



Virginia Recreation & Park Society

An Affiliate of the National Recreation and Park Association

Senior Resource Group Meeting

Board Meeting Minutes: In-person meeting on December 7, 2017; Call to order at 1:55 p.m.

Attended by: Adriana Carr, Karen Brutsche, June Snead, Cheryl Wheeler, Jane Shelhorse and LaTanja Jones

Minutes: Karen asked that the October meeting minutes be approved. Seconded by June.

Treasurer's Report: We have had no additional income since the Senior Resource Group conference in September 2017. Total expenses for the year were \$1022.64. Our current balance is \$1612.36 (see attached report).

Adriana shared the working budget for 2018 (see attached reports). She said that we hope to exceed our revenue goal for next year's SRG Conference to make better contribution to VRPS.

Old Business and New Business:

CONFERENCE EVALUATIONS:

Adriana shared the 'Overall Conference Evaluation' from the 2017 SRG Conference, as well as evaluations from the 2015 and 2016 conferences (see attached reports). There is a request from participants for more "hands-on" work and to make the conference more centralized.

CONFERENCE RECAP:

Though networking is important, the group thought that it would be best not to do a social activity the night before the conference. The turnout for this year's social event was low and some conference participants probably could not make it due to their department's travel requirements.

Karen suggested not to put a lot of time and resources into hosting a social activity for the conference.

Jane suggested that we add a bonus session about a popular topic, such as Pickleball, in lieu of a social event and that it should take place at the start or in the middle of the conference.

Another networking suggestion that was proposed is to have a round table discussion as participants arrive for the conference from 8:30-9:00 a.m.

Cheryl said that it would be a great idea if everyone could bring a copy of their program's brochure or newsletter and discuss the services that they provide – as some form of networking.

GOALS FOR 2018:

Discussion ensued about the group's goals for 2018. We set upon the following focus for SRG:

- Starting a Facebook page for SRG
- Increasing membership of the group
- Branding for life

Starting a Facebook page for SRG:

Facebook helps SRG by providing outreach to those who are programmers and volunteers. It will also help us link to other agencies and groups, such as Leadership Training Institute (LTI), for free. We could also list events and post or link our blogs to our Facebook page through email blasts that link directly to our page.

Jane mentioned that starting a Facebook page for SRG would be a great way to boost giveaways and enrollment. She said that a lot jurisdictions have an Area on Aging program (or something similar) and we should be finding ways to reach out to them.

LaTanja agreed to manage the social media aspects of SRG and will check to see how LTI set-up and manages their Facebook page.

Adriana said that she will create a list of topics for the blog and ensure that the topics that are discussed are relevant to the group's purpose.

Increasing membership of the group:

The group discussed increasing membership to recruit new and maintain existing members. The group was pleased with the turnout of the meeting that was held at the VRPS Annual Conference in Hampton this past October. We will look into generating a list of emails to inform members of conferences, topics and opportunities.

Adriana suggested that if we look into doing some giveaways with the group that we will need to use the VRPS logo. She also inquired about the SRG table cloth that was used during this year's Annual Conference.

Karen said that Hope has the new table cloth and planned to share it with the group at the Leadership Orientation, but was unable to make it to the meeting. **Hope** said that she will mail the table cloth to Adriana.

Karen said that she will check with Reston Community Center's Media department to see if they can "tighten" the SRG/VRPS logo. She said that she will look into making the colors of the SRG logo the same colors as the VRPS logo.

Jane suggested that we could use the existing VRPS logo and add "Senior Resource Group."

Branding for life:

Adriana would like to focus on how loneliness is affecting older adults. She referenced the article "Another Looming Public Health Threat: Loneliness" (see attached article) and thought it would be beneficial to the group if we partner with the Virginia Department of Health to see what ways they could assist us with researching this topic.

SRG will connect with Rita Miller who currently works for the Virginia Department of Health and also serves as a board member for VRPS.

