

**Communications Committee Meeting
Minutes
July 15, 2024**

Attendees

CoA

Jean Dinwiddie, Co-chair
Beverly Rollins, Co-chair
Linda Bergofsky
Virginia Cain
Kathleen McGuinness
Yvette Monroe
Marie Sloan
Janice Zalen

Alumni

Marcia Pruzan

Staff

Jennifer Long, Aging and Disability Staff
Sara Swarr, Recreation Manager

Guests

Kat Close, WISE Cities
Chris Doyle

Roll Call

Jean Dinwiddie called roll and asked for approval of the minutes of the June Communications Committee meeting. The minutes were approved.

Ambassador Program

Jean said the Ambassador Program is rolling along. A workgroup meeting was held last week to review and develop slides to use at the presentations. The goal is to produce a standard slide deck that will get approved by the CoA members and County staff. After the slides are approved, when a presentation is held, the presenter can pick the slides he/she wants to use but they have to be from the master deck of approved slides. The workgroup is reviewing the deck and working to get it standardized. After the master deck is completed, if anyone wants to add to it, they will need to get approval by the workgroup.

Jean added that a group is also working on a report of the Pilot project.

Jean noted that Committee members are still working on getting an app on the CoA's website where individuals can request a presentation. Jean and Beverly Rollins will host a presentation in the Damascus senior center on Wednesday, July 17. David Engel and Wayne Berman will host a presentation at Quince Orchard library on Friday, July 19.

Linda Bergofsky asked that once staffer Peter Flandrau's replacement is named will the Ambassadors be able to go out and do more presentations. Jean responded yes. Jean also said that once the master deck is finished folks should feel more comfortable doing presentations.

Marie Sloan said that she really feels that the new slides look good. Virginia Cain said that she really likes the speaker notes. Marcia Pruzan agreed.

Marcia said that she has two presentations coming up and she needs more Transition folders. She reported that staffer Tina Purser-Langley stated that the Committee needs to organize another folder stuffing party. Jean said that she will send out a Doodle poll to schedule another one.

Library Liaison Program

Jean said the Transition Folders are flying off the shelves in the libraries. Marcia noted that Tina Purser-Langley said that she has some money to print more.

Jean asked staffer Tremayne Jones to send out an email asking for more liaisons. She stated that she and Beverly have a difficult time visiting the libraries. Would it be a good idea to ask CoA members to share the liaison duties with other CoA members? The Committee members responded that it would be ok with them to share duties. Beverly suggested (again) that the Committee send a quarterly note to the regional librarians asking whether any older adult materials are needed. Virginia suggested that we get something in place now, before the new librarian is named, including touching base with the regional librarians. Jean and Beverly will meet with the new director when he/she gets appointed.

Linda suggested that the Committee team up with the Connectors who occasionally visit the libraries. Jennifer said that she will put the Committee back in touch with them so that we can better work with them.

Jean took a vote on whether we send a quarterly note to the regional librarians asking what older adult materials are needed in the libraries, and it was approved. The suggestion was made to alert the libraries that CoA liaisons regularly visit their libraries.

Communication of Events and Information to CoA Members

Jean noted that at the last CoA meeting it was discussed that maybe the Committee could send out emails informing members of events and other information about what the CoA's liaison organizations and other organizations are doing. That was done a few years ago but the CoA

members complained about receiving too many emails. Jean stated that staffer Tremayne Jones used to send out those emails and then Marica Pruzan started sending them out when she was on Age-Friendly.

Marie suggested putting them on a calendar on the CoA's website. Marcia said that the calendar only lists County events. Jean said that she will send a note to Tremayne and Dr. Johnson and ask that they send out a weekly email with links to various events.

Jean also mentioned that there used to be a CoA brochure on the website. If one was developed it could be placed on the website and also distributed at the presentation sites. Marcia noted that it is important at the presentations to provide information about Montgomery County and State programs and services. Kathleen added that the presentations can also be used as a CoA recruiting tool.

