



## Virginia Recreation & Park Society

An Affiliate of the National Recreation and Park Association

### Senior Resource Group Meeting Meeting Agenda for 6/9/2022

#### Mission

To provide an opportunity to unite leisure professionals, colleagues, associates, and students, through creative networking, educational opportunities, and VRPS events; while maintaining, for its' members, an opportunity for leadership, growth, and volunteerism.

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#### Virtual Meeting on Teams

The link will be provided by Susan Miller

**Attended by:** Kim Graves, Sharon Entsminger, Tracy Browand, Brenda Davis, Amy Fiedor, Paula Kepel, Judith Mangilin, Kathleen Sheehan, Ashleigh Soloff, Cheryl Wheeler, Dean Crane, and Sue Black.

#### Meeting was called to order at 2:31pm on Thursday, June 9, 2022

##### Kim Graves, Senior Resource Chair –

Hello and welcome to our June Senior Resource Group Meeting. The time is 2:31pm. Representing the SRG board today we have Dean Crane, Cheryl Wheeler and myself Kim Graves. Cheryl will be our recorder filling in for Susan Miller. We also have our guest Speaker Sharon Entsminger. Before I turn it over to Sharon.

I wanted to know if there anyone who has never been to one of our meetings before. We would love for you to introduce yourself.

Sue Black, Executive Director introduced herself joining us from out of state. She has two reminders to Vote for the Board Positions and to Update your profile on Member VRPS. (see instructions below)

E-List: Has everyone signed up for the E-List on the new VRPS website?

This will help us to be more efficient with our communication and store documents/pics/files all in one place. If you haven't already done this, I can email you directions.

Once you login to the VRPS website with your login information, you will select My Profile on the right-hand side of the page. From there hover over My Features at the top of the page above your name and select E-Lists. From there simply click the subscribe feature to ON for the group you would like to subscribe to. Also, make sure that Email delivery is ON so you don't miss any messages. While logged into the VRPS website you may also want to update your profile to make sure all your information is up to date.

## **We are looking for SRG Co-Chair.**

The Senior Resource Group is an awesome group of recreation professionals! Being a part of the SRG Board affords you the ability to collaborate with other professionals who serve the elderly.

- The Chair-Elect's primary responsibility is to prepare themselves for the role of the Chair.
- This is a great time for the Chair-Elect to become familiar with how the Board operates.
- The Chair-Elect will attend all Board meetings – Currently we're using Microsoft Teams.
- If the Chair can't attend a meeting, the Chair-elect performs the Chairs duties in their absence.
- Looking for someone with strong leadership skills and knowledge of current and cutting-edge recreation programs.
- This position will automatically succeed the Chair at the end of their term.

*Please contact Kim Graves at 804-768-7885 or via email: [gravesk@chesterfield.gov](mailto:gravesk@chesterfield.gov) or June Snead at 804-365-7152 r via email: [jvsnead@hanovercounty.gov](mailto:jvsnead@hanovercounty.gov)*

## **Guest Speaker**

Welcome to Sharon Entsminger who is our guest speaker today. She will be speaking on Senior Marketing, and she will take questions at the end.

Sharon Entsminger is the Marketing and Communications Supervisor at Chesterfield Parks and Recreation where she oversees department communications including publications, website, media relations, graphic design, outreach, and social media. She holds a BS in Therapeutic Recreation and MS in Leisure Service Management. Sharon has a long history in parks and recreation which includes working in therapeutic recreation, with older adults, in athletics, facility management, and special events. She also served on the faculty at VCU for 12 years. She is a CPRP and active member of VRPS and NRPA.

### **Some Action Points to implement:**

- Take and use photos of your Seniors to use in your publicity.
- Which media do Senior's use? Remember only 25% of Seniors use Facebook. Emailing words and pictures reaches 70%. Fitness Health Clubs only reach 25% of Seniors.
- Do demographic research in your area and analysis of program offerings and costs for seniors. What are the scheduled times, social events, Income?
- Message your seniors to "Get Stronger" by participating in your programs. Your goal is not to maintain.
- Educate staff to be more friendly, respectful, engaging, polite, and happy.
- Send members birthday cards.
- Assess your style are you Pro-Active or Reactive?
- Posters should have contrasting color with large font and images.
- Stop using 25% discounts-because seniors will pay for quality.

- Market your health topics with Medical Professionals. Describe the benefits of your classes. “How you feel at age 70 depends on what you do at age 55.
- Is your logo recognizable.
- Use short testimonial video clips to market your programs.
- Send out reminder emails because seniors forget.
- **Does anyone have any questions for Sharon or anything they would like to share?**

**A big thank you to Sharon for speaking today! Thank you to Cheryl Wheeler for taking notes.**

**Our Next Upcoming Meetings will be:**

- **August 11 - Guest Speaker, Joy Herbert, Senior Supervisor with Blacksburg Parks and Recreation will speak on "Senior Trips".**
- **October 13 - Round Table Discussion.**
- **November (date TBD; meeting will be held at the VRPS Annual Conference in Virginia Beach.**

**Stay Connected - SRG Officers**

Chair:	Kim Graves	<a href="mailto:gravesk@chesterfield.gov">gravesk@chesterfield.gov</a>
Chair Elect:	OPEN	Your Name Here!
Recorder:	Susan Miller	<a href="mailto:millers@chesterfield.gov">millers@chesterfield.gov</a>
Treasurer:	Cheryl Wheeler	<a href="mailto:Cheryl.Wheeler@loudoun.gov">Cheryl.Wheeler@loudoun.gov</a>
Member at Large:	June Snead	<a href="mailto:jvsnead@hanovercounty.gov">jvsnead@hanovercounty.gov</a>
VRPS Board Liaison:	Dean Crane	<a href="mailto:dcrane@blacksburg.gov">dcrane@blacksburg.gov</a>

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**Next meeting date:** The next meeting will be with all SRG members via TEAMS on August 11 at 2:30p.m. Email [millers@chesterfield.gov](mailto:millers@chesterfield.gov) for the link.

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