

1 ANCHORAGE SENIOR CENTER
2 ANCHOR-AGE CENTER, Inc.
3 Board of Directors Meeting
4 May 8, 2013
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7 **Call to Order – Quorum:**

8 Board Members Present: Bud Irwin (Presiding); Tony Barrett (telephonically); Betty Hendrickson;
9 Jeanne Edwards; Rosa Foster; Peggy Hackett; Don Simmons; Bill Mans (ex-officio)

10 Board Members Excused: Tonja Woelber; Fritz Pelham; Gordon Glaser

11 Board Members Absent: David Levine

12 Volunteer Assistant to the Secretary: Eileen (Nicky) Nickoloff

13 Endowment Trust Representative: none present

14 Municipality Representative: Linda Meyer

15 Staff Attendees: Cathy Lee (Executive Director); Cora Simien (Food Services Manager)

16
17 The meeting was called to order by Bud Irwin, Presiding, on 5/8/13 at 10:03AM after it was determined
18 that a quorum was present and business could be conducted.
19

20 **Introductions:** Introductions were made.
21

22 **Agenda:** Report from the Fitness committee was added to the Agenda, as were recommendations from
23 the Membership committee. *A motion to approve the amended agenda was made by Jeanne and*
24 *seconded by Betty; approval was unanimous.*
25

26 **Minutes of Previous Meeting:** *a motion for approval of the March 13 board minutes was made by*
27 *Don, and seconded by Betty. Recommendation for approval of the April 10 minutes was made by*
28 *Don and seconded by Peggy. Both motions were approved unanimously.*
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30 **Reports:**

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32 **Vice President** (Bud) – Bud reported that he is working on staff job descriptions, including one for
33 Maria James, whose last day at the Center will be May 31. Don and Bud asked Cathy Lee for a list of
34 all programs run by the Center. Some of these programs may be mandatory, but they will focus on
35 goals for all programs; e.g., fund raising functions may have a monetary goal; others beneficial to
36 seniors may have a goal of number of attendees. These goals will help evaluate which programs further
37 our mission for seniors and/or are financially viable or required.
38

39 **Secretary** (Tony Barrett) – report deferred to Membership committee section.
40

41 **Treasurer** (Don Simmons) –Financial performance in the first Quarter of 2013 has not been good and
42 the Center is losing money. The Arctic Rose restaurant is not performing to expectation (goal of
43 revenue was \$22K; actual \$3K). Additionally, fund raising has fallen short of goals (book sale, Fur
44 Rondy collectables). There will be a budget revision in July.
45

46 **Executive Director** (Cathy Lee) – A full Director's report was handed out at the Board Meeting. The
47 following is a summary. A new food service manager has been hired (Cora Simien) with the goal of
48 turning around the Arctic Rose performance. Cora was introduced to the Board, and explained how she
49 is working toward a menu with lower salt content and healthier foods.

50 While the book sale did generate \$5000 profit, this was short of the goal.
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52

53 The ASAC Information and Referral Specialist position, filled by Nancy Richardson, will terminate on
54 June 30, as ADRC will not have funding to continue this service here at the center.
55 Membership statistics for April are: new members 32; rejoining members 24. As of April 30, there are
56 2506 members on the mailing list.

57
58 **Endowment Trust** (provided by Keith Green) – the endowment trust YTD performance is +7.15%,
59 with an allocation of 65% equities, 30% fixed income and 5% cash.

60
61 **Municipality** (Linda Meyer) - a sole source contract will be given to ASAC from ADRC office to
62 continue the Medicare positions here at the Center.

63 **Committee reports**

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66 **PR/Marketing committee** has a chair but neither Bud nor Tony have been able to contact her. They
67 will continue to try, as this is a very critical committee.

