

- Attendance: Renee Johnson, Lukus Zuker, Pam Bremseth, Alissa Boroff, LuAnne Speeter, Rebecca Nguyen, Kate Ingalls-Maloney, Sue Bauer, Jan Hix,
- Guests: Steven Endrezzi, Barb Fordyce,
- Members Not Present: Carl Gramentz, Maura Albrecht, Joe Rascher, Ginny Cullen, Steve Garver, Megan Starr, Steven Mooney, Kathleen Harmon, Pat Lund, Laurie Wrobel,

#### Personal Introductions

#### Brief Overview of NAIPC and member benefits

#### National Updates:

- NAIPC- Fall Conference- to be replaced by 4 webinars, open to all members
- First Webinar- October 16, 2018- 3-4 pm
  - Engaging Older Adults in the Community
    - Atlanta, San Diego and Long Island
  - Feedback from members who watched:
    - Hoping to hear more about what seniors are looking for, how to reach them- through mailers, email, social media, more specifics instead of high level
    - Good but not WOW!
    - Good about the webinar is that it shows that it works for groups, and be able to customize someone else's hard work
  - Information from Webinar/brainstorming for our group:
    - Looking to engage the early side of needing resources vs the end of the cycle- ie Lions groups vs. senior buildings
    - Community classes- during the day, not during evening, branded flyer in numerous locations, don't know where they held them, but same date and time
    - No sponsors- benefit is that the seniors don't feel like they are being sold to
    - Keep costs down
    - Time commitment- Jan suggested starting quarterly based on their series that started every other month, and moved to quarterly for many reasons
    - Starting to build an engaged base- what would ours be.
      - Break down in to quadrants ie Bloomington/Richfield, four corners
    - Needs to be in the same spot, same time
    - Maybe start in Burnsville, move to Plymouth next, Roseville/Shoreview as well, Woodbury, Stillwater
    - Seminar evaluation- helpful? Yes, but keep simple, not required to put name
- November 13<sup>th</sup>- Chapter Fundraising
- December- Maintaining Membership
- January- Community Collaboration, Working with Others in the Community

## Chapter Updates:

- Business Cards
  - We do have postcards for members to use and hand out
  - On cards
    - Webpage, logo, email, spot on back to put your information,
  - Use them to promote the group, or your business
  - \$15 or so on Vista Print for \$500
- Tablecloth- need a new table cloth- LuAnne suggested a bright color, lime green; NAIPC has blue on logos, etc, which would stand out against the lime, would appeal to the younger older group

## Web Resource Directory- Katie Rascher

## October 9<sup>th</sup> Aging in Place Fall Event- Village Shores, Richfield

- 45 attendees: MSP Chapter- 12, Professionals- 13, Public- 20
- Sponsorship- \$150/advertising spot
- Sponsorship- \$250/advertising spot and table space at the event (two table sponsors- Clear Caption, and Lutheran Social Services)
- Feedback:
  - Good feedback from attendees
  - Create a checklist to give to places we go into to make sure that they have what we need so we don't scramble
  - Reduced sponsorship cost and gained some
  - Suggested that we plan on making a plan to purchase a projector
  - Big thank you to everyone who helped pull it off

## Goals for 2018, Q4:

- Q4 meeting dates- November 28- planning for Q1 2019
  - Will meet
  - We will be meeting in the same location; But conference room will change- 2<sup>nd</sup> floor – elevator to 2<sup>nd</sup> floor, just above the current conference room. An email will be sent.
- December get together
  - Crave (St. Louis Park), Pinstripes (Edina)- Pam will check both; email her other ideas
  - December 11<sup>th</sup> 4-6 pm
  -
- Speaker for November and January in the works

**Next Meeting – November 28, 2018**