



CITY OF WATERTOWN
Council on Aging
SENIOR CENTER

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Anne-Marie Gagnon, MSW
Director of Senior Services

Patricia Gold, Chairperson
Council on Aging Board

CITY OF WATERTOWN
Council on Aging

COUNCIL ON AGING MEETING
WEDNESDAY, FEBRUARY 9, 2022 AT 4:00 PM
AGENDA

ACCESS INFORMATION:

- A. Meeting will air live on the Government channels RCN 13 and Comcast 99, or online at <https://cloud.castus.tv/vod/#/watertown/video/5f490e6f9e1d640008a803ae?page=HOME&type=live>
- B. The Public may join the virtual meeting online: <https://watertown-ma.zoom.us/j/97167508001>
- C. Public may join the virtual meeting audio only by phone: (877) 853-5257 or (888) 475-4499 (Toll Free) and enter **Webinar ID: 971 6750 8001**
- D. Public may comment through email: rgrassia@watertown-ma.gov

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- 1. Welcome and Roll Call
 - 2. Examination of Past Meeting Minutes
 - 3. Program Updates - M. Kirsanova
 - 4. Director's Report
 - 5. Board Member Items
 - 6. Public Concerns for the Council on Aging
 - 7. Adjourn

Minutes of COA Board Meeting – January 19, 2022

Board Member Present: Carol Airasian, Helen Dempsey, Esther Keaney, Tom Lewis, Araxie Poladian and Arlene Smith

Staff Members Present: Anne-Marie Gagnon, Director; Marina Kirsanova, Program Coordinator; Rae Grassia, Principal Account Clerk

Absent: Pat Gold, Dorothy-Jean Brown and Janet McCullough

In Pat Gold's absence, Helen Dempsey called the meeting to order at 4:00 PM. This meeting was held via Zoom.

Examination of Past Meeting Minutes

The Board reviewed the minutes of the meeting from December 8, 2021.

Araxie Poladian made a motion to approve the minutes and Tom Lewis seconded. All in favor. Minutes approved.

Review of Financial Statements & FY 23 Budget Process

Anne-Marie reviewed the financial statement for the 1st half of the year. We have 6 months remaining in the fiscal year.

Anne-Marie submitted a preliminary FY '23 budget to the City Manager last Friday and will meet with him next week to review. A series of goals and objectives is included. Anne-Marie will report back to the Board after the meeting. Covid has stalled a lot of what we want to do. Our big item was the purchase of a new senior shuttle which we are looking forward to.

Tom Lewis asked if there are any items because of Covid that planning cannot take place or there are any issues with facility updates that the Board could support. Anne-Marie did explain that we have replaced lobby furniture and that it has been requested that we replace or add more chairs with arms which would be more comfortable and safer. Tom also asked if delays took place with any work needed to be done. Automatic doors were installed in the restrooms and Anne-Marie explained that capital funds are available if any repairs needed to take place.

Helen Dempsey asked if there could be additional Zoom capability for Marina's programs similar to the library. Anne-Marie reported that we are looking to update our ability for better presentations which may increase attendance, and our goal is to have more in-person events.

Arlene asked if the Friends would be interested in any fund raising with a possible on-line auction. Anne-Marie suggested Arlene contact Mary Keenan as the Friends are the fundraising group for the Senior Center. The Friends are planning to sponsor another Grab & Go event as well as an electronic keyboard for the Center.

Tom Lewis asked if the Food Pantry has had any exceptions due to Covid and has the need increased. Anne-Marie reported that Kathy Cunningham has a staff of volunteers and that the number of clients has been steady with well over 100 families per week. Kathy works closely with a number of groups including Wayside and our Case Worker, Jenya. Carol Airasian said that Kathy would be willing to have volunteers on Tuesday if anyone would like to visit. Arlene has been sending craft kits to the Food Pantry for the families with children and they enjoy them. Arlene asked if anyone would like to help to her, that she would appreciate it. Anne-Marie asked if anyone had questions about the statistics. Helen asked about the volunteer count at the Center. Rae reported that Margie has additional volunteers that pick up and deliver newsletters around town. Tom Lewis asked if the statistics would be available in Margie's absence. Anne-Marie explained that all the information is available in My Senior Center. When reviewing the Case Worker statistics, Jenya took 583 phone calls in February alone. Jenya is extremely busy with office visits, brief home visits and delivering Grab & Go meals to her clients. Helen commented that February calls also included vaccine calls which Anne-Marie agreed.

