



Senior Center Committee March 1, 2024

Senior Center Committee members convened in person on Friday, March 1, 2024. Members and attendees joined the meeting in person at the Washington Park Senior Center.

Members Present:

Eugene Guskowski, *Commission on Aging, Chair*
Alice Steuck Konkol
Ted Rehl, SSC

Members Excused:

Howard Snyder, *Commission on Aging*
Kent Mayfield
Terrence Regan Moore Sr.
Amber Miller, *AARP, Commission on Aging*

Staff Present:

Dan Idzikowski, *DHHS, ADS*
Ortrialla Paris, *DHHS*
Cathy Wood, *SOA*
Mark Behar, *COA*
Jill Knight, *DHHS, ADS*
Miriam Kaja, *SOA*

Attendees from the Public:

Sharon Roy, *COWA*

MINUTES

I. CALL TO ORDER AND ROLL CALL

Gene Guskowski called the meeting to order at 9:06 a.m. Daniel Idzikowski took attendance; a quorum was not present.

II. Review and Approval of February 2, 2024, Meeting Minutes

A quorum was not present, this item will be revisited at the April 5, 2024 meeting.

III. SENIOR CENTER PROVIDER RFP UPDATE

The Provider RFP has not yet been posted but the program guidelines have been completed and are being built into the scoring process. It is anticipated that the Provider RFP will be posted before March is over. There will be 90 days for people to apply for the RFP, followed by an evaluation period and finally an orientation period. Serving Older Adults (SOA) will be approached to ask if they would like to extend their tenure in the Milwaukee County Senior Centers until the end of the year. Contracts within Milwaukee County are generally a year-to-year basis. RFPs however are only up for bid every 3-5 years.

Chair Guskowski asked Serving Older Adults how they handle budgetary issues when trying to navigate the goals of the Senior Centers. Cathy Wood stated that SOA tries to do everything possible to locate additional revenue; applying for grant funding, seek individual donations and business donations. Last year, SOA received \$400,000 in additional revenue by using these methods. The county's contractual contribution is less than \$1 million. The County does allow SOA to earn additional revenue by renting out space, running gift shops, and asking for suggested contributions for certain activities. One of the barriers to making the vision of the modern senior centers come true is the need for various partners to achieve the dream. Currently, the SOA has to raise over 50% over and above what the County grants for programming for the Milwaukee County owned Senior Centers.

Daniel Idzikowski reviewed a compiled list of Senior Centers and Senior related programming operating in Milwaukee County. This list was distributed to the Senior Center Committee members. All of the Municipalities outside of West Allis, Wauwatosa and Milwaukee receive Community Development Block Grant Dollars. The majority of these

communities utilize these Block Grant Dollars to finance their Senior Programs but Milwaukee County does not.

IV. SENIOR CENTER METRICS REVIEW

A. AAA SENIOR CENTER METRICS EXPECTATIONS

Jill Knight has been working closely with Miriam Kaja to compile a list of outcomes and outputs of the 5 County owned Senior Centers. A report of outcomes and objectives for the 5 County owned Senior Centers is generated monthly and reviewed to assure goals are being met.

B. SOA METRICS UPDATE (52 min)

Miriam Kaja presented the Senior Center Committee with a snapshot of a spreadsheet used to generate the reports that get sent to Jill Knight in the SOA. These reports were distributed to the committee members. The reports are reviewed monthly and have consistently been meeting or exceeding requirements. The reports break down the categories into a snapshot of what the county does in an entire year.

V. GIVING FORM TO THE VISION

A. Marketing Package Update

Chair Guskowski presented a PowerPoint to the committee that showed updated information regarding the MKE Hubs. Some of the updates include slides tailored to the general public and specifically designed to attract those who could be potential investors. The new model of a modern senior center will focus on four main points: serve the current population, exceed expectations of future generations, address lessons learned from the

pandemic, and to respond to the vision the aging network adapted for Milwaukee County. The racial and age makeup of Milwaukee County is changing. In 2025, every Boomer will be 60 years or older and generation X will start to become older adults. Senior Centers as a public institution can combat isolation and loneliness.

B. Identifying the Path to Long Term Political Support for Senior Centers

Using the marketing package that has been created, it is time that it is presented to potential investors to garner interest in financing the project. The marketing package will be the key tool in gathering the partnerships and resources needed to make the Milwaukee Hubs a reality.

VII. Adjournment: Meeting Adjourned

The next Senior Center Committee meeting will be held Friday, April 5, 2024, at Kelly Senior Center.

Respectfully submitted,

Domonique Klett
Clerical Specialist I