BOARD POSITIONS:

Cheryl (Co-Chair) and LaTanja (Secretary) were sworn by VRPS President Aaron Reidmiller as officers for Senior Resource Group. Jane is the Senior Resource Group's VRPS Board Liaison.

Karen and June will continue to work with the group as Members-At-Large.

Karen said that the Treasurer position for SRG is currently vacant until next year and a Member-At-Large can fill-in, if needed. **Adriana** said that she will reach out to Hope Lomax-Jones to fill the position.

Adriana said that Deborah Foster would like to be on the conference committee. Karen said that she knows of people who have expressed interest in wanting to participate and that we should keep people updated on participation opportunities.

2018 SRG MEETING DATES:

2018 SRG meeting dates were confirmed and approved by the group (see attached report). Meetings will be held the second Friday of each month at 10:00 a.m. with exception to the January, June and November meetings.

January's meeting will be held in person in Fredericksburg at the Dorothy Hart Community Center (408 Canal Street, Fredericksburg, VA 22401) to discuss the 2018 SRG Conference and to host SRG social party, where pizza will be provided.

June's meeting will also be held in person in Fredericksburg at the Dorothy Hart Community Center (408 Canal Street, Fredericksburg, VA 22401).

November's meeting will be held during the VRPS Annual Conference in Henrico, VA. Date of the meeting is to be determined. The Annual Conference will be November 3-6, 2018.



2018 SRG CONFERENCE:

Date and Location:

Next year's SRG Conference will be held on Friday, September 28, 2018 at the Dorothy Hart Community Center (408 Canal Street, Fredericksburg, VA 22401).

Jane reserved the space for the group the night before the conference, Thursday, September 27th and the day of the conference from 8:00 a.m.-4:00 p.m. She said that hosting the conference in Fredericksburg will provide us with more resources, such as connecting with the Area on Aging, Mary Washington Hospital and Louisa County Senior Daycare.

Potential Themes:

Cheryl discussed different themes that could be used for next year's conference. She shared ideas such as categorizing for programs (i.e. arts, health & wellness, fitness) and speaking about what could be done for seniors in each category.

This would help to structure presentations better as we focus on the "whole person" and provide a more holistic approach to programming for seniors. Cheryl also suggested that we do a fundraiser basket at the next conference.

Jane said that she could provide swag for the basket to generate more revenue. This option would need to be advertised ahead of the conference.

Karen suggested that we have a session about Cheryl's Senior Summer Camp that they host at her site.

2018 VRPS ANNUAL CONFERENCE:

June is the representative from SRG that will be serving on the Education Subcommittee for the 2018 Annual Conference. She encouraged everyone to submit a session proposal for the conference.

Adriana and **Cheryl** said that they will submit a topic to discuss.

2018 VIRGINIA SENIOR GAMES:

Karen is the liaison for the Virginia Senior Games and will be responsible for the social/entertainment portion of the event. She said the social will be held on Thursday, May 17, 2018 at the Belmont Community Center.

The theme for the social is 1970's. Please contact Karen if you have any 70's or happy themed (peace signs, tie dye, beads) decorations.

Adjourned: Karen made a motion that the meeting be adjourned. Cheryl seconded. The meeting was adjourned at 3:01 p.m.

Next meeting dates: SRG conference and social meeting on Friday, January 19, 2018 at 10:00 a.m. at the Dorothy Hart Community Center.



2018 VRPS Annual Conference

SAVE THE DATES: Saturday, Nov. 3 - Tuesday, Nov 6, 2018

LOCATION: Hilton Richmond Hotel and Spa Glen Allen, Virginia
Session Ideas to June Snead 804-365-7152

Speaker Submission Deadline: ♥ February 14, 2018 ♥



2018 Virginia Senior Games

SAVE THE DATES: May 16-19, 2018

***NOTE:** Due to venue availability, Pickleball will take place Friday, May 11 - Saturday, May 12, 2018.

LOCATION: Henrico, VA (2017-2020)

Close

Action items
Next meeting

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