Program Updates- Marina Kirsanova

Marina reported that we will continue with some programs that we had in January. The MSCPA Zoom lecture scheduled for January was moved to February 1st and again on the 15th. On February 2nd Debra Block will present on the "Many Faces of Meryl Streep". Nancy Lombardo will present on "Memory Preservation Nutrition" again in February. Flowers with Ernie will be held on February 14th. The LGBTQ Roundtable will focus on Loving Relationships on February 16th. Betsy Simmons, a grief counselor will present again on February 18th to discuss "Self-Care though Loss and Change". We will have a Grab & Go event with a sweet treat of a slice of limoncello cake and a slice of chocolate cake on February 24th in celebration of Valentine's Day. Representative Steve Owens will have his Q & A session on February 28th.

Looking forward to March, Marina is looking to bring in a Drum Circle. Marina is planning on lectures to include End of Life discussions and Memory Loss. Marina is looking to have a photography lecture on how to take photos on one's smart phone. Marina is still looking for bus trip ideas. There will be a trip to King's Chapel on February 4th and a visit to The Concord Museum on February 25th with a cost of \$12.00, both will be guided tours. Marina welcomes any ideas. Marina thanked Carol Airasian for her suggestions and thanked Arlene Smith for her crafts for our Grab & Go events.

Anne-Marie reported that the Rotary Club reached out and they will be doing a Valentine card

making event for the community and will do some for our Grab & Go participants.

Tom Lewis appreciated that there will be an "End of Life" lecture and that it is extremely important that people are aware of the information. Arlene also agreed that it is a difficult topic and maybe we could incorporate something pleasant during the presentation. Anne-Marie also reported that the Assessor's Office will do a presentation in the future either in-person or via Zoom about tax relief.

Director's Report

Anne-Marie Gagnon reported that the snow policy was in place. If school is cancelled, Senior Center events are cancelled. The staff is here. If school is delayed the shuttle bus may run on a delayed schedule. We are happy to report that AARP volunteer tax preparation will take place again, starting February 8th and run to April 15th. The program is for low-income clients without any rental property. You do not have to be a member of AARP. They cannot do complicated returns with trusts or rental property. We typically serve about 120 individuals.

Anne-Marie thanked Margie Wayne for all of her work during her time here. We hope to have someone new within the next few weeks. There are free Covid tests via the Federal Government you can order online or call us for the 800 number: (800) 232-0233. Carol Airasian reported it was easy to sign up.

New Business and Board Member Items

Esther Keaney asked if the SHINE counselor is available outside of open enrollment. Anne-Marie reported that we have a SHINE counselor year-round and that Marina and Jenya are both trained SHINE counselors. SHINE stands for Serving Health Insurance Needs of Everyone.

Arlene thanked the knitting group for their donations of knitted goods for her event during December. Everyone was pleased with the items.

Carol will volunteer to distribute the newsletter and Helen will coordinate with her. Marina feels the newsletter would be here by the end of next week. Anne-Marie will continue with the weekly blast for our events and getting our events listed in the Watertown Tab and Watertown News.

