

**SENIOR OUTREACH
SERVICE COMMITTEE**

Thursday, October 21, 2021

8:30 AM

McFarland Municipal Center
Community Room

AGENDA

You are invited to this meeting through a Zoom webinar. The public is strongly encouraged to watch and participate in these meetings remotely through either the webinar or telephone options listed below.

PLEASE CLICK THE LINK BELOW TO JOIN THE ZOOM WEBINAR:

<https://us02web.zoom.us/j/86309982569>

Or by Telephone: +1 (312) 626-6799
Webinar ID: 863 0998 2569

1. CALL TO ORDER, ROLL CALL.
2. PUBLIC APPEARANCES.
 - a. This is an opportunity for members of the public to address the Village Board. Please remember this is a virtual meeting conducted through the Zoom online meeting platform. Zoom meeting attendees wishing to address the board may do so using the Question and Answer feature within the Zoom online meeting platform. You may state your name, address, and provide your comments to the board for their consideration. Members of the public who are present in person and wish to address the board should fill out a public comment form and turn into the meeting chairperson. Members of the public may speak during public appearances or during their selected agenda item as they designate on the public comment form. Please adhere to the 3-minute time limit. Additionally, you may send your public comments to cassandra.suettinger@mcfarland.wi.us to be included as part of the meeting.
3. APPROVAL OF MINUTES.
 - a. Motion to approve the minutes of the June 16, 2021 meeting.
4. BUSINESS.
 - a. Discussion and participation in a diversity, equity, and inclusion SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis Framework.
 - b. Discussion regarding committee restructuring and re-evaluation of focus and purpose
 - c. Department quarterly report
5. SCHEDULE NEXT MEETING DATE.
 - a. Thursday, December 16, 2021 at 8:30 am.

6. ADJOURNMENT.

This meeting notice constitutes an official meeting of the above referenced group and was posted in accordance with all applicable laws related to Open Meetings Law. It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information. No action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals. For additional information or to request this service, contact the McFarland Municipal Center at (608) 838-3153 or cassandra.suettinger@mcfarland.wi.us.

VILLAGE OF MCFARLAND
Senior Outreach Service Committee Minutes

Thursday, June 17, 2021 - 8:30 AM

1. CALL TO ORDER, ROLL CALL.

Chair Flaherty called the regular meeting of the Senior Outreach Services Committee to order at 8:30 AM in Conference Room A.

a. Introduction and background of each committee member

Committee members introduced themselves and gave their backgrounds and interests.

2. PUBLIC APPEARANCES.

No public appearances.

3. APPROVAL OF MINUTES.

a. Motion to approve the minutes of the May 2021 meeting.

Motion by Amundson, second by Mikelbank, to Motion to approve the minutes of the April 2021 meeting. Motion carries 6- 0 - 0 by acclamation..

4. BUSINESS.

a. Director updates on current Service delivery based on reopening plans

Director of SOS reviewed case management service units. Case Managers started home visits and clients are also coming into the office or meeting in a conference room. Nutrition program numbers have been steady, continue to have 5 Meals on Wheels routes. Meals On Wheels drivers remain consistent. Transportation services and RSVP volunteer medical rides are slowly returning to service. RSVP volunteers are being trained and a soft opening for medical rides will be occurring. Coffee in the Park was well attended and will continue during the next few months. Staff completed recertification in Living Well With Chronic Condition class. Ethics training was completed by Case Managers and Nutrition Coordinator. Endowment committee met, there was minimal usage of Endowment funds. Congregate meal site will likely return in fall.

b. Director updates on services for recent quarter

Referrals continue to increase related to individuals having a functional decline thru the pandemic. Mental Health Resource team is a new resource for the focal points. Case Managers need to make the initial referral to the Mental Health Resource team and it is a voluntary service. Another new resource is the Behavioral Health Resource Center. This resource center will assist individuals to access mental health services in Dane County. Leilani Amundson encouraged members to take AAA survey for the aging plan. Transportation survey recently completed with Meals on Wheels participants.

