



Work Session Notes

Tuesday, September 19, 2017

3:30 p.m. – 4:15 p.m.

Members Present: Marian Anderson, Marjorie Ledell, Ali Caley, Donna Roberge, Linda O’Leary, Temple Lentz, Amy Gross, Pat Janik, and Chuck Frayer

Absent:

Staff: Jacqui Kamp and Sharon Lumbantobing

1. **August 15 Work Session Notes** – No revisions were made.
2. **Debrief on August 15 Meeting Notes – Highlights/How do we use what we learned?** Last month’s speaker spoke about Elder Justice.
3. **October Speaker – Socialization and its importance to Seniors: Feedback from members for speaker:**
 - 1) are there people for whom socialization is not helpful or appropriate and 2) is there funding available in this area?
4. **Communication/Social Media Update and Next Steps:**
 - Temple met with staff to look at COA’s communications and social media to see what’s been done and generate ideas for what could be done (FB, webpages on the county website).
 - County web page did a redesign of its website a few years ago. On the COA page, the photos get very small. Staff will request the possibility of larger photos from IT and see what keywords the Search Engine Optimization is using. Chuck asked if there is a way to structure the county website so that it doesn’t take so long to get to COA. Temple said we can take a look at that.
 - Before the culminating event, Temple will meet with staff to plan media strategy to promote the event.
 - Print Media is helpful for promoting events. Staff can work with the PIO on the culminating event, or working on an angle for a story for the media to cover an event.
 - Facebook tips: we want relevant content on the Facebook page, but we don’t want to deluge people. 1-2 posts per week is sufficient. We discussed how posts can be made to be more eye catching with short text and photos. We encourage COA members to “share” and “like” the posts. Content will be a mixture of topics COA is covering as well as other relevant topics. COA should focus on doing Facebook well for now and not worry about Twitter and Instagram.
5. **Transportation Subcommittee Update Next Steps:**

COA needs to identify nine subtopics and speakers.

 - Linda mentioned that WSDOT would be good for giving a bird’s eye view from the state level goals and strategies and how it affects Clark County.
 - AARP has taken a lot of surveys on aging in place and driving and have identified myths about seniors and transportation.
 - The Human Services Council has a lot of transportation programs and could be potential speakers. Linda suggested that DMV might be a potential speaker/resource.

- Jacqui mentioned that Community Planning has two transportation planners that look at transportation planning from a long-term planning perspective, and Public Works has staff that works on current implementation and grant writing.
- Chuck described transition planning, which looks at where you are today and what you need to do to make things better as you get older. The ADA when it came out, all jurisdictions had to develop a Transition Plan and they were looking at facility-based aspects. Marian and Chuck will be holding discussions with the City of Bremerton about their Transition Plan next week. Marjorie suggested that county staff should contact the city of Bremerton about possibly being a speaker.
- Marjorie suggested that she would like to have the first speaker frame the speaker series to cover what transportation should look like. Jana Lynott from AARP was recommended as this speaker per a conversation with Alan DeLaTorre.
- We need to find a speaker to address rural issues as well. Marian stated that she recently met with the Neighborhood Association Council of Clark County, which focused on rural issues.
- C-TRAN could be a potential speaker.
- Donna asked what are the demographics of the people involved in the spike in car and pedestrian accidents.
- Chuck mentioned stated that RTC would have a bird's eye view and the statistics and projects and availability of funding.
- Linda stated the transportation subcommittee had done a great job. Jacqui suggested that staff could narrow down the subtopics and bring it back to the CoA in Oct.

6. **Housing Update**

NW Natural Parade of Homes (Sept. 8-24)

Remodeled Homes Tour (Sept. 30-Oct. 1): One of the remodeled homes in Battle Ground is an attached dwelling unit that was remodeled for an elderly parent. The builder utilized a lot of visitability guidelines and he invited the COA to bring its literature and be present at the house and talk about its features on one or both days. Staff will email out a sign in sheet for volunteers to sign up.

7. **2018 Supportive Services Event Update and Next Steps:** Pat and Jacqui met with AAADSWA to discuss holding a joint half day event in the spring of 2018. Venue locations are being explored such as WSU, Clark College Tech Center and others. Various sponsors are being explored, such as the County, Kaiser, WSU. The joint conference will focus on education and raising awareness about supportive services on the part of public officials and involved community members. We are looking for a keynote speaker and a closing speaker, who are involved in aging in place and who can talk about innovative ideas being implemented in other places. The county and city councilors will be invited and all CoA members will participate. The next meeting with AAADSWA will be Sept 26 at 11:00 at AAADSWA.

8. **Updates and Announcements –**

- Marjorie handed out a draft Certificate of Appreciation for COA members to review that could be handed out to builders who are making progress. Amy suggested some edits.
- Arts and Culture Summit to be held on September 23: Temple will moderate a panel on performing arts. It's open to anyone who wants to attend. The intent is to attract artists and those who support the arts with the aim of garnering support to develop a performing arts center in Clark County. Donna will attend.

- Upcoming meetings: The October speaker will talk about Socialization. The November meeting is the last speaker in the COA series. The November COA meeting will take place on the 14th.
9. **Annual Report:** Marjorie requested input from the COA members on the draft text, especially on the recommendations section. This will be discussed at the October COA meeting. The report must be finished at the November meeting if we are to omit the December meeting.
 10. **Adjournment** – The Work Session adjourned at 4:20 p.m.

The Clark County Commission on Aging provides leadership in community engagement and advocacy of Clark County's Aging Readiness Plan, especially for those 60 and over who plan to age in place.