

**Senior Advisory Committee Meeting  
Minutes Thursday, May 6, 2021 | 9:30 AM**

**Normal Township Activity and Recreation Center  
600 E Willow Normal, IL 61761**

**(Meeting was held virtually via Zoom due to restrictions on public gatherings.)**

**Members Present:** Uday Deoskar, Rich Farr, Margaret Ann Hayden, Steven Kossman, Carol Plotkin, Leonard Ross, Faye Sanders, Deborah Shaw, Barbara Singer

**Township Officials:** Supervisor Sarah Grammer, Trustee Arlene Hosea

**ARC Staff:** Director of Operations Rick Lewis, Director of Programming Molly Camper, Member Services Manager Elicsha Sanders, Communications Coordinator Samantha Scott

**Public Present:** Mary Wurhman, Floyd Aper - Trustee Elect, and Doretta Herr - FIA

Meeting called to order by Chair Kossman at 9:34am.

**Approval of Minutes**

Motion to approve meeting minutes for April meeting made by Uday Deoskar and seconded by Carol Plotkin. Motion passed.

**Report from Chair**

Chair Kossman reported he has been fielding a number of questions from members about plans for ARC reopening. Members are not aware that ARC is following the rules and guidelines established by the governor's office, McLean County Health Department and CDC. Steven contacted MCHD to inquire about when the county may reach the bridge phase and they are projecting to reach phase 5 by IL State Fair (August 2021).

**Member Updates & Committee Reports**

**Uday Deoskar, Health & Wellness** - No report

**Rich Farr, Fundraising** - No report

**Margaret Ann Hayden, Welcoming Committee** - No report

**Carol Plotkin, Nominations Committee and Blood Drive Updates** - Blood drives are schedule at ARC for May 18 and June 14 from 12 noon - 5pm.

**Leonard Ross** – Interested in working with ARC staff to do outreach to doctor’s offices and HR offices of major employers to promote the ARC.

**Faye Sanders** – The Memorial Day Recognition program planning committee met on April 29. The program will be held on June 2 at 10:30am at the flagpole. ARC member Colonel David Terrinoni is the MC, and there will be a wreath laying by Representative Dan Brady and a widow of a veteran. Rick will need to speak with Bob Stefl about installing the military stones either temporarily or permanently.

**Deb Shaw** - No report

**Barbara Singer** - No report

**Report from Township Supervisor Sarah Grammer**

Elections were completed and the Township Board will welcome two new trustees - Floyd Aper and Art Rodriguez. They will have a swearing in program on May 14 at the Township Hall, and their term begins May 17.

Building updates include a meeting with the landscape architect for the Green Space Project. Farnsworth will be measuring the grade to give us an idea for how much work will be involved for leveling the space. The project will go out for bid in June and we hope to get started before the weather begins to get bad.

The landscaping around ARC is too much for Linda Woith and volunteers are needed to assist with weeding and maintaining.

Plans for the Veterans Wall were shared, and the committee is in favor of the design. The flag, stars, and sign will be installed by Meltdown Creative Works, LLC prior to the Memorial Day event.

The Township budget was adopted at the April 15, 2021 board meeting, and the new fiscal year has begun.

Preston has prepped ARC for reopening and painted walls and waxed floors. The east entrance threshold is being repaired for accessibility on Monday, May 10.

## ARC Staff Reports

**Rick Lewis, Director of Operations Report** - Report attached. Also reported ARC is beginning to resume in-person friendly visits by the Sunshine Program to homebound members and volunteers who have been vaccinated. ARC has also received 40 Amazon Echo Show 5 smart devices from State Farm and will be hosting a small group of members to receive devices and instructions. Devices will be used to communicate with family and friends and emergencies.

**Molly Camper, Program Highlights** -Report attached. On-site programming begins May 10. Additional programming includes an outdoor walking group. Digital programming will continue. VITA completed 284 tax returns and will wrap up their program Wednesday, May 12.

**Elicsha Sanders, Member Services** -Report attached. Key fob distribution was a success with more than 900 fobs distributed to members. Volunteers were thanked for assisting and providing facility tours during distribution.

**Samantha Scott, Communications and Fundraising Update** -Report attached. Rick added that the Technology Survey conducted by the ISU Mennonite College of Nursing had more than 770 surveys completed. Two ARC members names – Melinda Walker and David Shanahan – were drawn to receive \$25 gift certificates.