c. Discuss next steps in department/facility planning process

Senior Outreach Services has an opportunity to provide input on a community center. Committee has an opportunity to think big. Committee questioned if they should be advocating for dedicated space or shared space. Does the Village want to take over Park and Rec? The Village would need to hire a Recreation Director. Committee member suggested to use the planning document to define space needs and it is

important to plan for space for current and future staff. Monona Senior Center Director, Diane Mikelbank spoke about space needs and differences of Monona. Monona has dedicated space and contracts to New Bridge for case management. Committee suggested two or three committee members tour other senior centers to look at features and spaces. Committee member, Jerry Adrian agreed to chair the small committee to tour other senior centers. A suggestion was made to bring in a architect to re purpose space for the community center. Chair Flaherty suggested to create a vision and present the vision to the Village Board and Administration.

5. SCHEDULE NEXT MEETING DATE.

Next meeting is scheduled for August 19, 2021.

a. Discuss frequency of meetings

Original Meeting structure is every other month. Last year committee was meeting monthly. Suggested to meet every other month.

6. ADJOURNMENT.

Motion by Adrian, second by Mikelbank, to adjourn at 10:05am.

Pursuant to law, written notice of this meeting was given to the public and posted on the public bulletin boards in accordance with Open Meetings Law.

Respectfully submitted,
Sara Sprang
Case Manager

**VILLAGE OF
McFarland
SUMMARY SHEET**

MEETING DATE: Thursday, October 21, 2021

SECTION: Business

DEPARTMENT: Administration

CONTACT: Stephanie Miller, Comm & Technology Director, Matt Schuenke,
Village Administrator

AGENDA ITEM: Discussion and participation in a diversity, equity, and inclusion
SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis
Framework.

PREVIOUS ACTION:

None.

ISSUE SUMMARY:

Dr. Rainey Briggs and Percy Brown will be engaging the Village of McFarland through its committees in listening sessions to capture thoughts about the work, programming, and services provided to the Community specifically related to the work of your committee. Dr. Briggs and Mr. Brown will use a SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis Framework to guide this conversation. This process is one of many steps to support the Diversity, Equity, and Inclusion work within the Village.

Both individuals presenting in our meeting were hired earlier this Summer by the Village as consultants assist in the advancement of several diversity, equity, and inclusion initiatives within the Village and Community. Backgrounds on both individuals is provided as follows:

- Dr. Rainey Briggs - Baraboo School District Superintendent and former Elementary Education Director for the Middleton-Cross Plains School District. Also founder of Meraki Consulting, LLC. www.somethingwithsoul.com
- Percy Brown Jr. - Percy is currently the Director of Equity and Student Achievement for the Middleton Cross Plains Area School District, Senior Outreach Specialist for the Wisconsin Center for Education Research at the University of Wisconsin-Madison and an adjunct instructor for Edgewood College in the school of education. www.percybrown.org

The SWOT analysis is used to identify internal strengths and weaknesses of an organization as well as its external opportunities and threats. Please find enclosed the worksheet we will use for this analysis. Specifically the discussion with this group will focus on these areas as seen through the lens of the Public Safety Committee and the work that it does. There will be several of these listening sessions held with multiple different groups in this capacity to help build working knowledge in these areas to support education and training areas determined within the



consulting process.

FINANCIAL/BUDGET IMPACT:

None.

VILLAGE PLAN REFERENCE:

None.

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

There will be aspects of this that will be presentation driving along with discussion, but mainly focused on your participation with the Consultant helping to provide feedback in these different areas as you see them within your role on this Committee.

ATTACHMENTS:

1. Senior Outreach Committee SWOT Group 3

Senior Outreach Committee SWOT Group 3

STRENGTHS

What do we do well that matters to the stakeholders of the Village (e.g., students, parents, and the community)?

-

WEAKNESSES

What are the areas with which we either struggle or fail to deliver?

-

OPPORTUNITIES

Are there emerging trends or situations that could prove beneficial to either improve a weakness or further develop a strength?

-

THREATS

Are there emerging challenges that we should be aware of in order to better position itself for the future?

