

MINUTES
COMMISSION ON AGING
Martin's West
Wayne Room
Thursday, May 18, 2017

Present: Cyndy Allen, Don Gabriel (by phone), Bill Lambert, Eula Marshall, Roy Moreland, Mabel Murray, Anne Perry, Sheila Roman, Marlene Siegel, Melody Truffer, Cathy Ward

Staff: Jill Hall, Phyllis Myers, Laura Riley, Joanne Williams,

Excused: Virginia Billian, Frances Bond, Allan Hirsh, Sherita Thomas

I. The Meeting Came to Order at 9:05 a.m.

II. Approval of the Minutes

- Minutes approved as submitted

III. Introduction of Facilitator, Jill Hall

- Jill Hall is BCDA's Chief of Senior Centers and Community Services Division

IV. Brainstorming Session

Handout - BCDA's Vision, Mission and Value Statements

2016 Initiative - Brain Matters

Feedback – effective education
specific suggestions
awareness
professional improvements
learned factors that impact brain health and the connection to the body
one of the best so far
connection to people through socialization
connected inter-generationally

2017 Initiative - Reimagine Aging

- Social Market Campaign
- A hashtag (#) is put before any phrase on social media
 - BCDA - #reimagineaging2017
 - Watched Video – “Join the Conversation, Reimagine Aging 2017”

- Jill encouraged COA members to “Like” BCDA Facebook page

2018 Initiative

- It’s BCDA’s 40th Anniversary, a Gala is planned at the end of the year
- Jill asked COA members for theme and ideas:

Legacy –

BCDA established guidelines and standards

Focus now on seniors/geriatrics

Tremendous growth

Video –

show how the view of elders has changed in the past 40 years

impact of BCDA/influence in change

Back then old people not viewed as “cool” or a good employment opportunity

Before → Now → Vision for next 40 years

Focus should be technology, communication and learning

Archives

We’ve Come a Long Way Baby

show aging movement

old/new stereotypes

Don’t lose Reimagine Aging theme, no limitations

Geriatric health care –need more educated professional system for older adults

Older Adult in Training

To know where you are going, you must know where you’ve been

Golden Age → Eating Together → Senior Centers; tell the story of how BCDA got started

Imagine forward future

Age has no limit

Publications, Digest, TV/media marketing, video, social marketing

40 year journey – social media – focus on the original people who started BCDA,

Eula Marshall/ Tim Fagan

Gather old “The Time of Your Life” tapings

Every month focus on past, present and future

Use people in the County who can speak about the changes: medical, technology, politics, businesses, sponsors, partners

Educate political candidates

I Remember When...

Send the Commission on Aging quarterly updates

Have a panel with elected officials to talk about the future of Aging/services

Promote volunteerism, senior center activities, options

Watched Video – Senior Center Commercials

Meeting Adjourned at 10:30 a.m.