## New Business

- A. Discussion of ARC operations and reopening plans. Covered in reports by Supervisor Grammer and ARC staff. Molly reiterated plans for reopening are well thought out and consistent with centers in the state.
- B. Margaret Ann Hayden asked if Sarah spoke with Bloomington Supervisor Deb Skillrud. Sarah said she spoke with Deb on Friday, April 30 and Deb said she was not interested in an intergovernmental agreement. She wants to stay with an annual \$40k grant.

**Suggested Topics for Next Meeting**- None

**Public Comment**- None

Meeting adjourned at 10:14 am. Next Meeting: Thursday, June 3, 2021 at 9:30 AM.

**ARC Director of Operations Report**  
**May 6, 2021**

1. Key fob pick up formally wrapped up last week but members may continue to pick up their key fobs or renew their memberships when they feel comfortable venturing out. As I'm training members on how to use the fob and explain the new procedures, I anticipate a steep learning curve from the members for using the online registration system and adjusting to COVID protocols. Members with hearing impairments will be challenged with the social distancing and masks and members without computers will have to rely on calling the reception desk to register for an activity. Members who have used the online portal have mentioned it is easy once they overcome the initial nervousness of logging on and changing their passwords.
2. ARC's facility manager Preston has been working his way through the building painting and repairing walls. The wear and tear to the walls in the activity rooms from chairs was heaviest in the billiards room.
3. Terry Brown is continuing to train with SHIP counselors now that limited in-person opportunities allow. Tarry Plattner is stepping away from duties as she recovers from surgery and Jim Keegan has stepped in to complete her training. SHIP counselors will begin in-person consultation in May with strict protocols for scheduling appointments, meeting their clients in the Café and registering them at the desk, and escorting them to the office with plexiglass partitions. They will escort the client to the exit at the conclusion of their meeting and sanitize their space.
4. The Memorial Day Recognition planning group met last week to finalize the program for June 2 at 10:30am at the flagpole. Connie Stefl has graciously donated a new flag to be raised. There will be a wreath laying ceremony at this program to commemorate the 100<sup>th</sup> anniversary of the Tomb of the Unknowns. The Veteran's Wall is continuing to progress with the installation of the display cabinet, plaques, and flag case. A flag mural will be installed soon with a goal of completion in May.
5. Linda Woith has recovered from her ankle injury and resumed working on ARCs exterior landscaping. Betty will not return. We still need more volunteers to help with removing weeds and brush and upkeep. If Advisory Board members know anyone interested, please let me know.
6. We are inviting the members to notify me of any ARC member who will remain homebound due to an injury or illness and may need outreach from the Sunshine Program. I have spoken to program volunteers and they expressed interest in continuing to participate in friendly visits if the homebound member has been vaccinated.

7. The ECIAAA is continuing to host Zoom meetings with McLean County Health Department and agencies that serve seniors as they work to identify homebound seniors and provide access to COVID vaccine. I have indicated to the group that as the pandemic continues and reports of a possible need for booster shots is necessary, that ARC would be interested in hosting a vaccine site on Saturdays for boosters.
  
8. A list of accomplishments was communicated during the Township Annual Meeting on April 13 that outlined the efforts made by ARC staff to keep the senior community engaged during the pandemic. This list is attached as information for the Advisory Board.

## Normal Township ARC Accomplishments for 2020-2021

ARC suspended in-person programming on March 13, 2020 due to the pandemic. Programming pivoted to digital programs on Zoom and Telephone Reassurance. On site activities only involved hosting Blood Drives, Volunteer Income Tax Assistance (VITA), Diabetic Shoe Clinic, and Senior Health Insurance Program (SHIP).

The heating and air conditioning system in ARC was totally renovated and replaced beginning late 2019 and completed in March 2020 along with the completion of 3000 square feet of programming space on the west side of the first floor and the second floor.

During the last quarter of 2020 and the beginning of 2021, a 21,500 sq. ft. solar array was installed on the roof of ARC at no cost to the Township with a projected energy cost savings of more than \$25,000 in its first year of operations and more than \$500,000 over the life of the array.

ARC received more than \$20,000 grant from the East Central Illinois Area Agency on Aging to fund the Sunshine Program providing friendly visits to temporarily homebound ARC members. Sunshine Committee member Evie McCain was spotlighted in the Illinois Department on Aging "Make Your Mark" campaign for Older Americans Month.

