

**Senior Advisory Committee Meeting Minutes  
Thursday, December 3, 2020 | 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, Carol Plotkin, Deborah Shaw, Barbara Singer, Robert Stefl, Steven Kossman, Faye Sanders

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

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

**Public Present:** Mary Wuhrmann, Donna Nelson, Doretta Herr

Meeting called to order by Chair Kossman at 9:30 a.m.

**Approval of Minutes**

Motion to approve meeting minutes for November made by Carol Plotkin and seconded by Robert Stefl. Motion passed.

**Report from Chair**

No report. Gave update on family.

**Member Updates & Committee Reports**

**Uday Deoskar, Health & Wellness**

No report, feeling optimistic for COVID vaccine

**Rich Farr, Fundraising**

Most recent numbers reflect just over \$7,500 in the annual campaign for 2020 and just over \$1,600 in general support funds.

**Margaret Ann Hayden, Welcoming Committee**

No report

**Carol Plotkin, Nominations Committee and Blood Drive Updates**

The American Red Cross is partnering with ARC often. Two drives at ARC next week on December 8<sup>th</sup> and 10<sup>th</sup>. Praised the volunteers who help with drives. Many blood

drives are being cancelled and not many donors come out, so glad ARC is working to help. Have yet to be approached for dates after December. Do practice all COVID protocol during blood drives.

### **Deb Shaw**

Peace Meal program is now sponsored by OSF locally instead of Sarah Bush Lincoln. Program shouldn't be affected as far as volunteers or schedules. Will still be able to pick up meals outside ARC.

### **Barbara Singer**

No report

### **Robert Stefl**

Ted Diamond virtual exhibit featuring American flags for November coming to close. Wondered about creating a gallery button on Facebook. Sammi will look into it. Idea to share member collections on Facebook on certain days of the week. Will start with images of quilts from the quilting group.

Sammi provided updates on the quilt raffle – management team is planning for spring or when ARC is able to be open. Have the RallyUp site set up and ready to edit.

### **Report from Township Supervisor Sarah Grammer**

Put November opening plans on hold, and the COVID numbers continue to increase. Thinking on-site programs will be on hold at least through January. Have a great plan in place for when it is safe to begin limited reopening.

Budget has about a \$100,000 gap mostly due to lost membership fees from members hesitant to renew while the building is closed. Will be encouraging members to renew in the 1<sup>st</sup> quarter of the new year to continue supporting ARC as the center innovates with virtual programming. Have kept all full-time ARC staff and most of the part-time staff during this time. The building and staffing have fixed costs that must be taken care of. Feels comfortable with how the fiscal year is ending and is working to be proactive for so the funds for senior programs are in the strongest position possible for other unknowns that may come.

Mary Wuhrmann suggested a group of members getting together to encourage others to renew.

There will be testimonials, a letter from Sarah, and renewal forms in the January newsletter which will be sent to all members via the mail.

### **ARC Staff Reports**

#### **Rick Lewis, Director of Operations Report**

Medicare open enrollment ends December 7<sup>th</sup>. Over 100 less appointments completed at this point this year compared to last year.

Delivered 2 webcams to members to help them access Zoom programming.

VITA is working to rally volunteers for tax prep. United Way, Heartland Community College and Bloomington Housing Authority will also be assisting VITA.

Shuttle van is in the shop due to sensor issues and chewed wires.

### **Molly Camper, Program Highlights**

Report emailed to the committee in advance.

Highlights: Yoga and PEPS were added to Zoom programming in November. Attendance grows every week. 20+ people attending combined.

Welcoming a new trainer to ARC who will help with orientations and group training when ARC is able to reopen in-person activities. Has a program on Zoom this month.

Christmas programs to include: Virtual Cookie Exchange, Gingerbread House Show & Tell, McLean County Museum of History Holiday Stories Program.

Member services staff made 2,800 birthday calls since March.

### **Elicssha Sanders, Member Services**

3 new members joined in November.

