

**CITY OF FORT COLLINS**  
**SENIOR ADVISORY BOARD RETREAT**  
**MINUTES: Meeting held January 14, 2004**  
Chairperson – Mike Buderus – 970-215-5413  
Staff Liaison – Barbara Schoenberger – 970-224-6026  
City Council Liaison – Ray Martinez, Mayor – 970-221-6506

**Attendance:**

Mike Richardson  
Marjorie McTaggart  
Sandra Gibson  
Jeanette Namuth  
Bud Herin  
Eileen Hendee  
John Smith  
C. Dean Miller  
Jim Downey  
Dianne Heath

**Excused Absence:**

**Other Absence:**

**Guests:**

Tess Heffernan, City of Fort Collins

**Liaison:**

Ray Martinez, Mayor

**Staff:**

Barbara Schoenberger

**I. Call Meeting to Order:**

Vice Chairperson, Mike Richardson called the meeting to order at 1:34 p.m.

**II. Looking at our mission (activity)**

A. Reflecting on and celebrating accomplishments: What are we most proud of? Where are we most effective?

- ❖ Keep City Council aware of things going on in the community, things they should be aware of, i.e. transportation needs.
- ❖ Proud of being a part of this group, nominating people for recognition. Jim's great writing, too!
- ❖ Profile of SAB has been higher in terms of others coming to us. Boards, Advocacy orgs. Etc. We're seen as an advocacy group.
- ❖ Bridging the gap meeting that SAB co-sponsored. Brings senior caregivers from Loveland & Fort Collins together.
- ❖ The Elder Pet Care project is still up and running. Ambulatory care, boarding, hospital care at an affordable cost.
- ❖ Started the Local Handyman Project - includes safety inspections, for many years the SAB promoted the idea of information and referral. Now we have 2-1-1 in Fort Collins, help publicize.
- ❖ Paint-A-Thon - SAB developed this.

This Board has been open to any challenge brought before them. We always put our best foot forward.

The members are actively involved in many different community groups.

Our outreach program is very good, we meet where seniors congregate and hear their concerns.

We advocate for the Fort Collins Senior Center, including development in area of the Senior Center.

Our success as a board is many times directly related to Senior Center staff. Other people that work thru the center, especially Barbara. Also many great volunteers at the center.

We have one of the best Senior Centers in the country, and now we're certified.

**III. Brainstorm Opportunities for Improvement**

A. Given Our Mission

- ❖ Where do we have opportunities to be more effective?
- ❖ What else could we be initiating or focusing on?
- ❖ How can we better emphasize the things we do well?
- ❖ Who might we partner with that we are not currently?

B. Dispel Stereotypes

- ❖ "Super Senior" award or Sports Award (also arts, music, culture, dance).
- ❖ Activate the Senior Faith Community to serve in needy programs to keep the senior more active & to serve the community. SAB acts as facilitator. Coordinate senior groups from all faiths/churches.
- ❖ Use Senior Voice, other media etc, to submit stories about active, super involved seniors.
- ❖ Develop, present educational program to create a community receptive for aging (Coloradoan, Business, GDV'T).
- ❖ Use AARP "packet" of information. Bring in the public also.
- ❖ Educate ourselves about the issues of aging so we can be more effective in increasing awareness, i.e. have people speak to SAB.

#### C. Advocate For Senior Citizens

- ❖ Take better advantage of connection with City Council (Mayor is our liaison).
- ❖ Invite City Council candidates and members to regular get together.
- ❖ Informally press issue important to seniors
- ❖ Employment opportunities for seniors-invite Lew Wymisner to educate SAB on current issues.
- ❖ Facilitate a "Bridging the Gap" meeting regarding transportation needs for seniors.
- ❖ Press City Council to obtain lot for sale in front of Senior Center for parking.
- ❖ Ambassadors on our Transfort Busses (model on Loveland's program).
- ❖ Involve organizations with vested interest in issues i.e. County AMA advocating for south end transportation
- ❖ Property Tax Break Reinstated (advocate for legislature to amend or reinstate. Discuss "grandfather" clause.

