



# City of Duncanville

**SENIOR ADVOCACY COMMISSION BOARD MEETING  
NOVEMBER 16, 2017  
SENIOR CENTER NORTHSIDE ROOM  
206 JAMES COLLINS BLVD.  
REGULAR MEETING – 7:00 P.M.**

## AGENDA

ITEM NO.	EXPLANATION
1.	PUBLIC DISCUSSION PERIOD.
2.	DISCUSS AND APPROVE MINUTES.
3.	DISCUSS STAFF LIAISON'S FOLLOW-UP VISIT WITH THE RETIRED TEACHERS ASSOCIATION.
4.	DISCUSS IF WE COULD BE THE LINK BETWEEN THE SENIOR CENTER MEMBERS & THE HELP THEY MAY NEED OUTSIDE OF THE SENIOR CENTER?
5.	DISCUSS AND DEVELOP MARKETING STRATEGY FOR THE SENIOR CENTER.
6.	ADJOURN REGULAR MEETING.

POSTED: Friday, 11-10-17 DATE 5:00p.m. TIME

Pam Willis  
PAM WILLIS, BOARD SECRETARY

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# City of Duncanville

## MEMORANDUM

TO: All Senior Advocacy Commission Members

FROM: Rashidah Madyun, Senior Center Supervisor

DATE: November 6, 2017

SUBJECT: **Senior Advocacy Commission Meeting**  
**Thursday, November 16, 2017**  
**Regular Meeting: 7:00 p.m.**  
**Senior Center Northside Room**

1. **PUBLIC DISCUSSION PERIOD:**

This time is available for those individuals who have signed-in and wish to address the senior Advocacy Commission. We will follow our "Public Discussion Guidelines" during this agenda time.

2. **DISCUSSION AND CONSIDER APPROVAL OF MINUTES:**

Discussion held regarding the minutes from the October 12, 2017 meeting. Following discussion, the Commission will consider approval of the minutes.

3. **DISCUSSION ON STAFF LIAISON'S FOLLOW-UP VISIT WITH THE RETIRED TEACHERS ASSOCIATION:**

Discussion held on the follow-up visit with Staff Liaison's meeting with the Retired Teachers Association.

4. **DISCUSSION ON DEVELOPING MARKETING STRATEGIES FOR THE SENIOR CENTER:**

Discussion held on developing marketing strategies for the Senior Center that work.

5. **ADJOURN REGULAR MEETING:**



## MINUTES

DUNCANVILLE SENIOR ADVOCACY COMMISSION MEETING – OCTOBER 12, 2017  
NORTHSIDE ROOM OF THE D.L. HOPKINS JR., SENIOR CENTER

### MEMBERS PRESENT:

Kenneth Bradford (Chairperson)  
Robert (Biff) Belew  
Elaine Bell  
Jude Fabius  
Pat Weaver

### MEMBERS ABSENT:

Kim Malone (absent)  
Bobbie Young  
Alice Yoder

STAFF: Rashidah Madyun, Staff Liaison. Elaine Bell Commission Member, acted as Recording Secretary in the absence of Pam Willis.

Chairperson Kenneth Bradford noted there was a quorum present and called the meeting to order at 7:05 pm.

### Item #1 – Public Discussion Period:

No one was present to speak during the public discussion period.

### Item #2 – Discussion and Consider Approval of Minutes:

A motion to approve the minutes from the September 14, 2017 meeting was made by Chairperson Bradford. A second was cast by Commission member Bell. A vote was taken. The minutes from the September 14, 2017 meeting was approved with 5 in favor and 0 against.

### Item #3 – Discuss What Would the Senior Advocacy Commission Like to Accomplish as A Group?

Staff Liaison Madyun, asked Commission members, "What are the challenges, the opportunities, and the threats of the aging population? This began the discussion on, "What would the Senior Advocacy Commission like to accomplish as a group?" Commission members discussed the importance of physical activities as one of the top interest of seniors. Points of interest were, finding fitness instructors that would agree to the Parks & Recreation's contractual agreement and its terms. Barriers to finding fitness instructors were, the cost that instructors incur by providing their own liability insurance, paying the 70/30 split per student, and having at least ten students or more in attendance to make it worth their while. Staff Liaison Madyun shared, despite the difficulty in finding instructors interested in signing the new agreement, the Senior Center has found its success in securing volunteer peer members to teach its exercise classes without charging a fee.

Commission members suggested the Senior Center develop a better marketing strategy to advertise its center's programs and location to enhance its visibility. They agreed to assist in accomplishing this goal. Further discussion centered around the following concerns:

- Should the Mission of the Senior Center expand beyond seniors”?
- Should the Senior Center change its name?
- How do we improve the image of the Senior Center?
- How important is the food service to the seniors?
- Can the quality of food improve to offer variety of food choices on its menu with the current provider?

In conclusion, Staff Liaison Madyun shared her meeting with a member of the Duncanville Retired Teachers Association. She will report on this at our November meeting.

The meeting was adjourned at 8:30 pm.

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Pam Willis  
Recording Secretary

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Kenneth Bradford  
Chairperson