During the suspension of operations, ARC staff participated in a number of professional development training sessions offered through the senior network and the National Council on Aging. Training included Sexual Harassment and Cultural Competency. Staff also completed training and received certification from SAGECare designating ARC as a safe space for LGBT seniors.

Due to the pandemic, programming to encourage physical activity, cognitive skills, socializing, and bingo was conducted digitally on Zoom. Programs included PEPs, tai chi, yoga, meditation, music enrichment, cooking demonstration, painting, book club, ukulele, grief counseling, bingo, Memorial Day and Veterans Day programs, Senior Scholar, tech tutoring, durable power of attorney, line dance, Parkinson support group.

The Sunshine Program pivoted to a program involving Telephone Reassurance and Digital Programming. The ARC Member Services staff conducted 5800 wellbeing check phone calls and 3800 birthday calls to ARC members to keep them connected with the center.

ARC hosted Blood Drives during the pandemic to support the community efforts due to the lack of spaces in the community to host. Steve Stoewer, director of Blood Services for Red Cross has reported the following: 3/20 – 47 units; 5/19 – 37 units; 6/17 – 37 units; 7/17 – 28 units; 8/19 – 87 units; 10/2 – 44 units; 10/31 – 31 units; TOTAL = 311 lifesaving units.

The entry management and program scheduling software My Senior Center was replaced with GymMaster to better manage a more secure entry environment for the building and online program registration and billing. Key fobs were distributed to staff and members and members may pay for their memberships and program participation online using the Member Portal.

SHIP Counselors facilitated Medicare Open Enrollment digitally from October 2020-December 2020. More than 171 clients were served, a decrease from last year's 273. Members who were unable to access Zoom were allowed in-person Medicare counseling. An additional counselor was hired to join the team at the end of 2020.

During the pandemic, members of the quilting group designed and sewed a "Quarantine Quilt" that was used as a fundraiser for the Living Memorial Fund. The quilt was raffled in April 2021 and raised more than \$2650 for the LMF. The quilter and the Quarantine Quilt were featured in the news by the Pantagraph and WGLT.

ARC's shuttle bus was replaced with a van with wheelchair accessibility to be used for members with mobility issues wishing to come to ARC. The new van has a ramp for wheelchair or walker entry and hardware to secure a wheelchair during transportation.

Despite the challenges of the pandemic, the Living Memorial Fund raised over \$7,000 for the Build the ARC Campaign in 2020 and \$935 so far this year. In addition, \$4,280 was raised toward general support in 2020; \$4,711 has been raised so far this year toward general support.

Paid memberships declined in 2020 due to the pandemic from 4450 to 2091. During the month of January 2021, members were encouraged to renew their membership in anticipation of opening and several members responded to this appeal as well as made donations to support the efforts of ARC while it was closed.

ARC partnered with Carle Bromenn Hospital and McLean County Health Department in January 2021-April 2021 to host a COVID-19 Vaccine Clinic two days a week when vaccine was available. ARC hosted a total of 12 clinics and hospital staff administered more than 5800 doses of vaccine for first and second doses. ARC staff also assisted members who did not have access to computers or were challenged accessing the health department's scheduling web site and helped more than 85 members schedule appointments for vaccinations.

ARC provides support to agencies that serve seniors through its tenant relationship with Faith in Action and ISU's Speech and Audiology Lab leasing office space to each organization. Lions Club provides vision screening during a normal operational year and Diabetic Shoe Clinic provides free shoes to registered seniors.

### **Goals for 2021**

Resume building operations and in-person programming to capacity once the Governor of Illinois institutes Phase 5 of Restore Illinois and build membership back to pre-pandemic numbers. Target membership is 4200-4300.

Increase member competencies for technology to utilize services offered with GymMaster for entry, program registration, and bill payments. Provide increased tutoring for smartphones, tablets, and computers.

Increase program capacity utilizing additional programming space completed in 2020 on west end of building and second floor.

Begin Phase 1 construction of Green Space Project to expand programming on exterior of the facility. Project will include permeable paths, benches, raised plant beds for gardening, native grass, and water feature.

Resume congregate meal program.

Resume Friendly Visits for the Sunshine program to reduce social isolation for members who are temporarily homebound or hesitant to venture out due to post-pandemic fears.

Increase marketing to ethnic minority populations in the community to encourage membership and participation in ARC.



