

ORANGE COUNTY
ADVISORY BOARD ON AGING

Minutes
January 14, 2014

PRESENT: Leo Allison, Heather Altman, Virginia Brown, Cindy Bucy, Alex Castro, Ed Flowers, Lorenzo Mejia, Donna Prather, Jeane Suddarth

STAFF: Lara Balian, Mary Fraser, Lance Hendrix, Kathie Kearns, Beverly Shuford, Janice Tyler

The meeting was called to order by Chair Heather Altman. Alex Castro offered a motion for approval of the December 2013 minutes after the correction to the December minutes regarding the number of meals delivered by CH/CA Meals-On-Wheels. Leo Allison provided the second. Motion carried.

The Chair recognized Cindy Bucy, a representative of Cardinal Innovations, Inc. The Department Director announced that applications for outside agency funding from the Towns of Chapel Hill and Carrboro, along with Orange County Government, are being prepared for a January 24 submission deadline. Ms. Tyler announced the upcoming 5th Anniversary of the Central Orange Senior Center and the Chinese New Year Celebration at the Seymour Center. She also informed the Advisory Board that former member Peggy Cohn has been nominated for Board of County Commissioner re- appointment.

Mary Fraser announced the kick-off session for Project Engage had been held the previous day with 15 representatives in attendance. Advisory Board members are invited to attend future sessions. The geographic spread of the team was reviewed.

Ms. Fraser reviewed the mid-year progress report for the Year 2 MAP Goal Implementation Plan. She noted that upcoming housing-related events include continuation of the Aging In Community series and a universal design workshop for builders co-sponsored with the OC Planning Department. Discussion followed on the future of transportation and the ½¢ sales tax. Alex Castro asked if a mid-course review of the Implementation Plan would be appropriate to evaluate the impact of external factors such as Sequestration. Ms. Fraser suggested a June meeting of the MAP Steering Committee for this review. Mr. Castro requested a meeting of the MAP Management Team prior to that time. Janice Tyler announced a new initiative to reach the Latino community – a women’s exercise class on Saturdays. Leo Allison suggested recruiting representation from both the Latino and Chinese communities for this Advisory Board. Mary Fraser concluded by announcing that the grant writing subcommittee for the 2014-15 UNC Capstone Project application will meet following this meeting.

A presentation on the new Department on Aging website format and content was given by Beverly Shuford and MAP social media consultant Lara Balian. In her editing Ms. Balian has reduced the number of department website pages by 50%. Orange County will launch a new platform within the next few months. An outside vendor is assisting with search engine optimization. Cindy Bucy suggested incorporating user tips for increasing the font size. Ed Flowers added that a mechanism for user-history would be helpful. Ms. Shuford is the website manager for the Department.

A handout of Department logo options, designed by Ms. Balian, was distributed to the Advisory Board members for feedback. Comments were made about the choice of colors, the positioning of the slogan and the graphic use of "OC".

The Committee Progress Reports were as follows:

- The Carolina Villages Project will officially launch on January 29, 4:00-6:00pm, Seymour Center
- Friends of the Central Orange Senior Center has cancelled due Bahama cruise fundraiser due to lack of interest; the November crafts fair was successful; a four-day dinner theater production by the Orange County Players will be hosted on Valentine's Day weekend; the Las Vegas Night event will be held in April
- The Pearl Seymour Celebration Concert presented by the Friends of the Robert and Pearl Seymour Center will be held on January 25
- Appointments to the Nursing Home and Adult Care Home Community Advisory Committee have increased but some have been unable to fulfill the responsibilities of membership; the Adult Care Home Committee conducted a successful activity supplies campaign prior to the Holidays; the Music and Memory project will be assisted by a UNC graduate student assigned to the Department on Aging who hopes to expand the project regionally
- The Chapel Hill Meals On Wheels volunteers delivered on Christmas Day; the Planning Committee is developing a 3-5 year plan for future service growth; the Orange Congregations in Mission Board will focus on its Meals On Wheels service at its March 1st retreat
- Staff from the OC Planning Department has shared with the Orange Unified Transportation Board a 2008 feasibility study of a train route from Goldsboro to Greensboro utilizing existing railroad properties
- The daily census at the Soltys Adult Day Care Program continues to fluctuate as that is just the nature of the business.

There being no further business the meeting was adjourned. The next meeting will be held on February 11 at the Central Orange Senior Center.

Respectfully submitted,

Janice Tyler, Secretary