

Meeting Record

Senior's Needs Assessment Focus Group Meeting

Wednesday, May 01, 2013 6:30 p.m.

Facilitator and note taker:	Sue Lawther
Attendees:	Kathy Macalister, Sue Lawther, Linda McKean, Mark Watson, Michelle Cary-Barnard, Freda Cook, Judy Gaudin-Reise, Melissa Deller, Celia Brooks
Regrets:	Jan Mitchell, Phil Mitchell
Guests:	Linda Jenkinson, Stacey Murl

Issue	Discussion	Action:
Opening Remarks	Sue thanked everyone for coming, introduced guests Linda and Stacey, and opened the meeting.	
Review of Last Meeting's Action Steps	Review Action Steps from last meeting: <ol style="list-style-type: none"> 1. complete report and draft Journal for New Horizons 2. attend S2S Transportation meeting when scheduled 3. circulate Seniors' Forum Policy document when available 4. bring drafts / revised drafts to the next meeting for review 5. draft some Downsizing Guide presentation templates for review at the next meeting 	90% complete Pending Pending Complete Done
New Horizons Grant Reporting	The draft 'scrapbook' template was reviewed and approved by the team. The report template was also reviewed as completed and approved. Submission date is May 15 th and although we may not have the hard copy of the scrapbook, we will forward the digital copy and advise that hard copy is following.	Sue to complete scrapbook and circulate for approval before publication.
Transportation Update	Margaret Forbes has contacted Melissa and is working on the needs assessment survey to embrace all demographics (not just seniors). Jane Ballance has been awarded the Better @ Home needs assessment contract, and she has met with both Melissa and Sue. The B@H survey is available online and in hard copy, and Jane will attend our Town Hall meeting to outline the initiative for our participants. B@H has increased its transportation component of its basket of services due to the identified need in the pilot communities. This will impact the Sea2Sky Transportation initiative and we will wait to see what emerges from each of the needs assessments.	Melissa and Sue to continue working with Margaret and Jane.
SNAP Report	<ul style="list-style-type: none"> • Work continues in outreach to seniors in Whistler. This area of need is expanding as word gets out about Melissa's role in the senior community. • Drop in speakers program well received and is now booked through to June. Check WCSS website for listing. • Walking Wednesdays continues to grow and attract participants. 	
Ironman Update	Freda and Michelle attended a leaders meeting. Enthusiasm is high, and we have been given a lovely task ... 23 pointers are needed for around the Lost Lake portion of the running event.	

	<p>Most volunteer teams theme themselves ... suggestions abounded at the table and the group will discuss in more detail after the June 10th leaders meeting. We do have 23 volunteers signed up, but Freda and Michelle will ask that our volunteer sign up be expanded to 23+ to allow for last minute cancellations of volunteers.</p>	
Seniors' Forum Report	<p>Sue participated in a CBC Radio One debate on Monday, April 29 as a representative of the senior demographic. 2 others participated ... a twenty something and a 40 something. Sue was the 60 something!</p> <p>Forum participants are now busy lobbying political candidates on the issues of Income, Integrated Home and Community Care, Housing, and Transportation in venues similar to ours with Jordan Sturdy last month.</p> <p>May 6th is our all candidates meeting here in Whistler so this would be an excellent chance to get out and ask each candidate about these issues.</p>	All to ask questions of our candidates at the All Candidates meeting May 6 th
Strategic Drivers: Membership Drive	<p>The group brainstormed concepts and ideas for membership drive:</p> <ul style="list-style-type: none"> ➤ Make it the "in" thing ➤ What is in it for them ➤ Hand out business cards ➤ How to bridge the dropping of a couples rate and convince both members of a household to join (not just one) ➤ How to get our message out to our target market ➤ Need to tell people what we are doing ➤ Include social activity in our programming ➤ Work on a 'message' <ul style="list-style-type: none"> ○ we are the leading edge of ageing in our community, and we want to do it our way ○ keep our independence and be in control of our future ○ be where the action is ○ squaring off the Life Curve – because life expectancy has increased so much in the past few decades, most seniors will outlive their ability to live well and to live safely in the same homes where they raised families. ➤ Do an article for the NS News on "Why Retire in Whistler" ➤ Need an "angle" ... maybe high profile people joining MAC and speaking out about it? <p>After much round table discussion, it was agreed that we use the Town Hall Meeting to bring this to the senior participants and get their feedback. We can incorporate this into our planning.</p> <p>Town Hall meeting is scheduled for the week of June 10th. We need to confirm what nights are available at the Church Hall ... Monday, June 10th is an Ironman leaders meeting night, so T, W, or Th would be best, depending on current Hall bookings.</p> <p>Once we have the feedback from the Town Hall participants we will draft a working plan to attract new members and set our goal.</p>	Sue to contact Church for date availability Sue to send out reminder to MAC members who have not paid and include note about bringing in new members.
Downsizing Guide	<p>Drafts presented were:</p> <ul style="list-style-type: none"> • Legal • Financial • Emotional <p>Discussion ensued with the following highlights:</p> <ul style="list-style-type: none"> ✓ Judy's Down-sizing Readiness Rating would be great on the cover page to tweak interest (who does not get sucked into rating opportunities – they are magnets few can resist!) ✓ The financial considerations were detailed and encompassed almost everything ✓ Legal considerations were more detailed than many had expected ... there was way more to think about than initially anticipated ✓ There will be overlap and we can accommodate this on the diagram 	All to review drafts and make revisions as suggested.

	<ul style="list-style-type: none"> ✓ Colours may need a little work on the diagram (e.g. purple hard to read print on) ✓ Diagram could work ... but bullet points will need to be succinct and well-crafted to get the message across in minimal word count <p>Tweaking of each category will be done over the next month, then final draft copy submitted on June 5th.</p> <p>Sticky note session will be the last week of June ... the walls will be covered!</p> <p>Once the category bullet points have been finalized, the summer will afford us the time to tweak any text before September submission date for printing.</p> <p>Funding from MAC in the amount of \$500 was approved at the Board Meeting. This, added to our Ironman grant of \$1000, will pay the cost of the insert in the 2013-14 Access Guide for Seniors.</p>	
Action Steps	<ol style="list-style-type: none"> 1. complete NH scrapbook and circulate for approval before publication. 2. continue working with Margaret and Jane on Sea2Sky Transportation 3. contact Church for date availability for Town Hall Meeting 4. send out reminder to MAC members who have not paid and include note about bringing in new members 5. ask questions of our candidates at the All Candidates meeting May 6th 6. review downsizing drafts and make revisions as suggested 	<p>Sue</p> <p>Sue and Melissa</p> <p>Sue</p> <p>Sue</p> <p>All</p> <p>All</p>
Set Next Meeting Date	The next meeting date was set for Wednesday, June 05, 2013 in the Outreach Room at <i>The Whistler Blackcomb Foundation Social Services Centre</i> at 6:30 p.m.	
<h2>Parking Lot</h2>		
1.	Nurse Practitioners in Whistler – a new model for gerontology?	
2.	How do Seniors age in place in a virtual community?	
3.	Is there a role for the group as a catalyst for support groups?	
4.	Library partnership potential?	
5.	Vehicle sharing of Adaptive Sports van – this could come into play with STAR initiative?????	
6.	Schedule follow up Town Hall meeting later in the year (2012)	

Next Meeting Takes Place....

Date	01 May 2013	Start	6:30 p.m.	End	8:00 p.m.	Location	Outreach Room, WB Foundation Social Services Centre (Spring Creek)
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