

Hallowell Age-Friendly Committee

Notes to Meeting March 21, 2018 – Next meeting Wednesday, April 11, 2018 at 9:00 AM in the City Council Chambers

Attending: Laurie Bourgeois, Mike Frett, Lyn Gray, Sara Grant, Bob McIntire, Diane Polky, Maggie Warren, Mary Ann Zagaria, and City Manager Nate Rudy

The committee approved the notes to the February 14 meeting by consensus and reviewed the Agenda for today's meeting.

Continue Age-Friendly Asset Inventory

Scheduling and Planning for Community Report and Listening Session

Promotion of Age-Friendly activities (press release – KJ story-website?)

Progress Report to the City Council

The charge for this meeting was to begin filling out the Asset Inventory.

Mike is concerned that participants attending the listen session might not come from all sections of the city. Sometimes there is a divide between "out there" and downtown.

Mary Ann noted the sparse attendance at the focus group sessions and wondered how we will communicate information about the sessions?

The general feeling was that we needed to share information in a variety of ways; posters, press releases, postings to the web site among others.

Maggie feels we should spend money on direct mail to all the city's addresses. We need to find out how much. Note – Bob checked with the Post Master and found out there are 1571 addresses in Hallowell. Postage for the "Every Door Direct Mail" 18 cents each or \$282.78. Quality Copy provided these estimates

6 ½ x 9 ½" card size Full color printing \$418 + \$62 bundling with postage = \$762.78

Black and white printing would cost \$245 + \$62 bundling with postage = \$589.72

8 ½ x 11" Full color \$542 + \$62 bundling with postage = \$886.78

Black and white printing would cost \$370 + \$62 bundling with postage = \$714.72

The group discussed getting the city's real estate firms or other businesses to sponsor the mailing as a form of promotion since the mailing would go to all Hallowell mailing addresses.

Nate cautioned us that there are requirements that agents or designated brokers, must follow in promoting their services.

Mike said that he would talk to the President of Maine Realtors to check on those regulations.

Mary Ann said that she would design a mockup of a brochure.

Bob noted that he bought the url www.age-friendly-hallowell.org and would point it to the City's website.

Mary Ann drew attention to a recent article from The Gerontological Society of America entitled *Older Adults, Rural Living, and the Escalating Risk of Social Isolation*. A copy will be scanned and sent to committee members for review. This could well be a serious issue for older citizens of Hallowell and we might never know it.

Sara said that Augusta was looking at a tiered system of services. Some could be done by volunteers. People with more difficult or complicated services or those requiring a license could be referred to vendors.

The group discussed creating a listing of important numbers like Readfield. Nate said the staff at City Hall would gladly hand out anything the group created. The Chamber of Commerce gave him an extensive welcome kit when he came. They would probably include something from the committee as well. The Hallowell Area Board of Trade used to hand out a welcome kit with coupons for local businesses.

Laurie asked Sara what was working in Augusta and what was not. Sara said the sand bucket was working. Shoveling pretty good, but some issues with "customers" with challenging behaviors. She thinks that building trust is important, and their committee members have done many, many presentations.

Bob and Nate attend a session of the Legislatures Caucus on Aging where the issue of transportation and volunteer drivers was the topic of focus. Sara put a plug in for the KVCAP Volunteer Driver program. She said the Augusta committee decided to work closely with the KVCAP as that organization already has scheduling software in place and they handle the necessary background checks. Laurie says that the resident services coordinators at the units he manages in Augusta work with KVCAP quite well.

The group discussed dates for the listening session. Bob and Diane penciled in April 28th and May 5th. Sara said AARP is sponsoring a document shredding and drug takeback session in cooperation with the Kennebec County Sherriff at the County Administrative Office on State Street. The group chose May 5th.

Bob suggested that those interested in putting together a communication plan and working on material could meet for an hour or so. Note - March 27th was the date selected.

Toward the end of the meeting there were a couple of other items mentioned, but as is sometimes the case Bob couldn't read his own writing. Additions, deletions or revisions gratefully accepted.