

WASAGA BEACH AGE-FRIENDLY COMMUNITY ADVISORY COMMITTEE

Advisory Committee Meeting

Wednesday, Aug. 21, 2019

1:00-3:00 pm

Town Hall Classroom

MINUTES



Members:

Chair – Fiona Ryner, Community Member	Deputy Mayor Sylvia Bray
Vice-Chair – Marina Campagna, Community Member	Ruth McArthur, Simcoe Muskoka District Health Unit
Candy Milczynski, Community Member	Tara Bone, Red Cross
Cecilia Chang, Community Member	Karen Storing, YMCA
Heather Klein-Gebbinck, South Georgian Bay Community Health Centre	Carol Runnings, Simcoe County Community/Social Services
Vic De Francesco, Accessibility Advisory Committee	Irene Bell, Vittoria Trainer (alternate) Healthy Community Network
Pamela Pal, CEO Wasaga Beach Public Library	Josh Pallas, Recreation Coordinator
	Angela Kemp, Wasaga Beach Public Library, A-F Committee Coordinator & Secretary

Regrets: S. Bray; H. Klein-Gebbinck; P. Pal; V. Trainer; T. Bone; R. McArthur;

1. **Call to Order:** F. Ryner called the meeting to order at 1:00 p.m.
2. **Disclosures of Pecuniary Interest:** None.
3. **Confirm Agenda**
Motion to approve the agenda by C. Chang. Seconded by C. Milczynski. Carried.
4. **Minutes of Previous Meeting:** Motion to approve the minutes from last meeting July 17, 2019 by C. Milczynski and seconded by V. De Francesco. Carried.
5. **Deputations/Presentations:** Pam Hillier, Executive Director of Community Connection/211 provided an overview of their services which are available nationwide across Canada and the U.S. Services are available 24/7 via phone, online chat, email and through searchable online database. Families can call to find services for others in another region. Call centre staff over 6 call centres are well versed in community resources, government programs and receive special training on suicide intervention and mental health first aid.

The top two call types they get are around health information and connection to community resources.

The organization also provides usage stats for agencies and are able to advise how many calls came from Wasaga Beach, the number of needs addressed, number of referrals

made and the number of unmet needs. Housing has been a common thread of unmet need in this area.

211 offers shared services partnering and answer the calls of other lines such as ReportON (Adult abuse); Ontario Human Trafficking Helpline and Mental Health Crisis Line. They also support municipalities in crisis response and were able to assist the District of Muskoka in monitoring residents affected by recent flooding.

There is a “closed loop referral” partnership with primary care providers eg. Paramedics, physicians, nurse practitioners. The primary care provider will get a report to see what referrals were made to follow up on their next physician visit.

The many values in the service include connection for people to urgent need, crisis intervention/diversion; connection to broader interventions people don't know they can access and a decrease in the burden on other agencies.

Promotional materials can be ordered online for free and You Tube video clips that can be used for education.

Inclusion criteria for services include having to be in business for at least one year. Both profit and non-profit agencies are in the database. Businesses can call 211 to ask to be added if they aren't captured in the database already.

6. Standing Items:

a. **AFC Coordinator Report:**

N. Wukasch reached out to Primacare and received a response back from Principal Matthew Melchior. Primacare has submitted an application to the Ministry of Long Term Care requesting a bed licence and are waiting for news of the release of an increase in beds by the province. They have been working with a land ownership group on procuring a site for the campus. They look forward to collaborating with the AFCAC committee as part of the development process to develop a first class seniors housing campus.

A Kemp presented at Beachcomber Mixed Probus August 6th and V. De Francesco also attended. Approximately 60 were in attendance.

Committee members were reminded to complete the Town's Official Plan consultation via survey by the end of August. The link to complete the survey was sent by email.

The deadline has passed for the County of Simcoe AF Business Recognition. They received 17 applications and two were Wasaga Beach businesses. The County's report card on their action plan progress was released this week. The links to the County's action plan and report card were forwarded by email. (Hard copies were distributed at the meeting).

A tri-fold display board for next year's expo and an AF flag for recognizing June as seniors month have been ordered.

The room has been booked for next year's expo. Save the date for Wed. June 17, 2020.

A. Kemp is on vacation the last week of August.

b. Recreation Coordinator Update –

The Youth Centre building name will remain the same with an update to the sign to reflect its dual use purpose with older adults.

The September Age-Friendly Speaker Series topic will be Cannabis from a health perspective and also information on the opioid crisis. Mon. Sept. 9th at 1:30 at the RecPlex.

There is an all ages Community BBQ and Concert Sat. Aug. 24th 12-5:30pm at the Seniors Centre.

The first Pickleball Tournament went well with 8 teams in 3 categories and will be an annual event. There is a partnership with Georgian College for their students on a Pickleball Etiquette Project.

Inflatafest is the long weekend in September. If you are able to volunteer time to provide supervision assistance for the inflatables contact Judith Illidge.

Two trips are planned for the Seniors Centre. Sept. 9th is a Zoo Trip at the cost of \$40. Oct. 1st there is a fall leaf colour tour and cruise with onboard lunch and entertainment at the cost of \$50 plus HST.

There was nothing to update regarding the SALC Strategic Plan.

c. Action Plan Review –

The committee felt that the action plan is still lengthy and cumbersome despite the edits made so far. A suggestion was made to remove some of the performance measures belonging to Town departments to an appendix.