-

McFarland
SUMMARY SHEET

MEETING DATE: Thursday, October 21, 2021

SECTION: Business

DEPARTMENT: Outreach

CONTACT:

AGENDA ITEM: Discussion regarding committee restructuring and re-evaluation of focus and purpose

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. SOS committee purpose draft
2. B(5) SO Worksheet 10112021 mgs

SOS committee purpose

The Senior Outreach Committee advises the Senior Outreach Director on Department policy, budget recommendations, and systemic priorities related to the 60 and older population it serves

As the senior population demographic grows, the challenges are greater with regard to complexity and the resulting multifaceted services needed. This includes interfacing effectively with other village services. Additionally, there is a need for the Committee to promote an understanding of the specialized and focused resources this segment of the population needs to enhance their quality of life in this community. It may require advocating on seniors behalf in regard to village strategic plans and implementation.

Policy

Budget recommendations

Systemic needs

Promote understanding

Advocacy



www.mcfarland.wi.us | 5915 Milwaukee St, McFarland, WI 53558 |
608.838.3153

Senior Outreach Committee Worksheet

Link to Current Code Language

- [Senior Outreach Services Committee](#) - Section 2-459
- By code the provision of services is limited to those individuals that are 60 years or older as well as adults with disabilities.

Current Structure

- Total Members = Not Defined (at least 2 Village Board members, Resident members open ended)
- Village Board members and Resident members appointed annually.
- Village Board members are appointed as Chair and Vice-Chair.
- Third Thursday of each month at 8:30 am.
- Meetings are held every other month.

Recommended Structure

- Total Members = 7 (2 Village Board members, 5 Residents)
 - Alternative consideration of 5 members (1 Village Board member, 4 Residents).
- Village Board members appointed annually. Residents serve staggered 3-year terms.
- Village Board members Serve as Chair and Vice-Chair
- Meeting schedule date/time to be determined as well as its frequency.

Essential Functions (Scope)

- Policy development affecting operations related to services provided both internally and externally to the Village.
- Planning for the growth and expansion of existing services.
- Review programs provided and make recommendations on new opportunities.
- Advocacy for seniors within the Community at the local, County, and State levels.
- Capital improvement planning to aide in the amenity offerings available to seniors on the Community.

Comparables

- Monona is setup with a [Senior Citizens Committee](#) to address the needs of seniors, develop programs, and review services

within their Community. [Please click on this link to view their code language](#). There are 7 total members including one from their City Council with the remaining six individuals being residents.

- Verona has established a [Senior Services Committee](#) as a Standing Committee. Their charge is simply defined as they "will be responsible for matters involving the provision of services provided for senior citizens including the operations of the Verona Senior Center." Standing Committees in Verona are made up exclusively of councilmembers.
- Stoughton operates with a [Commission on Aging](#). The group is established at 13 members which includes one individual from the Common Council, six residents, one member from the School District, and then five members from each of the towns that are served by the City. [Please click on the code language here](#). They provide oversight for their Senior Center, budgeting, personnel recommendations, and policy development.
- Middleton also operates with a [Commission on Aging](#). There are 9 members with one of those members from the City Council. [Here is a link to the code language](#) (see page 31). Their duties include budgeting, policies/procedures, promoting well being among older adults, studying new issues, and other related duties.
- Cottage Grove, Oregon, and Sun Prairie presently operate without a Committee on this topic. It should be noted that all of the above four references have Senior Centers and a lot of their work is tied to that function. Only McFarland and Cottage Grove in Dane County do not operate or are otherwise affiliated with a standalone Senior Center.

Process Timeline - Review #3

- October 14th - Staff Prepares Draft Worksheet
- October 15th - Staff Distributes Draft Worksheet for Review
- October 29th - All Feedback Due back to Staff
- November 1st (week of) - Final Review
- November 8th at 5:30 pm - Committee of the Whole Review

Staff Support:

Senior Outreach Department

Original: October 14, 2021

Revisions:

**VILLAGE OF
McFarland
SUMMARY SHEET**

MEETING DATE: Thursday, October 21, 2021

SECTION: Staff Reports

DEPARTMENT: Outreach

CONTACT:

AGENDA ITEM: Department quarterly report

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. 2021 3rd quarter board report

McFarland Senior Outreach report

July-Sept 2021 draft

Case Management units of service (1 unit equals 1 hour)

July 68
August 64.5
Sept 69

201.5 Total for third quarter.

Total units end of Sept is 597.25 units. Our contract goal for the entire year is 601.