Adjourn

Tom Lewis made a motion to adjourn and Esther Keaney seconded. All in favor. The meeting adjourned at 4:49 PM

Respectfully submitted. Rae Grassia, Principal Account Clerk

City of Watertown
Performance Measures
Department: Council on Aging/Senior Center

CUSTOMER/STAKEHOLDER FY2022-FY2023

Goal	Program or Project	Measure	FY 2022 ACTUAL	FY 2022 Target	FY 2023 TARGET
PROGRAMS: Address the evidence-based needs of older Watertown residents and their caregivers through targeted programming.	Provide a variety of workshops, groups and activities that focus on Health, Safety, Education, Socialization & Personal Growth while reflecting the diverse needs & interests of the community. Offered both on Zoom and in-person at the Senior Center	# of sign-ins recorded in My Senior Center for Attending Programs and Activities either on Zoom or in-person at the Senior Center. (This is a Duplicated Count.)	Duplicated Sign-In Count for Programs. FY22 to date: 4,070 FY21: 5,839 FY20: 8,687	FY 2022 Target: Mid-Year: 5,000 Actual: 4,070 (7/1-12/31) Full-year: 10,000	FY 2023 Target: 10,000
	SERVICES & TRANSPORTATION: Assist Watertown older adults through City and Partner resources	# of service interactions (calls, cards, visits, counseling) # one-way rides Taxi # one-way rides Shuttle	Duplicated Sign-In Count for Services. FY22 to date: 1,263 FY21: 2,089 109 one-way Taxi 1,165 one-way Shuttle	2,000 service interactions (phone, walk-ins, visits) -ongoing based on routes	2,000 service interactions/FY -Ongoing
	Transportation -----Medical Appts. Via Taxi -----Senior Shuttle Bus	# of service recipients # of service recipients # of service recipients # of applications # of service recipients # permits sold/renewed # meals served	12 51 (FY20), 114 (FY19) 137 17 425 221 (July-Dec 2021.) 468 meals to date FY22 725 meals (FY21)	20 2021-n/a due to COVID 140 20 -ongoing online/phone 500/yr 750 meals	FY 23 Target: 20 FY23 Target: 80 FY23 Target: 150 FY23 Target: 25 -Ongoing FY23 Target: 500 FY23 Target: 1,000
	Other Services -Metrowest Legal Services -AARP Tax Assistance Preparation -SHINE Health Insur. Counseling -LIHEAP Fuel Assistance -COVID SHOTS (WDPH clinics) -Senior Parking Permits -Grab-n-Go Meals served				
Unduplicated Persons Count	As recorded in My Senior Center consumer database. Unduplicated count of Active Participants.	# Active Participants served across all check-ins: Events/Rides/Services/Vols	FY22 to date: 976 FY21: 1,271 FY20: 1,014	<i>These numbers DO NOT reflect recipients of 2,600 monthly newsletters.</i>	FY23 Target: 1,500

Assist vulnerable Watertown residents of all ages	WATERTOWN FOOD PANTRY	# of persons served per calendar year	CALENDAR YEAR 16,330 persons 2021 6,222 families 2021	-Ongoing
	EMERGENCY ASSISTANCE - City Assistance - Marshall Home Fund	# assisted 6 months FY22	11,446 persons 2020 5,690 families 2020 (July 2021-Dec 2021) 42 ppl-City Assistance to date 5 ppl-Marshall Home Fund to date	-Ongoing
Maintain Outreach with accessible information: Watertown Senior News, Birthday Greeting Card Program & Call and Catch Up Program	-Larger font in monthly newsltr -weekly Email blast of programs -telephone calls to check-in -monthly birthday card program	2,600 free newsletters printed/month per LPI (30K/year), mailed to mailing list and posted to FB, Notify Me and City website	2,600 monthly printed copies (31,200/yr) -send out approx. 60 birthday postcards per month	2,600 paper copies distributed monthly, Facebook -ongoing -Monthly Bday Card program a huge hit. Continue.
Make services accessible to non-English speakers	Provide accessible information about programs and services -Provide opportunity for group learning	Armenian and Russian translation available COA brochure available in Russian & Armenian. Develop ESOL (English Speakers of Other Languages) classes at COA -Art, music, flower arranging, IT assistance	-ongoing -yes, updated as needed -continue to plan for culturally responsive programs -Hosted Armenian Music concert on Zoom	-More in conjunction with Project Literacy FY23 -ongoing
Maintain a welcoming environment for all visitors to respect the unique individuality of each participant and guest	-Maintain diverse program offerings. -Continue to increase outreach to LGBTQ seniors -Provide education for staff, board and volunteers on conflict resolution and sensitivity training.	-Continue Monthly LGBTQ Roundtable with guest speakers	-ongoing -12 monthly LGBTQ Roundtables -May 2022	-ongoing -ongoing

