

Aging Well in Jefferson County  
Social and Civic Engagement  
November 3, 2010  
Meeting Minutes

Co-Chairs: Jennifer Martinez, JeffCO DHS Options for Long Term Care

Minute Taker: Nancy Wellnitz, Apex Park and Recreation

Attendees: Rebecca Winning, Jefferson County Public Library  
Nicole Iarrobino, St. Anthony Hospital Health Passport  
Allison Carver, AARP  
Dennis Dempsey, JeffCO Planning and Zoning

#### Grant General Information

Jennifer clarified the grant needed to serve adults age 50+. Grant money should be awarded the 1<sup>st</sup> of the year and needs to be spent by July 31, 2011. She thinks it is a one time payment, with a memo of understanding. For the grant sites need to be non-profit. Our work plan will cover the reporting requirements.

#### Curriculum

-Health Passports is checking in they can release their curriculum for this project. One of their curriculums is on networking and marketing yourself through non-traditional methods.

-Nancy had Diane Burke of Red Rocks Community College respond to her as their contact person for job placement curriculum; she passed on the information to Rebecca to give to Cindy.

-Allison is checking on AARP's senior job placement curriculum.

-For the grant we want to develop one curriculum that encompasses 1) job search, 2) volunteer search, and 3) connecting with social opportunities.

-It was suggested that a focus group might be good to give the curriculum a trial run.

-Jennifer had forwarded the volunteer spreadsheet she received from Clay to Dennis for mapping and to Nancy to add Evergreen. We discussed if mapping was necessary and decided to hold off at this time, just to have spreadsheets.

#### Marketing Plan

-We need to develop a marketing plan. Ideas included press releases, AARP can do mail outs segmented by age, income, zip and/or ethnic group (just need to put logo on mailing), community and HOA newsletters, churches, faith based groups (Rebecca has mailing list), chambers, city newsletters.

-We need to develop site criteria to help market locations. Needs to be non-profit and willing to help promote and take registrations. HUD and non-profit housing

may be potential sites. One suggested site was the Mountain Resource Center.

-Senior events (Summit, Senior Law Day...) might be good sites and/or promotion opportunities.

-Perhaps could use volunteer from RSVP for mailings or helping with marketing. Nancy has volunteers that can call and get e-mails for non-profits or could collate and stuff envelopes if need be.

-Plan B "call sites." Rebecca will put some marketing ideas together.

### Committee Membership

-Jennifer said Pat from VOA is trying to provide our committee with a person.

-We tried to get on the Volunteer Connection's agenda and they are booked until February, so hopefully we can get a few minutes at their meeting to see if they could help us with volunteer areas of our strategic plan or have someone serve on our committee.

-Allison mentioned that Jenna from the Governors Commission on Community Service (partner of AARP) is interested in our committee, but would prefer phone conference.

-Other committee membership recruitment ideas: City of Lakewood (Mark Smith), the Volunteer Coordinator for Exempla Lutheran Medical Center, Brendon from Health Passports, Nancy can e-mail Evergreen contacts to see if any are interested.

### Leadership Meeting

-Jennifer reviewed the Aging Well Leadership meeting. It was Sue Bozinovski's farewell (although she missed it due to illness), as she was contracted for two years and had completed her time. Susan Franklin will be the only project consultant now. They are trying to set up special committees to tackle common issues in all workgroups such as GLBT, Access (getting seniors connected to services), Developmentally Disabled (DD), Advocacy, Homeless, and Sustainability (keep the idea of aging well Jeffco off the shelf). Getting ready to publicize work group reports, the Social and Civic report is 55 pages (includes both years). They are planning to host an Aging Well summit 2011 possibly in June to keep efforts alive. They need volunteers to help coordinate the summit (registration, marketing, logistics, Audio-visual, program, speakers...).

### Future Meetings

-No Mondays or Fridays, and Allison can't do Tuesday late afternoon.

-Next Meeting: Tuesday, December 14, brown bag lunch. Nicole will confirm conference room.

-Dennis gleaned the committee's expertise on a survey that he received.