

TOWNSHIP OF DOWNERS GROVE
SENIOR CITIZENS ADVISORY COMMITTEE/SALT COUNCIL

Minutes --- 11-6-17

Attendance: SAC Committee: Tom Anderson, Ralph Beardsley, Lisa Berg, Robert Petranek, Richard Strang, Kathy Abbate, Resident, Julie Larson-Dupage County Senior Services; Pat Klebenow- Resident, SALT- George Goodwin- AARP; **Also Present:** Cathy Rager, DGT Senior Services; Joan Nichols, DGT Dial-A-Ride; Karen Kelly, DGT Trustee (liaison to senior committees); Mark Thoman, Supervisor DGT

1. **Call to Order:** Chairman Thomas Anderson called the meeting to order at 1:33 pm.
2. **Approval of minutes:** Minutes dated 10/2/17 were approved as typed; Lisa Berg- motion to approve, Robert Petranek- seconded the motion
3. **Dial-A-Ride** – Joan- Cost is down for rides, but ridership is down also 1st to 2nd quarter
Discussion-
 - ❖ Advertise/market more to seniors and boomers
 - ❖ Emphasis must be that this is a ride share program not personal one on one service
 - ❖ We are cheapest rates, but it's still a ride share- alternatives are discount cabs, uber etc.
 - ❖ For dialysis patients ride takes too long
 - ❖ Joan suggested patients pick a Township location for dialysis
 - ❖ Complaints that Pace is leaving Township boundaries before taking riders home (i.e. Yorktown or Dupage Medical Group on Highland Ave.)
 - ❖ New dispatcher is allowing bus drivers to make their own decision on routes regardless of contracts
 - ❖ Other Townships are complaining too- PACE is being fined; there will be a meeting to discuss this in Wheaton
4. **Marketing Senior Services**
 - ❖ Market programs more effectively
 - ❖ How do we drive seniors to DG Township website senior pages
 - ❖ What do seniors want and need?
 - ❖ How do they get their information-survey
 - ❖ Directory Link(s) on website(s) most specifically Senior Resource Guide
5. **Vintage Times Cable TV Program for Seniors** -- Cathy is working to set up a meeting with Doug Kozlowski- Director of Communications for the Village of DG; must get his approval to begin again and set dates
 - ❖ Include menu of stations and times the program(s) will play in the Banner News
 - ❖ Make sure any other marketing (flyers etc.) are dropped off at municipal locations; libraries

- ❖ Keep topics timely- possibly coordinated with other news releases/ banner news etc.
- ❖ Topic and 5 minute follow-up suggested
- ❖ Karsten suggested “How to” videos for seniors to share IT knowledge

6. **Banner News** – Cathy has begun working on the Banner News. It will be inclusive of other Township news items and departments.

- ❖ Need to complete before end of fiscal year February 28th
- ❖ More discussion with Senior Committee about items to be included or promoted
- ❖ Half page AD on Senior Housing & Chore Services
- ❖ Darien discounted services to seniors page (i.e. gutter cleaning, modifications w/vetted contractors w/discounts etc.)

6. **AARP-** Safe Driving Class will take place on Saturday, March 3rd in the Township meeting room with a back-up date of Saturday, April 21st

- ❖ Limit 25 participants (but register 30 due to attrition)
- ❖ Cathy will reserve meeting room
- ❖ Cost is \$20 per participant, but \$15 for AARP members
- ❖ George suggested registering 30 due to attrition
- ❖ Discount \$70-\$80 for some insurances; 5% for State Farm
- ❖ Insurance rates can be connected to credit ratings

7. **Sub Committees**

a) **I.T. sub-committee** – Lisa Berg, Karsten Holland

- ❖ Tech person and Executive Director of Indian Prairie Library (IPL) would come up with informational flyer to share senior information, if we come up with mailing list
- ❖ Indian Prairie Library- they are interested, but only have their own boundary mailing
- ❖ Our Banner News list is through a mailing service that uses the voter rolls- cost for that, postage, printing additional- Due to cost we choose which age segments for mailing- last year -65 and above, but have ability to do younger age range (55+?)
- ❖ Can we manually do our own lists- talk to Mark about getting lists from mailing service?
- ❖ Share information through the Banner News instead of doing a separate mailing to seniors due to cost? Other Township marketing sources?
- ❖ Robert has library contact list; Robert will contact libraries again to see who is willing to coordinate/collaborate with us and coordinate information
- ❖ 80/20 work load- libraries- most of content, Township- marketing facilitation assistance

- ❖ Create survey do discover what seniors want as far as technology
- ❖ Post survey to DG Township website (survey monkey); or do manually at Senior Centers etc., Banner News, library mailings

b) **Housing sub-committee:** Rob Petranek, Kathy Abbate, Julie Larson, and Linda Bedard (DG resident)

- ❖ Vast majority of information already exists
- ❖ Dupage County Senior Services has a comprehensive Senior Resource Guide from 2016, they are presently working on an updated one for 2017
- ❖ Discussion on how we can promote this directory or purchase extra (FFDGT?) for distribution in the area- don't reinvent the wheel/ post on website? \$5 postage for them to mail them individually
- ❖ Find out cost for us to purchase these?
- ❖ Utilize County's CRIS effectively (Community Resource Information System)

8. **Future Meeting dates:** First Monday, 1:30pm Township's Boardroom -12/4

9. **Meeting adjourned:** 2:50pm -Pat Klebenow motion to adjourn; Ralph Beardsley-seconded the motion