

MINUTES
COMMISSION ON AGING
Virtual
Tuesday, May 10, 2022

Present: Fran Bond, Don Gabriel, Jim Lightner, Roy Moreland, Lou Marino, Mindy Morrell, Al Muehlberger, Sheila Roman, Marlene Siegel, Sherita Thomas

Absent: Lisa Budlow, Fred Murphy, Mabel Murray, Natasha Iheme

Staff: Dayna Brown, Phyllis Myers, Ethel Rasmussen, Laura Riley

I. Start Time – 9:05 a.m.

II. Approval of the Agenda and the Minutes

- Agenda and Minutes were approved as submitted

III. Announcements

- June and September COA will be virtual; COA will discuss and evaluate returning to in-person meetings at the September meeting
- May Birthdays – Lou Marino, Ethel Rasmussen

IV. Employee Spotlight

Ethel Rasmussen – Manager, Communications Office

- Editor of the *Time of Your Life Digest*; 7,000 copies are printed each month
- Coordinates BCDA's annual Power of Age Expo
- Manages the new Digital Divide Coordinator
- Hosts Comcast Cable TV show; approximately 325,000 viewers
- In charge of BCDA's Facebook page; approximately 15,000 to 25,000 followers; BCDA adds posts on Baltimore County Government, Police, BCPL and other County Facebook pages for additional opportunities to promote events
- Highlights BCDA events in the County's Community Engagement Newsletter each week
- Promotes events through the 20 senior centers' newsletters and e-blasts to senior center members through Mail Chimp
- Office creates flyers, brochures for BCDA programs and events
- Sends e-mails to faith institutions and senior housing facilities to promote BCDA events and services
- Maintains a great partnership with the Library (BCPL) that allows BCDA to deliver printed material and have slides on their TV's

- WMAR, Channel 2 gives BCDA a segment to advertise the Power of Age Expo
- The monthly Cultivating a Brighter Tomorrow newsletter highlights different BCDA programs and activities related to this year's initiative
- Jim suggested intergenerational programming
- Mindy would like to brainstorm on how to reach different populations other than senior center members so that more people know about the events and services BCDA provides
- Sherita suggested using the COA as a focus group
- Sheila suggested an advertising campaign to market the value of senior centers and dispel old myths
- Al suggested providing BCDA materials in other languages

V. Old Business

Senior Center Visits

- Marlene visited Pikesville, noticed more members had returned and she received positive feedback about the center
- Fran will be attending the Prom at Parkville

VI. New Business

- No new business

VII. Director's Updates

- New Center Director at Bykota, Kathy Haduch
- New plumbing is being installed at Parkville senior center and it will be closed for 2 months
- The Concert in the Park event has been combined with the RSVP's Volunteer Appreciation event being held on May 19 at Oregon Ridge
- "Changing the Rhythm of Aging" Drum Circle and Tai Chi event at Meadowood park on June 3
- The Power of Age Expo will be held at Timonium Fairgrounds on October 27
- BCDA adding 11 new positions; 8 for senior centers, a new volunteer coordinator and Office Assistant, and a director for OPAL, BCDA's virtual senior center.
- BCDA also received money for senior center building repairs and modifications; Jacksonville eventually getting a new center built on the same site
- BCDA received additional \$3 million from the Federal government through the American Recovery Program Act; money spent should be COVID-19 related

VIII. Meeting Adjourned at 10 a.m.