35 November renewals – 18 completed online

MSRs made 461 wellness calls in the last month

503 attendees in Zoom activities in November, offering a variety is helping attract attendees. Of the 503, 66 are SilverSneakers members and 7 are Silver & Fit members

### **Samantha Scott, Communications and Fundraising Update**

Report emailed to the committee in advance.

Added an update on Giving Tuesday fundraising effort via Facebook and email. Raised \$1,035 plus \$100 in State Farm matching gifts to come on December 1<sup>st</sup>. Additional gifts will be reported in next meeting as Giving Tuesday push will go through Friday, December 4<sup>th</sup> at 4 PM. Sarah Grammer donated 4 poinsettias to be used in a drawing for all donors by Friday. Winners will have flowers delivered to their door.

### **New Business**

#### **A. Discussion of ARC's operations during the pandemic**

Noted the township caucuses were concluded on Tuesday for April 6, 2021 election. Discussion of the importance of having resources dedicated to seniors in the

community, similarly to dedicating funds to schools for children. Chair Kossman offered to write a letter encouraging members to renew in the January newsletter.

**B. Approval of 2021 meeting dates**

Motion to approve made by Vice Chair Deb Shaw, seconded by Carol Plotkin, motion passed

**Suggested Topics for Next Meeting**

No new topics suggested.

**Public Comment**

Sally Pyne shared of a collection her parents have of Grant Wood prints that she would like to know if ARC would appreciate being donated to the center for use upstairs as décor. Her family would pay for hanging the art.

Doretta Herr thanked ARC for providing space for Faith in Action as it is crucial to them providing rides to medical appointments and to go grocery shopping for the care recipients. She plans to switch phone systems to have a remote work option soon.

Discussed if vaccine would be required to enter ARC once it is available. No answer at this point. Sarah will talk to the attorney to learn more about what options there are for public entities.

Motion to adjourn: Vice Chair Shaw, seconded by Carol Plotkin. Meeting adjourned at 10:15 AM.

Next Meeting:           Thursday, January 7, 2020 at 9:30 AM.

**Sr. Advisory Board Notes**  
**Director of Operations Report**  
**December 3, 2020**

1. Medicare Part D open enrollment continues, and counselors have been facilitating referrals using Zoom. More than 138 clients have been counseled since open enrollment began.
2. 11 referrals have been completed recommending digital devices for members needing connectivity through the Illinois Department on Aging. Five referrals have received devices, five are being reviewed for order, one was denied due to clients age (below 60 years old).
3. More than 400 members viewed the Virtual Veterans Day program on November 11 . Former ARC member Jim Knightwright produced a video for the program editing a message from Colonel David Terronini, with video of ARC members and a military medley. The video was posted on ARC's Facebook page and a link was shared in an email to the members.
4. As of 11/19 three new members have joined ARC. Members are becoming more comfortable with the online portal for membership. We're still working through the challenges.
5. The Volunteer Income Tax Assistance program staff have begun meeting online to plan for the 2021 tax season. ARC will continue to play a role in providing space and resources to help this important program. The pandemic will pose unique challenges for staff to recruit tax preparers, schedule appointments with clients, process taxes but we will work with the group to minimize the impact.
6. American Red Cross is requesting to continue partnering with ARC to host blood drives because of the success they have had this year and the challenges of finding places 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**. Since one donation can be broken down into three separate components to help patients, the 311 donations have potentially help save over 900 lives and touched countless other family and friends.
7. Due to the success of the member's participation in the McLean County History Museum's Cemetery Walk, they wish to continue working with us for digital

programming and offering access to member participation in the December 8 holiday storytelling program offered on Zoom.

8. Scott Richardson, a certified fitness instructor, will be joining our staff of instructors to offer individual personal training for seniors. Scott is an ARC member who has a compelling fitness journey that involves a weight loss of more than 300 pounds and a cancer survivor.
9. An account has been set up with Rally Up online raffles for the quilt raffle in 2021. The group has shared pics of the front and back of the quilt to be raffled and written an accompanying narrative that tells the story of how the project was created. Sammi and I will be coordinating this project to benefit the Living Memorial Fund.