Members were provided with hard copies of the County of Simcoe's action plan and a recent progress report for members to review for future discussions.

Action item: Members to review documents, our action plan and Wasaga Beach community plan and be prepared to discuss at each meeting. Fiona and Angela to identify remaining areas of the action plan to be revisited.

d. Community Partner Roundtable & Committee Updates

Wasaga Beach Public Library – In partnership with South Georgian Bay Community Health Centre there will be a Diabetes Conversations Group starting in October. Meeting the last Mon. of every month it will be a support/education group.

The library is also partnering with the Alzheimer Society in November to offer "Care Essentials" for caregivers who are supporting someone living in the middle stages of dementia. Strategies to enhance communication and understanding and responding to behaviours will be covered. On-site respite day programming will be provided by VON for the person with dementia to allow the caregiver to attend the education component.

Spanish for Travel is returning in September as are fall bus trips. Sept. 23rd is Ripley's Aquarium for \$10 and open to adults of all ages. Sun. Oct. 27th is the Zoomershow Lifestyle expo for 45+. Free.

YMCA- There are lots of options for seniors programming available to include: Building Balance; Drums Alive; Zhumba; Nordic Pole Walking; Aquafit 11 times per week. Services can be access by daypass for non-members.

Accessibility Committee – Their committee visited a site to view a portable life that the Town is considering purchasing that can be borrowed for town events to increase accessibility.

e. June Expo –

A handout of the results of the Expo satisfaction survey were distributed. The Expo sub-committee will review in further detail when they reconvene in the fall. Generally attendees were very satisfied. Some exhibitors felt that they should have been provided with food options. Attendees learned of the event from a variety of means including word of mouth so there was no best place to advertise.

Next year's Expo is scheduled June 17, 2020.

There was discussion about offering the Senior of the Year award at the Volunteer Recognition BBQ event at the Seniors Active Living Centre in July since people did not stop to hear the presentation at the Expo.

Action item: A.Kemp to book a meeting room for a Sept. meeting of the Senior of the Year Award sub-committee.

f. AF Committee budget:

There is still money remaining in the budget. There was discussion about possibilities to include obtaining water bottles and swag bags as giveaways for community events such as the AF Expo and Wellness Expo in October. There may be potential as well to hire an expert to guide the AF business project in developing specialized marketing and education targeting business owners to get their buy-in to the concept and value of having an age-friendly business from a revenue standpoint. It was suggested that the S. Georgian Bay Small Business Enterprise Centre may be able to provide some assistance to the sub-committee. Tango Graphics has provided pricing on costs to restock the generic AF brochure that seems to move faster at the Chamber of Commerce site.

Action item: A. Kemp to order additional AF brochures after determining amount remaining of the \$500 already designated for promotions. Additional funds may be required. A. Kemp to investigate pricing on water bottles and swag bags and insulated bags and to report back to the committee.

7. Unfinished Business:

a. Age-Friendly Tagline – F. Ryner met with Mike Gennings who advised that if the committee feels the need for a tagline it is recommended it be 3-4 words maximum and should be a phrase to convey excitement and energy. The Town is no longer using a tagline. There was discussion about the importance of getting the wording right, whether

there was a real need for one and the idea that as a council sub-committee we should follow the lead of council decision to not have one. I. Bell motioned to not proceed with a tagline at this time and to remove from the agenda. Seconded by M. Campagna. Carried.

- b. Wasaga Sun articles – Future article topics were discussed to include SALC programming, education about 211 services and Zoo Park Road Housing and application process.

Action items: F. Ryner to write the next article to educate about the AFCAC and the work it does.

- c. Age-friendly business – A. Kemp has reached out to a potential resource with AF business development experience in Brampton to see if she would be willing to be involved in guiding the AF business sub-committee.

Action item: A. Kemp to arrange a mid to late September meeting of a sub-committee members and potential partners to initiate discussions regarding this action plan item.

- d. Windrow survey results – S. Bray not present to present results of survey taken at the Expo. J. Pallas advised that the Town had applied for a grant for the Snow Angels concept and volunteer recognition.

Action item: S. Bray to report back on windrow survey results at next meeting.

- e. Free busing: F. Ryner reported that only 51 seniors took advantage of the free busing during the free transportation week with a cost of \$75 to the Town. Given this impact it was suggested that perhaps the entire month could be requested for next year and greater promotion was warranted. It was noted that seniors are extended a discounted fair to ride WB transit.
- f. Seniors Equipment in Parks: After investigation F. Ryner reported that the equipment discussed last meeting is available in some locations throughout public parks in Wasaga Beach. What's missing is some instructional signage around its proper use.

Action item: F. Ryner to follow-up with K. Lalonde as to when the community consultation would take place for parks planning so that the committee can be involved.

8. New Business

- a. Transportation Review: (deferred)

- b. Seniors Housing – 90 day consultation: Committee members were encouraged to provide their individual feedback given that there was a time sensitivity involved in providing feedback. The Town has already indicated their intentions of advocating for the need for seniors housing in our area.

9. Items for Future Meetings

10. Date of Next Meeting: Wed. Sept. 18, 2019. 1:00-3:00 p.m. Town Hall – Classroom.

11. Adjournment: Motion to close the meeting at 3:10 p.m.