

CITY OF MENASHA
COMMITTEE ON AGING
August 15th, 2018
Minutes

A. Meeting called to order at 10:00 AM.

B. ROLL CALL: Present: Joyce Klundt, Pat Irwin, Brenda Marks, Nancy McKenney, Tom Stoffel

Excused: Cheryl Richard

Guests: Meghan Pauly, Janet Kazmierczak,

C. MINUTES TO BE APPROVED: Brenda Marks moved to approve the July 20th, 2018 minutes, seconded by Joyce Klundt. Motion passed.

E CORRESPONDENCE: None

F. REPORT OF DEPT HEADS/STAFF/CONSULTANTS:

Senior Center: No report.

Public Health and Health Screening 60+ Grant: Meghan Pauly stated that 116 people attended 60+ grant programs with 243 services provided. Meghan reports that all of the screening times and dates are posted and open. Meghan Pauly noted that a lunch and learn was offered on August 3rd, "social determinants of health" by Gold Cross. Healthy Living with Diabetes will be offered starting on October 9th and will run for 6 weeks at City Hall.

Policies and Procedures Discussion: No report

G. NEW BUSINESS:

Janet Kazmierczak from the Northeast Regional Division of Public Health facilitated group on Strategic Plan for the Menasha Senior Center. Please see attached.

H. HELD OVER BUSINESS:

Senior Center Sign – Members of the COA discussed why the Senior Center sign needs to be replaced. It is difficult and may pose an injury risk to change out the current sign. Better signage is important to allow greater visibility to promote programs. Ideally, electronic signage that could be changed from inside the Senior Center would be desirable. Krist Heim, Zoning, Community Development Department for the City of Menasha discussed Sign Design Guidelines C-2 Central Business District. The cost of electronic signage will be explored.

Mission Vision and Goals: Janet Kazmeirzak continued to facilitate the mission, vision and goals.

No report. Safety Manual: No report. Cost Study: No report.

I. ADJOURNMENT: Brenda Marks moved to adjourn the meeting. Joyce Klundt seconded the motion. Motion passed.

The next meeting will be held on Friday September 14th, 2018 at 1:00 PM at the Menasha Health Department on 100 Main Street Menasha, WI.

MISSION VISSION VALUES

Strengths

- Competent Staff
- Work well together
- Good relationship with schools (partnership)
- Senior Center access & partnership
- Partnerships with health systems – CHA
- Well supported by the City
- Wide variety of services
- Have partnerships around the table for the CHIP
- Good relationship with businesses
- Well respected by the community
- Looked to as a resource & experts
- Consortium
- Relationship with State DHS/DATCP
- Revenue from Environmental Health
- Academic partnerships

Challenges

- Balance with promotion & capacity
- How to deal with those wanting to use city services that need to be turned away. (Do not live in the city)
- Burnout of staff being overextended
- Communication
- Capacity
- Partnering internal/external

Weaknesses

- Communication – internal & external
- Time balance between programs
- Financing majority from state
- Most data is county level
- Backup for programs

Opportunities

- Flexibility in hours (Not day to work but need to work)
- Improved flow of communication internal
- How to capture partnerships
- Performance management & communicate the successes
- Partnering with internal city depts. To move the CHIP
- How to show impact in what we do
- Researching impact to improved health (measurement tools)

- Social media – strategies to recognize others for their work
- Using services provided to recruit people to live in the community
- Succession Planning cross-training
- Healthcare system buy in programs (support of) (funding) (people-resources)
- For all to know Menasha Public Health and what is offered
- Public relations
- Diversify financing

Goals – Communication services results

- Improving / Increasing
- Improving flow of communication within the Health Department.
- Promoting services & communicating results

Internal

Improving flow of communication for all staff (use tools, point people for messaging)

External

Community know the Health Department, Healthcare systems know the Health Dept. Elected officials, how to get them to be a voice for the Health Dept., increasing their support of programs.

Elected officials

- Invite specific to programs or Board of Health
- Coffee
- Write in preparedness plans

Goal #1

Improving the flow of communication within the Health Department

- Use tools available
 - Calendars – assure they are current
 - Phones on
 - Email messaging to all
 - Specify who receives specific messages
 - Nursing to PHNs
- Keeping Health Officer in the loop
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Goal #2

Promoting services and communicating results

Use of Facebook

- Use icon on promotional materials & website

Performance Management Plan & System

Determine target audience

- Audience may be different for programs or messaging