## ARC Programming Report December 2020

- **New additions to digital programming for December:**
  - PEPS, our long going cardio exercise class for seniors, is meeting on Tuesdays and Thursdays from 9-9:45 AM. This class is free to the members and the instructor is being paid through the Sunshine Grant.
  - Yoga is being offered on Tuesdays and Thursdays from 10-11 AM. This class is free to the members and the instructor is being paid through the Sunshine Grant.
  - Carol Boerckel will be teaching two watercolor classes in December. Dramatic nature scene will be taught on Wednesday, December 2<sup>nd</sup> at 10 AM and a resume watercolor class on Tuesday, December 8<sup>th</sup> at 10 AM.
  - ARC is welcoming a new personal trainer to help with orientations and trainings once ARC's fitness center is back up and running. Scott Richardson is hosting a Zoom session on Thursday, December 10<sup>th</sup> at 1 PM to discuss exercise and the challenges of aging.
  - ARC is offering our annual cookie exchange virtually this year. Join us on Zoom to share your favorite cookie recipe. Molly will compile all the recipes and e-mail them to participating members.
  - Lisa Flanagan, Carle Hospice Bereavement Coordinator, is adding a co-ed grief support group. The women and men meet separately each month and they have requested a group meet for December. They will meet on Wednesday, December 16<sup>th</sup> at 12 PM.
  - Get your creative juices flowing and join our gingerbread house show and tell on Monday, December 21<sup>st</sup> at 1 PM.
  - ARC is partnering with the McLean County History Museum to offer a holiday stories program over Zoom on Tuesday, December 8<sup>th</sup> at 6:30 PM. See how local residents have celebrated the holidays from the pioneer era into the mid-20<sup>th</sup> century.
  
- **How ARC has been keeping members engaged since the start of the pandemic:**
  - The member service staff made 839 wellness calls to ARC members in the month of October.
  - ARC has hosted 412 zoom programs since mid-March.
  - ARC has hosted 7 blood drives that produced 311 lifesaving units since March.
  - ARC has 178 new Facebook followers and 157 new likes.
  - ARC's SHIP counselors have enrolled 138 seniors in a new prescription drug plan for 2021.
  - ARC added Bingo to our digital programming in August and has had a total of 308 participants. The number of participants has doubled each month.
  - The member service staff have made 2,800 birthday calls to ARC members since the end of March.

## Communications Coordinator Report December 2020

### Fundraising

- **Brick by Brick:** Bricks from last order sent to Roth Stoneworks now complete and back to ARC.
- **Bingo sponsors:** All 2021 bingo dates filled. Sponsors include: YWCA, Health Alliance, Sugar Creek Alzheimer's Special Care Center, Evergreen Senior Living, Bickford of Bloomington, Ritchie Law Office, Jack Conlisk – Edward Jones
- **Coffee Sponsors:** December sponsored by The Vein Specialists. Drawing from Zoom participants and birthdays each week to pick 5 Coffee Hound basket winners. Winners have seemed very surprised and grateful.
- **Build the ARC 2020:** \$5,797.30 raised so far this year to Build the ARC Campaign. \$1485 to general support of Living Memorial Fund. Have a few Facebook posts scheduled to encourage donations to the Living Memorial Fund and a note in the weekly email for the week of the 30<sup>th</sup>.
- **Dine & Donate:** Next Dine & Donate is at Portillo's on December 8<sup>th</sup> from 4 – 8 PM. Show flyer posted in event on ARC's Facebook page.
- **Giving Tree:** No update

### Constant Contact as of 11/23/2020

- 4142 member emails in list. Up 16 from last report.
- 4531 active contacts across all lists (includes non-members). Down 6 from last report. 2016 members receiving weekly email for the week of 11/2. Changes each week as members renew or let membership lapse. Down 84 from last report.
- 811 have unsubscribed from a combination of lists. Up 19 from previous report.
- December clicks on newsletter – 186– up 69 from last month, 90 bounces
- 39% email open rate in last 30 days this up 1% from last 30 days. December newsletter had a 37% open rate, which is 8% lower than the November newsletter.

### Facebook as of 11/23/20

- 1600 followers, up 34 from last report
- 1478 likes, up 10 from last report