City of Watertown
Performance Measures
Department: Council on Aging/Senior Center

EMPLOYEE & ORGANIZATIONAL CAPACITY FY2022-FY2023

Goal	Program or Project	Measure	FY 2022 ACTUAL (through second quarter)	FY 2022 TARGET	FY 2023 TARGET
Increase Staff Knowledge and Development by regular meetings, trainings and reporting on services	Provide opportunities for staff to stay current with professional knowledge, trends and technology.	Monthly distribution of informational materials to staff One-on-one meetings Case Worker support with Outreach professionals Shuttle Drivers Sensitivity Training and Best Practices Staff participation in workshops and trainings and MCOA Yearly Conference	-ongoing -weekly with COA staff -Case worker quarterly meetings with colleagues -Have attend ADA and other driver trainings -All staff attend virtually FY22	-Weekly meetings with staff team -Receive monthly program and stats reports from staff -Ongoing -Ongoing, virtually; -All staff to attend MCOA conference virtually FY23	-ongoing, weekly -Ongoing -Ongoing -Ongoing, virtually; -All staff to attend MCOA conference virtually FY23
Insure that City Department Heads and Watertown senior property tax owners know and understand the opportunity for the Property Tax Work Off Program and other exemptions.	Property Tax Work-Off Program for Seniors and Veterans. 10 slots paid out of Overlay Account. (Program runs July 1-Feb 28; can earn up to \$1,500 towards property taxes). Hold yearly lecture on Tax Exemptions for Seniors/provide brochure and post cable video of presentation.	-Outreach to City Department Heads for needed positions -Advertise program in Watertown Senior News, Facebook and other media outlets such as local Cable. -Interview and place applicants. -Hold lecture at senior center or via Zoom	3/10 slots FY2022 2/10 slots FY2021 (COVID has continued to limit the effort) -Held Via Zoom January 12, 2021	10 new applicants recruited and placed in City Departments -TBD February/March 2022 -Post to WCA-TV.	-Discuss with City Council and Assessor for changes to qualifications-- increase income limits so more qualified persons are eligible. -TBD Feb/March 2023

Increase organizational capacity with Volunteers and Volunteer-supported programs (Friends of the COA).	Council On Aging Board Friends of the Watertown COA Senior Center & Food Pantry Volunteers	11 meetings/yr Advise at meetings	11/11 11/11 FY22-No Recognition event due to COVID	Oversee, advise and support existing programs.	-Elect New COA Board Chair. Recruit new members. -FY23-Annual Recognition/Training event TBD
Increase the use of Technology by Senior Center Staff in capturing ALL Contacts-Active and/or Inactive for COA services	-Continue use of My Senior Center (MSC) consumer data management/sign-in system	-Continue to add All Contacts in MSC (active and inactive) for data mgmt. and reporting	ALL CONTACTS 2,646 (FY22 to date) 1,785 (FY21) 975 (FY20) 187 (FY19)	Add 250 new contacts each year whether they become active or not	-Ongoing

City of Watertown
Performance Measures
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INTERNAL PERSPECTIVE FY2022-FY2023

