Present: Sharlan Douglas, Cindy Goodaker, Michael Lawrence, Mary Mills, Ilene Orlanski, Robert Sidelinger, Janice Wagman.

Motion by Lawrence, seconded by Wagman to approve the minutes of the March 9 meeting; approved unanimously

Recap of major media channels:

Medium	Push/Pull	Timing	Accessed by ("All" assumes everyone has a phone)
City's eblast	Push	Weekly	Digitally literate
Insight	Push	Quarterly	All
Daily Tribune	Push	Semi weekly	Subscribers
Review	Push	Bimonthly	Single family homes
WROK	Push	Random	5,000 viewers
Civic Ready	Push	immediate	All
Police phone line	Pull	Immediate	All
Senior newsletter	Push	Monthly	Subscribers; physically able
City's hotline	Pull	24 hours	All
Flyers at senior center	Pull	monthly	Physically able
ROMI.GOV	Pull	Immediate	Digitally literate
Flyers at library	Pull	Immediate	Physically able
Library information desk	Pull	Immediate	All
Community engagement office phones	Pull	Immediate	All
YouTube/videos	Pull	Immediate	Digitally literate
Farmer's market sign, parking structure kiosks	Push	Immediate	Physically able
Share information at events	Push	Immediate	Physically able
Social media: Next door, Facebook	Pull	Immediate	Digitally literate

Questions:

- How can we improve the probability of seniors receiving information directly and through care-givers?

- How can we consolidate information distributed by Judy Davids, the police department, and the library?

The group drafted goals and began recommending strategies.

Goal: Foster digital literacy.

- *Make the website easier for seniors to use – (which will make it easier for everyone.) Make sure its ADA compliant.*
- *Create, foster and anticipate social media connections.*

Goal: Speak <u>and listen</u> to people at all levels of their ability through the media* and channels they prefer.

- *Identify seniors who live independently and who are disconnected, through such things as lack of technology, physical limitations or language barriers, but who at least have a phone. Give them a phone number they can call for information and help them sign up for civic-ready notifications.*
- *Use informal human networks to disseminate information (neighbors, caregivers, places of worship, senior center employees)*

Other possible goals (not the final product or necessarily the proper format – discussion was trying to refine our thoughts):

The level, frequency and sources of information meet senior's expectations.

Seniors are aware of the services available to them across all domains e.g. health, transportation, housing. Etc.).

Information is timely and accurate.

Establish a central source (website) for all information, with timely information provided by Service providers (departments, e.g.).

Make sure that community engagement reaches all types of seniors from the active/digitally literate, to the isolated homebound, to those in between.

Motion to adjourn by Sidelinger, seconded by Lawrence; approved unanimously

Next meeting: Vision statement concurrence.