GOALS AND OBJECTIVES FOR 1991
FORT COLLINS SENIOR ADVISORY BOARD

Our goals fall into three separate categories:

1) More visibility in the community and greater accessibility to our constituency;

2) Increased sensitivity and representation of senior issues;

3) Further the health and welfare of seniors in the area.

With these three goals in mind, we have established the following objectives:

1) More visibility and greater accessibility:

   A. Continue the outreach effort by holding meetings in more accessible locations and in conjunction with other senior activities. This will include four outreach meetings in 1991.

   B. Expand the New West Fest booth -- we will include more information, have a larger banner and a more "booth" looking presentation.

2) Increased sensitivity and representation of senior issues:

   A. Further inter-organizational contacts by setting up liaison positions with AARP, NARF and United Seniors.

   B. Investigate the possibility of starting an inter-organizational newsletter to improve communication and coordination of activities between senior agencies and organizations.

3) Further Health and Welfare of seniors in the area:

   A. Work with the building team and senior organizations toward completion of the new senior center.

   B. Complete a brochure marketing Fort Collins as a retirement community and develop a marketing plan.

   C. Establish a "Friends of the New Center" group and become involved in fund raising for furnishings for the new senior center.

   D. Be involved in the Paint-A-Thon.
E. Expand the Latch Key program to include 4th through 6th grades.

F. Monitor county programs and activities and encourage higher level of county support for senior programs.

G. Continue work on educational programs for pet concerns and special veterinary programs.

All of the above represent those objectives and, thereby, the pursuit of our goals for the upcoming year.

Submitted by:

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Fort Collins Senior Advisory Board