Review/Update of County's Senior Website

Jean checked with Age-Friendly staffer, Shawn Brennan, and Shawn said that no time has been set yet for a review of the new Senior website. Linda said that there is no way to test the website without it being live. She asked whether we need to discuss exactly what we are looking for before we start to review it; maybe come up with a checklist to score the website. However, we do not have a way to *beta* test it. Jean noted that anyone can go on the website and look at it because it is now active. Marcia commented that there is information on the CoA's website that needs to be updated, too.

Jean asked Linda to develop a list of bullet points for the group to use to evaluate the Senior website. Marie volunteered to look at it, too. Here is the senior website:
<https://www.montgomerycountymd.gov/senior/>.

Virginia said that the Health and Wellness Committee's agendas and minutes are not appearing on the CoA's website. Beverly and Jean stated that an H&W member will need to send a note to staffer Tremayne Jones specifically asking her to post them to the website.

Linda asked whether the various Committee meetings are shown on the CoA's website. Jean responded that the meetings are listed, but deep on the site. She stated that the meetings should be listed on the CoA's calendar.

50+ in Montgomery County Update

Jean said that the July program featuring Spanish information fell through and a rerun of the program on older adult fashions was shown. In August a rerun of the program regarding older pets will be shown. The September show will be a tribute to Austin Heyman, Jean is going to try to jet Chuck Short, Gabe Alborno, Marcia Pruzan and ????. It will be taped in August.

Linda asked that the October program discuss the resources that are available to help older adults to be able to vote. Jean agreed that would be a good idea and suggested that possibly

representatives from the League of Women's Voters and the Board of Elections could be featured.

Jean noted that in November a speaker will be featured to discuss caregiver issues.

Jean reminded everyone that the 50+ Planning Committee meets the first Friday of each month.

WISE Cities

Kat Close introduced herself. She said that WISE Cities is working to get information out to older adults in the County. Beverly suggested they work with the CoA on the Ambassador program. Kat agreed that it is a good idea and provided her email address: contact@wisecities.us and research@wisecities.us

Adjourn

Action Items

1. Prepare a report of the Pilot Ambassador project. Jean is working on and will have a draft by August 1. She will initially send it to Marcia and Beverly.
2. Ask Dr. Kimberly Johnson about the status of getting a form on the CoA's website where individuals can request an Ambassador presentation. They will also be able to find out about other scheduled presentations. Beverly sent Kim a note the week of 7/29/2024.
3. Ask Tina Purser-Langley on whether a "stuffing party" needs to be held to prepare more Transitions folders. If one is needed, Jean Dinwiddie will send out a Doodle poll to schedule another one. Jean sent a Doodle request to schedule a stuffing party on 7/30/2024.
4. Ask CoA members whether they would like to share library liaison duties with other CoA members. Beverly asked at the June CoA meeting and Kate and Kathleen responded. We will continue to look for more liaisons.
5. Beverly Rollins will send quarterly notes to the regional librarians asking what older adult materials are needed in the libraries. Beverly sent a note to the Regional managers on 7/29/2024.
6. Jean Dinwiddie will send a note to Tremayne Jones and Dr. Johnson and ask that they send out a weekly email informing members of events and other information about what the CoA's liaison organizations and other organizations are doing. The emails should include links and not the entire articles. Jean will send a note to Tremayne and Kim the week of August 5.
7. Consider developing a brochure about the CoA for its website and also to be distributed at the Ambassador presentations. Will continue to discuss at upcoming Communications Committee meetings.
8. Linda Bergofsky will develop a list of bullet points for the Senior website review group to use to evaluate the site. Beverly will forward to Shawn and ask her how she would like to proceed with the review of the website.
9. The October 50+ program will discuss the resources that are available to help older adults to be able to vote. Possibly representatives from the League of Women's Voters and the Board of Elections could be featured. There will be one person discussing voting on the October show.
10. Beverly Rollins will contact representatives from WISE Cities about working in collaboration with the CoA on the Ambassador program. Beverly will look into this. May have an issue because they are a for-profit organization.