



WASAGA BEACH AGE-FRIENDLY COMMUNITY ADVISORY COMMITTEE Advisory Committee Meeting

March 20, 2017
1:30 -4:00 pm
Classroom – Municipal office

PRESENT: Jackie Beaudin – Chair, Chief Librarian
Nathan Wukasch – Planner
Charles Christie, Community Member
Nancy Clarke, Community Member
Councilor Bonnie Smith
Ruth McArthur, Simcoe Muskoka District Health Unit
Carol Runnings, Simcoe County Community/Social Services
Tara Bone, Red Cross

REGRETS: Karen Storing, YMCA
Susan Luciani, Healthy Community Network
Colin Throop, Community Member

1. Call to Order

J. Beaudin called the meeting to order at 1:40

2. Disclosures of Pecuniary Interest: None

3. Confirm Agenda – one item Seniors Expo moved to unfinished business. Addition of Feb 14th Webinar

4. Minutes of Previous Meeting:

RESOLUTION #01-17

Moved by: Charles Christie **Seconded by:** Tara Bone

Be it resolved that the minutes of the **December 13, 2016** meeting be adopted as circulated.

CARRIED

5. Deputations/Presentations: None

6. Unfinished Business:

1. Seniors Expo Planning

Planning is well underway for the event. The date is set for June 22nd. The event will be held from 12:00-4:00 pm with a theme of “Old Fashioned Picnic at the Beach”.

The Oakview Room has been booked at the Rec Plex and has capacity for 220. Planning for 10-20 community partners/exhibitors to showcase information. This will be an information based event with speakers, information, community partners to share information, volunteers to serve, possible pie baking contest, loot bags to take home, possible senior of the year presentation by the Mayor and launch of the AFC project. A letter has been created for partners and will be sent to 60 organizations and hoping for 20 exhibitors (Town of Wasaga Beach, HCN, County of Simcoe, YMCA, SMDHU, Red Cross, Collingwood hospital, prime time).

Discussed the importance of promoting the Age Friendly plan. It is important to have the Mayor and Council members present, dignitaries and the HCN committee members.

Agreed we would like a proclamation of June to be “Seniors month” from the Mayor/Council. Consider Seniors Month flag raising ceremony at the Town during the month of June.

Invites to be sent to the Mayor and Council members, MPP Jim Wilson, MP Kathleen Wynne, and Minister of Seniors Affairs Dipika Damerla.

Proposing a presentation/update to Community Services Committee with a report update and request for the proclamation along with bus transportation passes for the event. The event will be created electronically and a registration will be required.

Budget – \$3000 for 200 attendees (food, rental, decorations, prizes, advertisement, supplies). Tara and Ruth willing to help with the event.

Launch of the AFC Plan – consider invitation to David Sheridan to present the plan

ACTIONS:

- **Nathan to contact David Sheridan regarding attendance of Symposium**
- **Jackie to send email and formal invitation for event to Council and save the date**
- **Create a “Save the date” event advertisement and send to provider list from AFC plan**

RESOLUTION #02-17

Moved by: Charles Christie

Seconded by: Nancy Clarke

Be it resolved to allocate the funds from the 2016 budget for \$3000 as the budget for the AFC June Seniors Symposium “An old fashioned picnic at the beach. CARRIED

2. Ontario Trillium Fund Grant Proposal — SEED Grant

This grant application has been submitted under the Active People stream for \$75,000. We initially wanted to submit it under the social isolation but we did not qualify for that stream. In addition the recent census is over 20,000 and this growth reflects over 18%. The OTF threshold is under 20,000 but we will have to wait and see if this impacts our grant.

3. Seniors Secretariat Grant

This grant application has been sent in for \$10,000 and the specific target is the symposium. The timeline for the announcement is early June.

4. AFC Website Planning

A project summary description has been developed for the website by Jackie and Ruth. Committee agreed to the content but we now need to update the population data from the past census.

Derek from IT has been updating the website page for AFC. Committee members section, minutes and reports have been updated. Can add other items as needed. Identified the need to connect “senior’s information” to the Age friendly page, pictures from plan development and library events, contact information.

ACTIONS:

- **Nathan to help Jackie and Ruth update the population data in the new committee summary.**
- **Nathan to have Derek update the Committee members list on the website**
- **Nathan to have Derek set up an AFC email created and added to the site**
- **Jackie to send pictures from past events to Nathan for posting on the website**

5. Discussion of AFC Goals/Strategies to pursue

Website resource information for seniors: Determined we need to identify what types of changes we can make on our own Town website to link resources. Then we can identify sections to build

links for local services, community information and resources related to housing, transportation, health care, services and supports, food security.

Action chart has been developed. There is an opportunity to identify specific items for staff support as we hire a part time support staff member for the project.

ACTIONS:

- **Jackie to invite Derek from IT to the April meeting to discuss website needs for committee**
- **Nathan to invite Public works to an AFC meeting for discussion regarding goals 1.1 and 1.2 at a later meeting unless there is an urgent need for discussion**
- **Action chart to be circulated to the committee for review. Review action chart at the next meeting.**

5. **Pamphlet/Rack Card - (email account and contact info)**

Will defer this action until we have staff involvement with the approved grant and have this tasked.

Important to ensure branding is down within the tourism/Town's marketing department in future. For now as we develop a rack card, we could develop something within the library graphics and then present it to council.

7. New Business:

a. New Horizons Grant update

This grant was submitted in July 2016 for staff hours support to coordinate the project and develop the senior's hub for \$21,666. The grant was successful. It will go to Council at the end of the month for approval and signage. Recommended utilizing internal library staff to support the FTE for the grant and create a job description.

b. RTO Grant opportunity

This grant is focused on social isolation and the library will be applying for it. The application is for the continuation of cultural activities including intergenerational activities for both families and seniors +55, support of a celebration with all age groups. The library is looking for letters of support for this grant.

c. Presentations from community partners - Simcoe County 211 & Home for Life

Opportunity to have presentations from these organizations present to AFC committee in the future. It will help the committee understand their role in the community and what services we can link seniors to. The Home for life organization is also looking for volunteers, which we could facilitate in terms of spreading information.

ACTIONS:

- **Ruth to send invitation to Simcoe County 211 April & Home for Life in May to attend a future meeting and provide a presentation on their roles as organizations.**

d. World Health Organization

Ruth attended a webinar with the World Health Organization (WHO). There were 163 people in attendance from all over the world who were working on Age Friendly projects. The WHO presented information on their website including a database on best practice age friendly practices which can be searched by country or type of project. The WHO is encouraging submission of projects to showcase. In addition we can use this site for ideas. The website also has an infographic on AFC which would be useful for our project

<http://www.who.int/ageing/events/world-report-2015-launch/healthy-ageing-infographic.jpg?ua=1>

Ruth also shared the global strategy on ageing and health from WHO and the world report on aging and health. All resources can be found on the Ageing and life-course page of the WHO website. <http://www.who.int/ageing/en/>

ACTION:

- **Ruth to send links to committee**

e. February 14th Age Friendly Webinar

Nathan attended a webinar on seniors mentoring entrepreneurs – YEDI

There was communication coach speaking to types of communication, they have worked on a business accelerator mentor. The webinar included a roundtable – not a lot of relevance for us at this point but a good resource for the future.

f. Library request – Seniors Grant - refer to (b) above

- 1. Items for Future Meetings:** Action Plan activities, presentations by 211 and Home For Life
- 2. Date of Next Meeting:** To be determined by doodle poll
- 3. Adjournment – Motion to adjourn at 3:47pm by Nancy Clarke, seconded by Charles Christie, carried.**