

Ad hoc Senior Advisory Committee Meeting

Minutes

October 31, 2017

South Portland City Hall Council Chambers Room

Meeting call to order at 12:00noon by Meredith Tipton

Members present: Adele Edelman, Sheila Szafran, Kathleen Babeu, Elizabeth Ross- Holmstrom, Cathy McDonald, Marilyn Reilly, Maxine Beecher, Meredith Tipton, Susan Henderson, Mary Pelletier, Michelle Danois, April Caricchio

Roll call and introduction initiated by chair, Meredith

Minutes of Oct 24 accepted

It was suggested that we discuss the survey last.

Meredith lead the marketing discussion.

The initial part of the campaign is to create paper city with 8x11 Thank You Senior Citizens posters, with our link to city listed on the bottom. The thank you is to senior citizens for making the city become a place the Money Magazine name in top 100 places to live in last year. The link to building the city and then the link of that to the survey and mission of committee is a surprise, to the campaign starts with the thank you first, creates suspense and then explains in the papers, Sentry, media if possible.

The committee working on marketing includes Joan, Maxine, Cathy, Michelle, Mary and April. Joan is writing the press release and will have Maxine proof before sending.

Joan is purchasing 3 adds in the Sentry to run for three weeks.

The dates in the minutes of the 24<sup>th</sup> will be followed.

Joan is asking Duke Harrington to interview Maxine.

Maxine has arranged with the Police Chief for Thank you senior citizens to be posted Nov.6. for one week

April is working on utilizing the large sign outside the home.

Michelle will help with April's poster.

Maxine is making the posters and taking them to be printed.

Everyone will help distribute everywhere possible Nov 6 to 9

Perhaps Emily Scully will ask workers to set up a table at polling places where posters saying "Thank you Senior Citizens will be distributed BUT, the why is still a suprise, so don't tell.

Michelle will contact a radio station

Maxine will contact our TV channel

The volunteer list should be sent to all. Sue will send.

## Printing the survey

Joan, Adele, Elizabeth and Sue will work on this.

The survey should be to the printer as close to Nov 1 as possible.

- A final draft of the survey was presented to the group with typing errors corrected and a couple of suggested changes. This draft of the survey was unanimously approved by the core committee. (see attached draft)
- Survey will be formatted by Bernadette's students.
- Cover letter will just be the introductory paragraph on the survey; decision on map not finalized
- Our money can be accessed by purchase orders being sent to city clerk Emily Scully
- File of names can be obtained within an hour
- File of names will be given to the printer
- Time to print, a day, mailing time 7-10 days
- We have two estimates from printers
- Will seek final estimate which would include mailing postcards if needed
- Return address will be "South Portland City Hall, 25 Cottage Road, South Portland, Maine, 04106, attention Emily Scully"
- We will open an account with the post office so that a number can be provided to the printer so that all envelopes mailed to us to be charged for postage to our account.
- surveys will be numbered so that it is possible to know if someone already returned one and confidentiality will be maintained.
- Elizabeth will confirm if Bernadette's group will work on data entry.

We will meet next on Nov 28<sup>th</sup>, and December 12 from 12:30-1:30

At the next meeting:

Katy will bring information and contacts re resources. She is on a providers' committee in the city and will recommend that we meet with them and ask "what do you need?"

We will look at some feedback from survey process

Plan focus groups

Recording: Sue Henderson

We discussed testing of the survey. Given our previous work and time line we decided to read the survey to the volunteers when they arrived for suggestions re wording.

Discussion continued about how long we should wait for survey returns to be mailed in before taking any further action. If we got 550 returns that would be 15% of our approx 3,500 mailed. Agree two weeks is a reasonable time to wait.

We had originally planned to notify people of the web address to take the survey on line when it was mailed and also we had discussed hand distributing the survey and telling not to fill out if they had mailed in if we did not get many responses from the mailing. Meredith expressed concern that using multiple modes of distribution raises questions about the quality of the survey process and the legitimacy of our results. It was noted that any interpretation of questions decreases validity. Phillip offered to have students distribute surveys in city housing, yet this might skew our sample. Meredith said that there is a way to number mailings to maintain confidentiality and yet know if someone has already submitted a response. We did not have time to continue this discussion and come to resolution as it was time for the volunteers to arrive.

Volunteers attending were Phillip Smith from the South Portland Housing Authority, Mary Pelletier, Linda Eastman, April Carichio, and Michele Danois.

After introductions, the time line was reviewed up to the publicity and survey mailing. Elizabeth read each survey question to the group and suggestions were made to clarify meaning. (Elizabeth has survey changes )

The next meeting will be Tuesday October 31 from 12-1:30

Recording: Susan Henderson