

Social & Civic Engagement Quadrant
Meeting Minutes
March, 14, 2007

In attendance: Laura Kinder, Barb Martig, Rebecca Herr, Laura Mathews, Elsie Wood,
Adrienne Mihelic, Josie Heath, Laura Rybacki, Joan Raderman, Phil
Hernandez, Maureen Ewing.

I. Review of current plan of action:

- A. The Survey Committee is working on a survey to gauge the number of volunteer leadership positions (defined by each organization) in the following categories:

Municipalities: Cities=John, County=Barb
Non-profits: Morgan, Laura K. and Maureen
Faith communities: Laura K.
Service/Professional: Laura K. and Maureen
School districts: Morgan

The goal of this survey is to collect information about the total number of positions/elected officials and the percentage of those that are filled by someone aged 55 or older. Laura K. and Laura M. will draft the survey to share with the group at the April meeting.

Elsie suggested having a meeting for all non-profits to standardize the methodology used for collecting age-related data.

II. Voting Data:

- A. Adrienne will compare all registered voters to all those eligible to be registered (from census data) to identify gaps/discrepancies in certain age groups. Once gaps are identified, people in those age groups can be targeted and encouraged to vote. It was noted that this will NOT be a letter-writing campaign.
- B. Consider targeting caregivers of older adults to help get them registered and out to vote. (This can also work in reverse: ask older adults to encourage their younger friends and family members to vote.) This is a possible area for collaboration with the Maximizes In/dependence and Supports Caregivers quadrant.

III. Images of Aging:

- A. Media Strategy: It was suggested that we partner with Joan and the Age Wave Festival (September 3-9th) to heighten awareness of aging issues in the local media. This will include a series of articles in the Camera as well as movies or programs on local access television. Laura K. will invite Sue Dean to our next meeting to discuss with her the possibility of article suggestions for her upcoming columns.

IV. Invitations & Assignments:

The following individuals will be invited to join our quadrant work group:

Jana Mendez (and her successor): to be invited by Barb

Tom Miller, WFBC: to be invited by Laura K.

Sue Dean: to be invited by Laura K.

Tom Miller, NRC: Josie will ask for his input

Active Seniors in BC: Maureen and Joan will invite.

Our next meeting will be TUESDAY, April 10th at the Sky Lounge at Frasier Meadows. Please mark your calendars!!