Goal	Program or Project	Measure	FY 2022 ACTUAL (through second quarter)	FY 2022 TARGET	FY 2023 TARGET
Direct State resources in accordance with Commonwealth of Massachusetts Executive Office of Elder Affairs (EOEA)	Target evidence-based needs of diverse senior population through varied services and programs.	Annual report to EOEA Participation in regular online surveys	-Submit report in January 2022 to EOEA (\$78,852 FY21) -Ongoing	-Submit within 6 months of fiscal year/grant process and as requested by State -Ongoing	-Submit within 6 months of fiscal year/grant process and as requested by State
Utilize City website, Facebook & WCA-TV to provide access to information about programs and services for seniors and their families.	COA Senior Center web pages Utilize "Notify Me" email list for electronic newsletter delivery Archive COA Minutes and Agendas on City website Post programs & services on WCA-TV (Cable TV) Post updates and news on COA Facebook page started 11/3/16 Post updates and news on Food Pantry Facebook page started 11/2019	Update and add as needed # of subscribers # of months posted # of months posted # of followers # of followers	FY21-Used CivicSend for weekly and monthly blasts. 560 subscribers 6 out of 6 months posted 6 out of 6 months posted 471 to date FY22 293 FY21 184 FY20 663 to date FY22 521 FY21 61 FY20	-Ongoing -Ongoing -FY22-23 Creation of Seniors' Cable TV show 400 followers FY22 750 followers FY22	-Ongoing—work with IT Department -FY22-23 Creation of Seniors' Cable TV show 500 followers FY23 800 followers FY23
Work with other City departments to identify needs and provide services to seniors & their families	Live Well Watertown Seniors & Veterans Property Tax Work Off Program Referrals from other City departments/Veterans Services/Wayside/Housing Authority/Advocates at WPD,WFD	Attend meetings Respond to referrals; outreach to Dept. Heads Respond to referrals	Yes as needed Fall FY22-ongoing -FY22 Host monthly Watertown Human Services Meetings via Zoom	-Ongoing -Ongoing -FY22 Creation of monthly Human Services Meeting for City Providers	-Ongoing -Ongoing -Ongoing host of monthly Human Services Meetings

Collaborate with local communities, COAs, Springwell and MCOS to assess and identify "best practices" in senior services.	Local Senior Center Directors meetings Outreach Workers meetings MCOA Regional Meetings, Trainings and Conference	Attend meetings Attend meetings	Yes-weekly Yes, for Case Worker as scheduled Yes	-Weekly via Zoom FY22-FY23 -Hosted by MCOA 100%	-Ongoing
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City of Watertown
Performance Measures
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Financial Perspective FY2022-FY2023

Goal	Program or Project	Measure	FY 2022 ACTUAL (through second quarter)	FY 2022 TARGET	FY 2023 TARGET
Leverage existing framework to provide programs & services via community contribution without incurring further cost to the City	Volunteer and "in-kind" programs and services for Senior Center and Food Pantry	# of volunteers	30 volunteers - 10 at Senior Center 20 at Food Pantry (COVID dependent)	50 Volunteers across Senior Center and Food Pantry but COVID has RESTRICTED	-Ongoing recruitments per pandemic environment
Private Grants Leverage existing framework to provide programs & services without incurring additional cost to the City by developing community and professional alliances AND public and private funding sources.	Research and prepare appropriate Grant proposals and Program Sponsorships	# of Grants # of Sponsorships	Marshall Home Fund (MHF) Transportation Grant \$5,000 MHF Emergency \$4,000 FOOD PANTRY: Watertown Community Foundation \$1,500 Project Bread – N/A (now based on percentage contribution from Project Bread Walk for Hunger Participant)	Renew for FY2022 Renew for FY2022 Renew for FY2022 -Research and prepare appropriate Grant proposals and program Sponsorships	Renew for FY2023 Renew for FY2023 Renew for FY2023 -Ongoing
MA Executive Office of Elder Affairs Annual Formula Grant Leverage existing framework to provide added value without incurring additional cost to the City utilizing available funding.	Massachusetts Executive Office of Elder Affairs (EOEA) Formula Grant. FG Calculation: \$12 per elder (FY21) x Number of 60+ elders of Federal Census (2010=6,571)	Apply for and administer	EOEA Approved to receive \$12/elder FY21, FY22 (\$78,852) (Amt. not guaranteed. Dependent on funding and Federal Census)	12 out of 12 months Potentially FY22: \$78,852.	Renew each year/Submit annual report of services as required by EOEA
Continue supportive work with Friends of the Watertown COA to enhance programs and services.	-Supplement Transportation Funds -Food Pantry Support -Grab and Go lunches sponsorship	-Attend monthly Friends meetings to discuss initiatives	-Food Pantry support -Grab and Gos supported	-Ongoing funding requests supported for partnership	-Ongoing sponsorships