (GetAbout dispatcher) have worked really well together to manage this collaborative effort. Carol Blauvelt is researching and meeting with groups in Fairfield County about transportation for seniors. Carol and Michelle Ernst of the New Canaan Community Foundation continue to work together on transportation for seniors.

Events: Members of Staying Put will be invited to attend an event at the Pop-up Park in August featuring George Baker and members of the Gridiron Club. The Annual Picnic at Woodway Beach Club is scheduled for Tuesday August 8th with August 9th as a rain date. The full moon will be on August 7th, so it should be spectacular. Ideas for other events were discussed and included: Carol Blauvelt and Health and Human Services and SWCAA (Southwest CT Agency on Aging) are working on a session to help 60-somethings learn about Medicare before they turn 65. An event on geriatric psychology that might interest adult children of seniors. Also, an event to discuss issues related to safety and seniors driving. This event would be targeted to adult children.