

CITY OF ROCKVILLE
SENIOR CITIZENS COMMISSION
ROCKVILLE SENIOR CENTER
1150 CARNATION DRIVE

April 21, 2022, 10:00 a.m. (virtual)

Members Present: Anne Herbster, Chair; Lynn Wagman, Commissioner; Elaine Koubek, Commissioner; Krishna Kumar, Commissioner; Jack Sprague, Commissioner; Kevin Leary, Commissioner; Carla McCaffrey, Commissioner; Beryl Feinberg, Mayor and Council, Liaison

Staff: Terri Hilton; Alexis D'Angelo Swope; Fran Jablonski; Andrea Rogers; Trish Evans

Absent: Norma Brailsford, Commissioner

Guest: Kathy Kirk-Dantzler, Director of Communications

Chair, Anne Herbster started the meeting at 10:00 a.m. She started with greetings and well wishes to everyone. She introduced **Kathy Kirk-Dantzler, Director of Communications.** **Chair, Anne Herbster** explained the purpose of the Board.

Beryl Feinberg, Mayor and Council Liaison said a petition for a new position in the Fitness Center was considered at the Mayor and Council meeting on April 18, 2022. She said there was support from most of the Mayor and Council to include this position in the budget. This item is on the Mayor and Council agenda for the FY23 budget on April 25, 2022. **Chair, Anne Herbster** said she would compose and send another letter to the Mayor and Council to include this position in the FY23 Budget. She thanked **Terri Hilton** for her support and guidance from staff. **Krishna Kumar** made a motion to send another letter to the Mayor and Council petitioning for a new position in the Fitness Program. **Lynn Wagman, Commissioner** seconded it. All were in favor. **Beryl Feinberg, Mayor and Council Liaison** said that the item to give entrance off Gude Drive to the center's parking lot did not come up at last Monday's meeting. It is in the 2040 budget and Anne will petition for it to happen sooner and will submit again with the letter regarding the new Fitness Center position. **Carla McCaffrey, Commissioner** made a motion to reiterate and send another email to create access from Gude Drive into the center's back parking lot. **Krishna Kumar, Commissioner** seconded it. All were in favor.

Kathy Kirk-Dantzler spoke next. She thanked the Board for inviting her to the meeting. The goal is to find out what the Communications Department can do to be better engaged with the seniors of Rockville. They are trying to engage with the citizens and craft each communication to a certain demographic and try to reach and engage with the senior community. **Chair, Anne Herbster** did some research and reached out to the community and found out that isolation is a great issue. There are about 16,000 residents over the age of 60. The senior center is not just about the fitness center. There is health and wellness, senior recreation and support services. We realize we are not touching enough of the population, and we need to find a way to reach out to all our seniors and think there is a gap. What is the right way to reach this audience? It is not just about reaching the 60+ audience. We need to educate the younger population of the help we can provide to their parents. We have increased the number of mailings and e-newsletters. We have advertised in the Recreation and Parks guide to let them know we are there for the older population. **Carla McCaffrey** visited the center one afternoon and toured the building and was amazed at what a gem it is. It is a fantastic place that some don't know about. There needs to be another way to reach people and let them know for their loved ones. **Kathy Kirk-Dantzler** encouraged **Trish Evans** to develop her skills to educate the public on 60+ Spotlight and would like to see more of these episodes. It is a 30-minute program that residents don't know about and will use this to reach and educate people about what the Senior Center can provide. There are three media platforms, You Tube, Channel 11, and Facebook at 10:00 AM shown on Tuesday at 10:00 AM. We have a shared program with other municipalities. Comcast shows Channel 11 on their channel 997. Each municipality has a four hour block each day. **Beryl Feinberg, Mayor and Council Liaison** asked if information could be put on Next Door. **Chair, Anne Herbster** asked if it could be put on Patch. **Kathy Kirk-Dantzler** said she would investigate it. She said she was looking into a Social Media Counselor. She was hoping to do the next 60+ Spotlight with the Deputy Chief of Police, Laura Lanham and working with seniors.

Trish Evans said the Villages Newsletter gives information about what each neighborhood is doing, and the events being held. She said "East Side Live" will be playing at the Pump House on May 1, 2022, from 3:00 to 4:30. **Terri Hilton** suggested having an information table at Hometown Holidays and other City of Rockville special events. **Beryl Feinberg, Mayor and Council Liaison** suggested an Open House at the Senior Center. Have each member bring one non-member and a prize given for each. Arrange for a speaker on a subject pertaining to seniors such as Navigating Medicare and have different demonstrations of what we offer and fitness classes. **Terri Hilton** said that was a good idea and will be celebrating all of July for the 40th Anniversary of the center opening and will add this idea to it. **Trish Evans** said the Senior Center has a Wine and Cheese event quarterly and a member could bring a non-member. **Chair, Anne Herbster** thanked **Kathy Kirk-Dantzler** for attending. **Kathy Kirk-Dantzler** thanked the Commission and said she would be in touch with **Alexis D'Angelo Swope, Terri Hilton, and Trish Evans** regarding a volunteer series task force to promote each Board to recruit people to join. **Kathy Kirk-Dantzler** thanked the Commission.

Chair, Anne Herbster asked if there were any comments or changes to the March 17, 2022, minutes. There were none. **Jack Sprague** made a motion to approve the March 17, 2022, minutes as presented. **Elaine Koubek, Commissioner** seconded, and all were in favor.

Terri Hilton reported on the greenhouse. She said it is currently under construction and will find out later today if it is on schedule. She said it is a little larger and wider than before to accommodate wheelchairs and walkers. The building will be climate controlled and ADA accessible. There will be a celebration when it is completed and opened.

Alexis D'Angelo Swope said May is Older Americans Month. There will be a proclamation at the Mayor and Council meeting on May 2, 2022. Some of the events that will be held during the month are Supper Club, Royal Tea Party, Zumba Party, Wine & Cheese, Pride Picnic, and Meet Home Maintenance Coordinator and Village Coordinator. All the events will be listed in the May newsletter.

Andrea Rogers reported this month was light because several her clients were in the hospital and have been working with their caregivers. Town Center Apartments, 90 Monroe Street has been given until the end of May to have everyone relocated.

Chair, Anne Herbster said it is time to decide on how to spend the \$300 annual budget. **Carla McCaffrey, Commissioner** suggested using the funds to advertise and promote the Senior Center on buses or church bulletins. **Terri Hilton** suggested promotional material such as magnets to hand out at Hometown Holidays or other events. **Alexis D'Angelo Swope** said advertising on senior buses back windows are \$150 per bus. **Terri Hilton** congratulated **Trish Evans** for selling three advertising spaces for the back of each of our busses to one organization.

Chair, Anne Herbster told the Commission this was a great conversation regarding communication. She said she will send **Terri Hilton** the email for the new Fitness Center position and access to the back parking lot from Gude Drive.

Alexis D'Angelo Swope said the next meeting will be May 19, 2022, and Stephanie Moore from the Housing Opportunities Commission (HOC) will be speaking. She said the third week of July. There will be a Respite presentation.

Liaison/groups:

RSI: Nothing reported.

Pete Sante Fund: Nothing reported.

United States Seniors of Maryland (USM) Forum: Nothing reported

Chair, Anne Herbster said that next month's meeting may be hybrid.

Meeting adjourned at 11:05 AM. **Next meeting:** May 19, 2022 – In- Person and Virtual – 10:00 AM