## Program Report May 2021

### On-site program list: on-site programming starts on Monday, May 10th

Social Chat	Strat-O-Matic Baseball
Fitness Center	Painter's Workshop
Stamping	Knitting
TAI CHI	Chess
Walking Track	Quilting and Sewing
Line Dance	Crochet
Scrabble	Internet TV
Beginners Qigong	Yin Yoga
Information and Assistance Outreach	Billiards
Pickleball	Rules of the Road
Fun and Games	ARC Foodies Group

### Outside Programming

Cornhole/Bags	Enthusiastic Gardening Club
Walking Group	Top Tracer Golf at BloNo Pizza

### Digital Programming

Mindfulness Meditation	Great Books
ARC Avid Reader's Book Club	Virtual Bingo
Music Enrichment	ARC Foodies Group
Parkinson's Group	ARC Tech Club
TAI CHI	Grief Support Groups
Beginners Qigong	Yoga prerecorded Zoom classes

### Hybrid Programming (offered on-site and over Zoom)

ARC Foodies Group	TAI CHI
Beginners Qigong	

We are offering a Zoom program to teach members how to register for programs through ARC's member portal on Wednesday, May 5<sup>th</sup> and Thursday, May 6<sup>th</sup> at 2 PM. All members will need to be registered for a program to enter the facility.

American Red Cross Blood Drive on Tuesday, May 18<sup>th</sup> from 12-5 PM in our Rec Room. They will enter the West Entrance.

In-person SHIP (Senior Health Insurance Program) counseling is returning. Zoom appointments will be still be an option.

ARC is hosting its Memorial Day program on June 2<sup>nd</sup>, 2021 outside around the flap pole. More information to come.

## May 2021 MSM Report (as of April 28, 2021)

### April 2021 numbers

- 20 New Members joined in March (3 were Silver Sneakers)
- 276 Total Renewals
- 195 Paid Renewals. Payment tender breakdown: 94 credit cards (36 of that total was completed by the members through the portal), 25 cash, 74 checks, & 2 Gift Certificates.
- There were 81 IBIP renewals. 3 Renew Active, 3 Silver & Fit, and 75 Silver Sneakers.

### April Sunshine numbers

- 290 Wellness calls have been made by the Member Service Representatives (MSR) in the month of April.
- 298 Birthday calls were made by the MSR's

### April Zoom numbers

- A total 487 participants joined a Zoom activity in April. Of those attendees, 64 were from the Insurance Based Incentive Programs (58 were Silver Sneakers, and 6 were Renew Active).

### April Key Fob numbers

- As of April 28<sup>th</sup>, 835 fobs have been issued.

**\*\*Remember, some members are counted multiple times within the month because they join multiple activities on Zoom\*\*\***

**We had the Key Fob Distribution and an extension in Tax Prep appointments which may have resulted in fewer Wellness Calls being completed.**

**These numbers would not have been attainable if it weren't for Jeanne, Delores, Delilah, Chris, and Ruby working hard keeping the members engaged! I thank them for ALL they do. And it would be extra special if the Advisory Board and Managers reach out to them and show their appreciation as well!**

Prepared by,  
Elicsha Sanders, MSM

## Communications Coordinator Report May 2021

### Fundraising

- **Brick by Brick:** Preston and the rest of the management team is working on testing a new plan for rehanging the bricks for the wall. Once finalized, we will start taking orders for the memorial wall again.
- **Bingo sponsors:** Blair House sponsoring 2 dates that were missed when putting together original schedule. Waiting on payment.
- **Coffee Sponsors:** N/A until able to open and offer café services post-COVID
- **Build the ARC 2021:** \$4711 in General Support raised so far this year. \$985 in Build the ARC Green Space so far this year.
- **Dine & Donate:** Next Dine & Donate event is June 30<sup>th</sup> at Portillo's from 4 PM to 8 PM. Must raise \$200 to see payout which is a different policy than was in place in the past. Can show flyer, virtual flyer or mention ARC Living Memorial Fund fundraiser to the first order taker in drive thru line. Raised \$201.00 at the March 30<sup>th</sup> fundraiser.
- **Giving Tree:** No update

### Constant Contact as of 4/26/2021

- 4139 member emails in list. Up 56 from last report.
- 4749 active contacts across all lists (includes non-members). Up 219 from last report. 1621 members receiving weekly email as of 4/26. Up 14 from last report.
- 882 have unsubscribed from a combination of lists. Up 15 from previous report.

### Facebook as of 4/26/2021

- 1731 followers, up 31 from last report
- 1599 likes, up 30 from last report