#### D. Establish/Maintain Communications

- ❖ Get Coloradoan involved in senior activities and opportunities. Same for Fort Collins Forum, other publications as well.
- ❖ Establish Senior Center "Open House", change stereotypes.
- ❖ Look for dangerous intersections and attempt to get action from City. (Ask law enforcement to help publicize problems).
- ❖ Can we change name to "Community Center" rather than "Senior Center"?

#### E. Encourage Participation

- ❖ Support Senior Center funding, i.e. SAB support of fund raising, builds the endowment.
- ❖ Open House
- ❖ Broad base forums with new topics.
  - a. Boomers and aging
  - b. Aging in "people of color" cultures.
  - c. Aging issues among same-se individuals and couples.
  - d. New issues and forms of relationships in addition to traditional marriages.
  - e. Late love....Mature Love....Sexuality & Aging

- f. Fears associated with aging- frailty, loss of independence, Alzheimer's.... dementia.
- g. Encourage seniors to be more productive in aging.

F. Encourage New Programs

- ❖ Paint-A-Thon - "Make a Difference Day"
- ❖ Reach out to the quiet senior-proactive ideas "what else can we do"?
- ❖ Investigate senior homes for quality of care & award certificate of approval.
- ❖ Invite participation of younger seniors in Senior Center Act.
- ❖ Invite participation of ethnic groups in Senior Center Act. (see idea of senior center "open house").
- ❖ Collect data (survey) that will allow for valid information to be given to service providers in community (i.e. transportation, leisure services, etc.).

G. Publicize & Support Services

- ❖ Develop writing core of people to communicate through local paper, radio, etc. - the story of senior opportunities. (letters to editor, Soapbox, Thumbs up or down)
- ❖ Monthly article in Senior Market Newsletter.
- ❖ Housing for Boomers? (or Boomers who will soon be seniors).
- ❖ Law enforcement publicity on dangerous intersections
- ❖ Look for opportunities and submit "thumbs up" comments.

H. Encourage Networking

- ❖ Explore senior communities in A2 & NV.
- ❖ Approach Baby Boomers about needs of their parents.
- ❖ Invite Loveland Senior Adv. Bd., Berthoud, Wellington, LaPorte, Los Ancianos (or we meet there).
- ❖ Ask other agencies to appoint a member to this board, i.e. Office on Aging, TRIAD.
- ❖ Contact Human Relations Board to broaden scope of users of Senior Center to minorities.
  - a. Tri-Ethic Center
  - b. CSU Office on Aging
  - c. Senior Network
  - d. Larimer County Senior networks.

I. Themes

A. Communication

1. Use multiple publications, types of media.
2. Get more organized around writing: issues written about & who does writing.
3. Keep senior "champions" and advocacy in the publicized (seniors who are aging well).
4. Focus on/emphasize link with City Council.

B. Transportation

1. Advocate for transportation to Poudre Health "Harmony Campus" from homes, PVH, etc.).

2. Advocate for transportation to other critical "South and East locations.
3. Protect other alternatives to buses, i.e. Dial-A-Ride, SAINT, Smart Trips.
4. Seek to publicize & resolve dangerous intersections.
5. "Bridge the Gap" approach for all 40 agencies who provide transportation.

C. SAB Sponsorship of/Coordination of Education.

1. See list of programming ideas.
2. SAB collectively educating ourselves about aging, new issues.
3. Educate selves & Council on senior issues, including employment.
4. Other communities' "Best practices".
5. ID other agencies, Faith Community, who are resources & can partner with us.

D. Attracting Younger People (Boomers)

1. Open house
2. "Bridging the Gap" with minorities.
3. Seek to understand the needs and issues of those we want to attract (i.e. "the sandwich generation").
4. Can we change the name of the Senior Center?

E. Other

1. Development of land adjacent to Senior Center.
2. Advocating for Senior Housing

F. Next Steps

1. Executive Committee: Develop proposal for each theme area.
  - ❖ Initial action steps (how).
  - ❖ Who
  - ❖ Prioritize
2. Next SAB meeting - discuss proposal & volunteer and identify contact person for each area.

**III.** Adjourn – Meeting was adjourned by consensus at 4:36 p.m.

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Karen Bryner, Recording Secretary