

Minnetonka Senior Citizens
Advisory Board Minutes
Tuesday, May 10, 2016

Roll Call: Present: Fran Dranginis, Dewey Hassig, Judi Hansen, Ed Herzog, Richard King, Jeanne Lutgen, Chris Meyer, Ron Parker, Tom Scott, Bonnie Sussman, Tim Temple, Wendy Woodfill

Staff: Janelle Crossfield

Excused: Allan Kind, Loy O'Boyle

Minutes of April meeting were approved as sent.

President's Report:

- Dick read card from Steve, sent while on his vacation.
- Reported that lunch honoring committee retirees would be at 11:30AM in the Wellington room at the Sheraton Minneapolis West Hotel on June 14 following the June meeting. Cost will be \$16.00 per person.
- Possible future speakers are Dave Carroll, volunteer of the HOME office, the City Manager and the City Planning Commissioner.

Staff Report:

- Janelle reported that the Seniors Expo had 45 exhibitors and 300 attendees. It raised \$725 for the Scholarship Fund. People would like to have a whole program on the topic of "Defying Your Chronological Age".
- Janelle presented a slide show on the workings of the City of Minnetonka Communications and Marketing Commission. She gave an example of a **Print Communication** that went out to 26,000 people or families. Of those, 87% reported having received it. An **Electronic Communication** involving a new website launched on March 28 can reach 40,000 now has 13,000 total subscribers. Of those, 813 are Senior Services Information subscribers and 122 are Senior Advisory Board subscribers. **Social Media** covering the activities of the Williston Fitness Center (1084), Farmers Market (585), and the Twitter group (4500) account for many of the households being reached. There is also a **Citizen Alert** which has a reverse 911 system, 8 electronic billboards, and Comcast Chanel 16.

Old Business:

- High School Interactions Committee - Allan/Chris/Dick will make plans for before the school year starts.

- Dementia Families Community- Dick – with Scott B. will form a working group to make Minnetonka a “Dementia Friendly Community”.
- Resource Guide - Janelle - so far 200 of 1000 newly printed editions have been passed out.
- The Other Talk update – Tim - the U of M Extension edition of “Who Will Get Grandma’s Yellow Pie Plate?” was checked into. We learned that the Community Connections group is presenting “Difficult Conversations” on July 25. Will this cover the same material as, “The Other Talk”?
- Advisory Board Membership – there are three openings. It was suggested that an article be posted in the Script.

New Business:

- Fashion Show - Thurs. May 26, 9:45 AM
- City Special Drop Off/Shredding – Public Works, Sat. June 4, 8AM – 3PM. The money from the shredding goes to the Minnetonka Senior Services Scholarship Fund.
- Non-Electronic Marketing – Ed- To promote programs that are non-email, such as (1) Senior Housing monthly meeting, (2) Reach out to clergy, (3) Ask to leave Script at various locations, (4) Neighborhood Watch, (5) Organizations that reach seniors in Minnetonka.

Committee Reports:

- Sunshine – Judi - Thank you sent to Tale Spinners.
- Volunteers – Fran - Asked for and got volunteers for Plant Sale on Wed., June 8.

Dates to Remember:

- Native Plant Sale – Wed. June 8, 3-7PM

Next Meeting: Tues., June 14 at Brookdale Minnetonka Carlson Parkway.

Address: 500 Carlson Pkwy. (Go the back way), Very small parking lot.

Meeting and tour 10am.

Lunch for retiring board members to follow at Sheraton Minneapolis West.

Respectfully submitted,
Bonnie Sussman, Secretary

