

MINUTES
SENIOR CITIZEN'S ADVISORY BOARD
REGULAR SESSION and WORK SESSION
January 5, 2006

Members Present

Joseph Celso	Mary Norman
Dave Heinze	Naomi Sanit
Jane Ketcham	J.D. Williams
Annette Vineyard	Sonja Hammar
Sue Barron	

Members Not Present

Parks and Recreation Staff Present

Colette Hall

The meeting was called to order by Joe Celso approximately 5:30pm, followed by the Pledge of Allegiance.

1. Guest Comments

No guest comments

2. Speaker

Dana Conklin, Marketing and Special Events Manager, City of Plano Parks and Recreation

- Advised us on ways to provide communications and some pitfalls to be aware of.

3. Approval of Minutes

- The Board did not yet approved the minutes from the December 1, 2005 meeting.

4. Old Business

- Preparations for Advisory Board presentation to City Council on 1/9/2006

6. New Business

- We discussed the various mediums we might be able to use to get communications out to the Senior Citizens of Plano.
 1. Senior Center Newsletter
 - We need to have determined how much space we could get for a monthly article
 - We need to provide some content to Colette for review / word-smithing
 2. Plano Profile
 - Dana will solicit an agreement with the Plano Profile for recurring space
 - Need to know how much space would be required and affordable?
 3. Flyer in Utility Bill
 - Great for important telephone numbers used by seniors, etc.
 - Not all seniors get a utility bill (apartments, etc.)
 4. City of Plan website
 - City Manager indicated he would "look into this" for us
 - We would like a "Senior Citizens" entrance on City's main page
 - Has many links to City of Plano functions, etc.
 5. Website "thepie.org" (Steve Stovall – March meeting)
 6. Handouts (with magnet)
 - Very popular with Seniors, (like those distributed by trash pickup)
 7. Space in the local newspaper
 - We could advertise the new url proposed for the city webpage
 - Could be little or no cost

- Dana asked if we had investigated “how seniors get their information today?”
 1. We had not. This needs to be researched.

- Dana indicated that there is/was an effort in-process to determine standards for Senior Facilities.
 1. We asked for a copy of the documentation when available.

- We discussed the need to create articles that convey the information we gathered since the survey.
 1. We would need to have articles in advance of publications.
 2. We would need to have articles being generated in advance for review purposes.
 3. Colette indicated her organization could do editing of the articles for us, if we provide raw content
 4. We need to create a schedule for developing articles to meet publications deadlines.
 5. We need to revise the “roles and responsibilities” of Board members to continue this responsibility once we begin the process.

The meeting was adjourned at approximately 7:30 pm.

Chairperson

Date