



**THE CORPORATION OF THE TOWNSHIP OF WAINFLEET
AGE-FRIENDLY ADVISORY COMMITTEE MEETING
MINUTES**

C07/24
NOVEMBER 20, 2024
6:00 P.M.

MEMBERS PRESENT: L. Gibson
 D. Flagg
 M. Grace
 P. Shaw
 S. Van Vliet

REGRETS: A. Stapleton
 L. Hickey
 K. Krause

STAFF PRESENT A. Chrastina, Deputy Clerk
 S. Akins, Administrative Assistant

C07/24

1. **Call to Order**
 The meeting was called to order at 5:59 p.m.

2. **Declarations of Interest and the General Nature Thereof**
 None.

3. **Adoption of Previous Committee Meeting Minutes**
 - a) Minutes of the regular meeting held October 30, 2024
 Without objection, the minutes of the meeting held October 30, 2024 were adopted as circulated.

4. **Delegations**
 None.

5. **Business**
 - a) Bi-annual report on the accomplishments of the Committee for Council (item 2.8 in the Committee Terms of Reference)

The committee worked through the list of objectives under section 2 of the Terms of Reference, documenting accomplishments to date to inform a report to Council in the new year (February 2025 target).

b) 2025 Meeting Schedule Finalization

The February, March and May meetings will be held on the fourth Monday of those months at 6:00 p.m. to avoid conflicting with statutory holidays.

c) Local Area Committee Meetings

Member Gibson attended the West Lincoln Committee meeting November 1 and provided the following report:

- They meet once a month on the first Friday of the month from 9:00 to 10:00 am.
- Focus is 100% on seniors
- The committee really knows their community- obviously works for the committee, which may be a challenge for our committee. Very supported by council; Mayor Gannon attends

Funding:

- Grant discussion: who applies for them? (recreational/wellness person -Briane)
- Money is used for their April, June and September events.
- Does not appear there is any funding through their council.
- They use the WL Community Centre for free.
- Seniors Community Grant- applied for January, the Horizons Grant.
 - Must be spent between a certain time period
 - More for seniors' programs
- Age-Friendly Committee Grant (that they apply for) - more for specific events that Age Friendly committee is coordinating.

Spreading the Word:

- They have an age-friendly page on the township website; also advertise events on their digital sign, and all aspects of social media) but no real results on social media; mostly from word of mouth.
- They do not do mailings committee members will drop off flyers, targeting certain areas (they have some senior only areas) but mail outs are a waste of money. They do post flyers at strategic spots around town, churches etc., places where seniors frequent. The Committee members work to target the areas where they live, as they know where seniors live. Again, word of mouth is the best way to get the word out and then they still need reminders about an event.

Events:

- The committee is very committed to organizing events -April, June and September- and are an active group.
- The usual time of events is during the day; the scheduled ones for 2025 are 1 Oto 2 and in the afternoon. This meeting for November involved quite a bit discussion about scheduling for the 2025 events.

- Jacquie - executive assistant- is very involved in assisting the committee. The Sept event is totally coordinated by Jacquie. Flyers, contact person etc.
 - Briane also organizes trips through her Recreational and Wellness program.
 - They have had guest speakers to address general information for seniors e.g. 211, Niagara health (held in council chambers.) Speakers about Dementia and Caregivers.
 - ▶ April: goodies, keynote speaker, to be kept general info - possibly 5 minutes from 6 presenters. Also a discussion about having afternoon tea following the speakers.
 - ▶ June: speakers such as police, firefighters etc., small event as Sept is the bigger one, but something for senior's month.
 - ▶ September: storefront event, more involved- Storefronts with about 20 vendors - guest speaker and the vendors; 10:00 -12:00?
 - ▶ They have used Foodland to donate food (bag lunch) at an event but still charged \$5.00 to cover cost. This is used when an event runs over lunch time.
 - Encouraged "Bring a Buddy" to an event.
 - They have also struggled to get people out and advertising is a challenge. (sometimes only 7 or 8 people); same as their recreational program events; hard to get people out to attend.
 - The committee struggles with the best timing of events, but nighttime is definitely not a good time; morning or afternoon seems best. They usually do something on Fridays.
 - Not usually more than 2 hours in length. Providing coffee/tea and goodies are always recommended.
- Their last September event had 150 come through - considered a great turnout.

Ideas:

Could Brock do a study on the challenges of communication and/or about Seniors living rurally and the challenges?

What can our committee do?

Set up timelines.

Apply for grants

6. Action Items from Previous Meeting

- a) Member Grace created a flyer for committee review. The committee discussed removing Housing as a focus topic. Member Van Vliet will be the contact on the final printed version, to be reviewed at the next meeting.

7. Other Business

- a) Member Gibson reported that the Library is interested in working with the Committee

b) Member Flagg will look into grants.

8. **Next Meeting Date**
December 18, 2024

9. **Adjournment of Meeting**

There being no further business, the meeting was adjourned at 7:20 p.m.

L. Gibson, CHAIR

A. Chrastina, RECORDING SECRETARY

Approved December 18, 2024