

SENIOR TASK FORCE – INFORMATION AND COMMUNICATIONS – JAN. 5, 2022, INAUGURAL MEETING

Present: Sharlan Douglas, Cindy Goodaker, Janice Wagman, Ilene Orlanski, Mary Mills, Michael Lawrence, Robert Sidelinger, Judy Davids (guest)

Absent: Melinda Loftin, Royetta Ealba, Jennifer Rossbach

Meeting ground rules

- Masks
- No idea is a bad idea
- Time limits on speaking – 2 minutes per person
- Punctuality
- Whatever we decide to do, we should stick to the process unless it needs to be changed for a specific reason.
- Ad-lib – don't need to be called on
- "Yes, and" when responding to ideas

Goal statement

We envision that all residents will have the ability to be informed, through multiple channels, about the services offered and the activities in our city.

Discussion

Important considerations in developing the goal statement:

- Seniors are a diverse group – should not be lumped together as in poor health or confined to their homes. They hold jobs and are caretakers, neighbors, and volunteers.
- Many channels should be used to reach senior residents (all residents really) because preferences vary.
- Make it as easy as possible for residents to be able to receive and find the information they need directly and not have to depend on intermediaries.
- Don't just speak to seniors, speak to all
- Think broadly. AARP began as an organization for retired people but they target everyone 50+.
- Our process should focus on all residents of a community – age-friendly and accommodating everyone.
- Community friendly – will unite residents and visitors
- Need to consider how channels can be made widely visible and known.
- Not only explain what is on offer but also how to take advantage of it.

Other sources of expertise

- Do we need to hear from the Area Agency on Aging?
- Other local cities: Auburn Hills is a pioneer in age-friendly processes. Southfield also doing work in this area.
- Judy Davids, community engagement specialist
- Kristen Nelson, District 5 county commissioner and the Area Agency for Aging 1B: Blueprint for Successful Aging
- John Fidele, superintendent of recreation, Royal Oak
- Royal Oak Public Library
- CivicReady (mass notification system)
- Erin Koch, interim senior activities coordinator, Royal Oak

Next meeting:

- 6:30 p.m., January 26