68
69 **Elections** – Bud presented a final draft for Nominations and Elections, which includes specific dates
70 for when certain tasks must be done and a procedure for an absentee ballot. The ballot box needs to be
71 repaired, which Cathy Lee will have done. *A motion to approve the Nominations and Elections*
72 *procedure was made by Don, seconded by Jeanne, and approved unanimously.*

73
74 **Fitness committee** – The Fitness committee has been revitalized, with Judy Weimer as Chair, and 6
75 members (one more is needed). Nicky reported on the Charity walk, scheduled for May 10. Profits
76 from ASAC members doing this walk are a large source of funding for the fitness program at ASAC,
77 which has no budgeted funding to buy new equipment, replace old equipment or to maintain the
78 machines in the Fitness room. Over \$4000 has been collected to date, which exceeds the goal of
79 \$3500. Many thanks are due to Kathy Forest, fitness staff, for her efforts in this regard.

80
81 **Membership committee** (Tony) – Maria James has put together a starter kit to be given to new
82 members. A recent UAA grad (Melissa Willems) will be using this and other material provided by
83 Maria James as a basis for developing a brochure/member handbook listing all of our programs and
84 services.

85
86 Kathy Forest and Carmen Montano have developed a “script” to be provided to medical providers that
87 deal with seniors that includes an invitation to become a member of the ASAC complementary for one
88 week.

89
90 Three recommendations were made. These are:

91 Recommendation #1–lowering of the minimum age limit for regular membership from age 55
92 to age 50.

93 Recommendation #2 – eliminating the following membership categories for new or renewal
94 members: bronze and bronze couple; silver and silver couple; gold and gold couple; business (the
95 business category will be replaced with a business sponsorship program that is being developed).

96 Recommendation #3 – membership fee changes: general individual from \$40 to \$50; general
97 couple from \$70 to \$90; associate individual from \$40 to \$50; associate couple from \$70 to \$90; low
98 income waiver from \$10 to \$15. It was suggested that new fee schedules be effective for new members
99 1/1/2014 and or renewals, on their normal anniversary date after 1/1/2014.

100 In addition to recording these changes in the minutes, they would be described by Tony in the June
101 issue of the Borealis. It might also be an agenda item in an Open Forum. Some of these
102 recommendations will require an amendment to the Bylaws and Standing Rules, and will be publicized

105 to the membership as required, then further discussed in the next Board meeting. *The motion to table*
106 *further discussion at this time was made by Tony, seconded by Betty and approved unanimously.*
107

108 **Finance Committee** – There is still no funding for the 30th anniversary. *Don moved, and Peggy*
109 *seconded, that the Finance Committee report for March be accepted; this was approved*
110 *unanimously.*

111
112 **Persons to Be Heard:** No guests attended the meeting.
113

114 **New Business**

115 ASAC Recertification – while all agree this is desirable, the Board also realizes we cannot do this
116 without financial and personnel assistance. Applying for recertification costs \$8,000 and it is estimated
117 that another \$30,000 would be required to hire outside help. While there is not money in the budget at
118 this time, it might be possible to begin work if our certification continues for the 3 years allowed to
119 finish the application. Cathy will check if the fee needs to be paid up front. Linda Meyer urged
120 strongly that Cathy contact Pat Branson in Kodiak, who has offered her services to the Board in
121 suggesting how to reduce costs and streamline the process. Linda also suggested applying to the
122 Mental Health Trust Authority for a mini-grant.
123

124 **Board Comments:**

125 Peggy noted that other Senior Centers advertise their activities more widely in the Anchorage Daily
126 News events calendar than does ASAC. This emphasizes the need for an active Marketing and Public
127 Relations committee.
128

129 Peggy asked for a list of Committees. Mary Wolcoff currently has the best list.
130

131 The Board received a letter from a number of Library Committee volunteers expressing disappointment
132 in the lack of publicity for the Spring 2013 book sale. These comments were taken very seriously and
133 Bud will respond to their concerns.
134

135 **Adjournment:**

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137 *At 11:57 AM, Don moved and Jeanne seconded adjournment; this motion passed unanimously.*
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140 Minutes Submitted by:
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144 Anthony Barrett, Secretary
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148 **Remaining Board Meeting Dates for 2013**

149 June 12	September 11
150 July 10	October 9
151 August 14	November 13
152	December 11
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