

Belmont Age Friendly Action Committee, Communications Sub Committee
Minutes for June 2, 2023

Attendees:

Judy Morrison
Pierce Ellinwood
May Forkin
Amy Checkoway
Dana Bickelman

**RECEIVED
TOWN CLERK
BELMONT, MA**

DATE: October 10, 2023
TIME: 8:59 AM

Meeting started at 11:15pm

Old news –

- Helping seniors use digital library tools - May shared update - she meets every 2 weeks at the Beech Street Center. Sessions range from 1:1 to a group of 5.
- Kinless group – May has started group of Kinless who provide practical support for each other (get groceries etc.) .

Next step – May to share info with Dana so it can be included in Sr Newsletter and consider how it might fit with living alone focus groups.

Review of work against stated goals from January:

- Representative town website – Dana to follow up with Patrice. No action until group set up to redesign site.
- Connect across Town Websites – Initial meeting with Library and Recreation suggests Library is best place to start.
 - Next step – Judy to set up meeting with Dana and May/ Lauren from Library to agree on specific ways to cross communicate. This is of keen interest as the library prepares for construction of new building.
- Support adoption of Digital resources – We need to meet with Library on how to integrate digital support across Library / COA – Dana/ May / Judy and Jack(from Library)
- Volunteer Clearing House – COA will support but no lead this initiative.
 - Next step – Dana to confirm town is not yet ready to resource this kind of initiative.
- LONG TERM – get consultant who can help us create a communication plan for seniors.
 - We discussed a. looking at other Sr marketing plans and b. seeking a grant to provide a stipend for college student (gerontology institute or Emerson) to create a marketing plan for us.
 - NEXT STEPS –
 1. Judy to see if AFAC MA (Antron Watson) has examples of comms plans that worked in other areas and/or grant suggestions
 2. Dana to find out if other COAs have written comms plans we could learn from. (And has already sent along grant options from Springwell).
 - 3.

Meeting adjourned at 11:45.

Next meeting will be October 6, 2023