

TOWN OF EAST HAMPTON
COMMISSION ON AGING
SPECIAL MEETING
THURSDAY, JUNE 22, 2023, 1 P.M.
SENIOR CENTER AND ZOOM

Minutes

Present: Chairperson Dr. Eric Rosenberg, Commission members Shelley Grendzinski, Carol McLaughlin and Bonnie Berkovich

Also in attendance: Senior Services Coordinator, Jo Ann Ewing and member applicant Beth Angel

Call To Order

Dr. Rosenberg called the meeting to order at 1:00 p.m.

Discussion of rollout of UR Community Cares (UCC) and East Hampton Community Cares (EHCC)

Dr. Rosenberg updated the COA on details of the rollout plans. The first public step will be a Rivereast feature article to be written by member applicant Kathy Megan this summer. It will introduce the concepts to the town, including interviews, plus links to additional information including public meetings. Next will be public information meetings on September 20 at the Senior Center and Library. (These meetings will need significant COA tasks). The social media outreach will be through Let's Talk East Hampton and the UCC website. Letters to the editor will help.

The COA discussed the Senior Center grant of \$2,000, the positive feedback at a Rotary Club presentation the previous night, and the possibility of a second civic organization's support, together with advice of UCC's Michelle Puzzo, then recommended that no fundraising of businesses and the general public be done at this point. Leadership gifts should fund this startup period. The focus should be to inform the public, and to enlist both volunteers of services and recipients of services. Once the program is well-established and expanding, and further funds are needed, that would be the time to fundraise.

The group noted that the success of this shift from public fundraising to information and individual signups is highly dependent on trust – particularly of the Senior Center and Ms. Ewing. The COA agreed that the East Hampton Community Cares rollout should be publicized as a joint project of the Senior Center and the COA. The COA also asked that the Chair create a task list for the rollout.

Discussion of creating a COA subcommittee on EHCC rollout

The COA discussed the need for help with tasks from all members, but opinion was divided over whether to create a subcommittee to meet more frequently, or have the entire COA meet more frequently. This discussion will continue at the July regular meeting of the COA, hopefully including several new members approved by the Town Council. No action was taken.

Adjournment

The meeting was adjourned at 2:16 pm.

Respectfully Submitted,

Eric Rosenberg, MD
Chair