

**Ad-hoc Strategic Planning Committee and Survey Results Presentation
City of Port Washington – Adult Community Senior Center**

July 7, 2015

Present: John Jacque, Edie Webb, Mary Fran Lepaska, Irene Taylor, Joe Millonzi, Director
Catherine Kiener, Chris Flint, John Sigwart, Alderman Bill Driscoll, Tom Murphy

Excused: Paul Ehrlich, Chris Flint Alderman Bill Driscoll and Tom Murphy

Next meeting: Tuesday, August 4th, 2015

Guests Stakeholders from area businesses, churches, and organizations

The meeting was called to order at 4:30 and minutes reviewed and approved by John Sigwart and seconded by Mary Fran Lepaska.

Public comments were held for later.

Andrew Bremer, the planner for MSA and his colleague, Becky, presented the results from the recent survey. Graphs were projected and analyzed and discussed. Andrew reviewed the purpose of the survey – to make informed choices based on input from the survey due to potential lease expiration Dec. 31st, 2016.

Postcards went to 6,000 households and 711 were completed (1,600 people) – approx. 12% of the card numbers. Each question was displayed and results charted. The 32 questions and comments are available on a pdf document.

Questions/comments raised during some displays were: Tom, via speakerphone, noted the highly rated intergenerational answer on #14 and the conversely low intergenerational mention on #15. It was mentioned that all answered #15, but not for #14. Question 21, regarding an increase in taxes, was questioned as being too open ended. The questions regarding fees do not mention that there are also course fees in addition to yearly fees. Tom M. shared that some are not aware of the Friends-of-the-Center group, and the possibility of fund-raising opportunities. Alderman Driscoll noted the possible donation total just from the survey people. The sale price for the current center is \$599, total operating costs are more like \$166,000 yearly. The monthly rent does not include utilities. Saukville spends nothing on senior services. Waunakee currently has a 6.5 million multi-purpose center for a community of 12,000 people. The Plymouth and Menomonee Falls facilities were mentioned as positive models.

A guest inquired as to current users and Catherine Kiener stated 18,000 per year. And 25-45% of paid members use on any month. The daily average is 62 people. Mary Fran L. wondered if this survey response was typical, and Andrew felt 15% was more typical, however the 711 responses were good numbers in light of length of survey and effort to provide comments.

The second part of the presentation encouraged marker points to particular questions. What opportunities are there to coordinate services? Disadvantages to piecemealling included: transportation costs (approx. \$7 ea way) for seniors, lack of socialization,

staffing overlap, lack of safety in a central place, taking ownership of a building and bringing in friends, marketing challenges to make services visible, and the limited access to school locations (some evening hours available, but limited day time hours). The Gold Card opportunity at schools for seniors was mentioned.

Advantages could include the fact that there are not a lot of sites available. John S. was on a former committee that considered 58 sites that narrowed down to 1) St. Matthew's Church 2) Harbour Village 3) Shannon Farm. Using the YMCA for wellness classes could be efficient. A member of the Y's board talked of an old sketch that showed a senior center wing included with the Y. A guest wondered if the Y would then charge a monthly fee to seniors.

Alternate locations continued to be discussed with mention of the Flaerty Building (for sale for a million dollars), the Piggly Wiggly building (made of old cinder block that is falling apart). Are other parking lots in the city available, wondered Tom M. or school property that could be donated. John J. wondered about the Simplicity offices and wondered if the city would be willing to look to a suitable relocation.

A guest suggested thinking out of the box as to offerings, including craft shops, woodworking labs, and railroad modeling, meeting rooms, and computer classes, as he had seen in Sun City. Also brought up was what the senior population will be like in 20 years, what will be the transportation issues, and location roadblocks (using apartments or churches) to alternate sites. The citizens recently supported K-12 education but it is important to support its senior citizens (who cover an age span from 55-100). John S. noted that the community rooms were removed from the school referendum.

Andrew said the next step in the process is to present to more groups and gather responses within the next few months and report to the committee in August. When asked what he might have changed in the survey process, Andrew felt that the broader survey style was the way to go and was impressed by all the detailed comments.

Next meeting Tuesday, August 4th, 4:
Respectively submitted by Irene Taylor