This quarter we opened 12 cases and closed 12 cases.

Average reported case management census clients 165

The case managers have started to expand doing home visits. We are not allowed to directly ask if someone is vaccinated before providing service, but many clients are indicating they are. We have had several appointments in the building with clients. Space is challenging so despite an earlier plan to use the conference room; the offices have been utilized on occasion when a computer or phone is needed.

The Focal points have a new service to refer our case management clients to for mental health assistance. This service is under NewBridge but is for all the focal points to utilize. The team consists of a nurse and social worker skilled in mental health treatment. Their role is consultative or provide lineage with therapy, medication adjustments and other services as indicated. It does not replace the role of the case manager but works as an adjunct to that. We have referred about 6 clients with great success.

Director Andersen has been instrumental in getting this program up and running over the past year and half. She served on the interview team and is also on the monthly review team that continues to tweak the service. The request for services had been a multiyear request to replace a program from several years back that was discontinued.

Our loan closet has seen a large uptick in use as orthopedic surgeries are occurring. This period is usually busy during normal time periods but there is a pent-up demand.

Nutrition

McFarland (home delivered only)

July 875

August

September

Cambridge meal site (carryout only)

July 164

August

Sept

The McFarland meal site will be reopening in October. Cambridge will remain a drive up until further notice.

Transportation

Clients are still relying on Dane County transportation for all rides to grocery store, shopping and medical appointments.

RSVP has started to do some trial rides, one on one, between specific drivers and passengers at select Focal points. We have 6 drivers able to do rides for individuals as referred by Dane County and our case managers. We have about 6 rides scheduled. We anticipate this picking up as most clients are not aware of it being open as no official announcement has been made. That would be done by RSVP.

The Veteran-to-Veteran RSVP service is included in this.

Foot clinic

No new changes

Social /Recreational/Wellness

We started Coffee in the park two Wednesday mornings a month. Ran into a scheduling conflict with the library Zumbini class. The seniors enjoyed sharing the space with them and made us think about a similar thing on a formal basis in the future. Current instructor from the library is only certified for children.

Our coffee hour was held at Brandt and McDaniel parks. We ordered custom mugs for the event. We have had very good turnout for each one, averaging about 22 people. One hours was sponsored by Agrace. Our coffee hour is moving indoor in October.

November 3rd the Area Agency on Aging Director will be here to meet and discuss the Dane County aging plan during the coffee hour. This is the public's opportunity to address any concerns on unmet needs, ask questions or share your ideas for services for the senior population in Dane County over the next few years.

Volunteer

We have been fortunate to have a stable group of volunteers during this time. However, starting in early to late fall we will lose home delivered meal drivers that winter elsewhere. Our volunteer coordinator has also been starting to accept ride requests for the RSVP program. New COVID precautions and requirements will go into place mid-October for this program. All passengers and drivers must show proof of immunization before receiving a ride or being a driver.

McFarland Area Outreach Endowment [separate 501 (c) (3)]

We have seen an uptick in requests as expected. There have been payments for personal care, utility bills, certified documentation, and pet euthanasia. Endowment Committee meets on Nov 11th. We will induct two new members that we have recently recruited.

Endowment has agreed to pay for any expenses related to the Stepping On class including scholarships for participants. So far, we have one individual that will have the \$35 cost covered by the Endowment.

COVID updates

Director had been working on finding substitute homes for exercise classes and Mah Jong. Mah Jong has since relocated back here as has Tai Chi. Strong Women/Bodies will not be returning at least until January based on the instructor's preferences. We are holding an evidenced based falls reduction class called Stepping On beginning the end of October here at the Municipal center. We have 6 people registered for a max of 8 -10.

Upcoming

Medicare D enrollment begins on October 15th-Dec 7th. We anticipate a lot of people shopping for new plans as the last annual enrollment period was hampered by COVID. We are doing searches in person here at the municipal building, or over the phone. Appointments are required. We will be aided by a volunteer this year.

Respectfully submitted,

Lori Andersen, Director

