



Agenda
Village of Arlington Heights
Senior Citizens' Commission
Commissions Room-33 S. Arlington Heights Rd., AH 60005
Communication Sub Committee
January 22, 2024
5:30 PM

I. CALL TO ORDER

- A. Pledge of Allegiance

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. December 18, 2023 Minutes

IV. REPORTS

- A. Chairperson
- B. Senior Center Manager

V. OLD BUSINESS

VI. NEW BUSINESS

VII. OTHER BUSINESS

- A. Announcements/Correspondence

VIII. PUBLIC COMMENT

IX. ADJOURNMENT

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**Senior Citizens' Commission
1/22/2024**

Item: Minutes

Department: HHS

ATTACHMENTS:

Description	Type
December 18, 2023 Minutes	Minutes

Minutes
Village of Arlington Heights
Senior Citizen's Commission-Communications Sub Committee
Commissioners Room
33 S Arlington Heights Road, Arlington Heights
Monday, December 18, 2023
5:30 PM

I. CALL TO ORDER

Chairperson Carter called the meeting to order at 5:30 p.m. All stood for the Pledge of Allegiance.

II. ROLL CALL

Present:

Also Present:

Not Present:

Tim Carter
George Motto
Steve Raminiak

Tracey Colagrossi, Liaison

Sue Viecegli

III. APPROVAL OF MINUTES

Minutes from Tuesday, November 221, 2023

COMMISSIONER CARTER PROPOSED A MOTION TO APPROVE THE MINUTES AS PRESENTED. COMMISSIONER RAMINIAK MADE THE MOTION AND WAS SECONDED BY COMMISSIONER MOTTO. ALL APPROVED THE MINUTES FROM NOVEMBER 21, 2023.

IV. REPORTS

A. Chairperson

Commissioner Carter noted that the Sub Committee will review recommendations to the Senior Services portion of the website.

Commissioner Raminiak provided the sub committee with some initial recommendations for review within a memorandum submitted for discussion. Commissioner Raminiak noted that it is important to use as little words as possible to affect as many as possible.

Recently, we have discussed our Village website, and how information for our seniors could be better communicated. We discussed how our website might be changed into a "top-down" experience which anticipates that our residents have a vague idea as to what they would like to learn more about, but would like to know everything that the Village offers in certain areas of interest.

First, instead of our Village website referring only to the “Senior Center” as a menu option, and as a header for our seniors, I propose that such heading be changed to “Seniors (55+)” in order to better reach our target audience.

Second, I propose that the present landing page be changed to something that:
(a) is as short as possible, (b) prominently provides very few orientation links, including a prominent link to the full newsletter, (c) provides color-coded links to different areas of interest (color omitted from this memo), and (d) includes a portion at the bottom for reports as to elder abuse, neglect, or exploitation.

The first two categorical links, i.e., for “Events, Clubs, & Classes” and for “Meals, Supplies, & Tools” would allow people to click further boxes as to their interests, then run a search which would draw individual items from the newsletter.

The last three categorical links would not need updating on such a frequent basis and would contain static links to inform our residents about the items listed.

Ultimately, the color-scheme used on the website, and these divisions, could be broadened to how things are organized in the newsletter or to the large wall in the Senior Center.

INITIAL LANDING PAGE:

Seniors (55+)

Arlington Heights is certified as a member of AARP's network of age-friendly communities, and is only 1 of 6 designated as an AARP Livable Community Network members in Illinois.

The Arlington Heights Senior Center is a hub for people 55 and over to thrive by learning new things, meeting new people, creating, volunteering, and exercising. Everyone is welcome; no membership or residency is required.

Fundraising support is provided by the Arlington Heights Senior Center, Inc., a not-for-profit organization which operates independently from the Village of Arlington Heights itself.

Select from the following, or view our most recent newsletter here.

- *Events, Clubs, & Classes*
- *Meals, Supplies, & Tools*
- *Home Help*
- *Transportation*
- *For Caregivers & Volunteers*

If you suspect that an elderly or disabled person may be being abused, neglected, exploited, or neglecting him or herself, please call the statewide, 24-hour Adult Protective Services Hotline: 1-866-800-1409. For deaf and speech-impaired communication over the telephone, dial Illinois Relay at 711. You may also follow this link to Catholic Charities, our local Adult Protective Services agency.

LINKS ON THE LANDING PAGE WOULD LEAD TO THE FOLLOWING PAGES.
--FOR THE FIRST TWO CATEGORIES, USERS WOULD REACH A PAGE WHERE THEY COULD CLICK ON SELECTIONS, THEN RUN A SEARCH WHICH WOULD PULL ITEMS FROM THE MOST RECENT NEWSLETTER.

Events, Clubs, & Classes

Select one or more of the following.

- Health Care
- Fitness
- History
- Concerts & Movies
- Books
- Cards & Games
- Arts & Crafts
- Investments
- Tables, Phones, & Computers

Meals, Supplies, & Tools

Select one or more of the following.

- Lunch Program
- Senior Health Insurance Program (SHIP): Free Counseling
- Woodshop
- Nurses' Club Lending Closet

--FOR THE LAST THREE CATEGORIES, USERS WOULD REACH A PAGE WITH LINKS TO FURTHER PAGES BASED ON THEIR INTERESTS.

Home Help

Follow one of the following links.

- Snow Removal
- Lawn Care
- Handyman
- Home Rehabilitation Loans
- Foreclosure Assistance
- Inclusionary Housing Ordinance

Transportation

Follow one of the following links.

- Connections to Care
- Bus Schedules
- Pace On Demand
- Other Options
- Ride Free/Discount Ride Pass
- Taxi Vouchers (Elk Grove Township Only)

For Caregivers & Volunteers

Follow one of the following links.

*--Adult Protective Services
--Caregiver Resource Center
--Meal Delivery Volunteers
--Kenneth Hood Award
--Senior Medicare Patrol
--Aging & Disability Resource Network
--Community Care Program
--Choices for Care*

B. Senior Center Manager

Liaison Colagrossi reviewed the current website layout and links within each heading. The Commissioners discussed conducting a draft of the proposed changes to check at the next meeting. Those changes can be revised and studied at the next commission meeting. Commissioner Carter noted that we offer a finished product for review.

1. OLD BUSINESS

Commissioner Carter also noted that the commission should update the marketing plan should be reviewed at the next meeting. Commissioner Carter also inquired about "senior" for marketing purposes and reported earlier discussion on how relatable the phrase is to engaging people in the center and services.

Liaison Colagrossi noted that the strategic planning sessions will also address the naming issue. The center's strategic plan will take place from January to October.

1. NEW BUSINESS

The next meeting will be at 5:30 pm, Monday, January 22, 2024.

1. OTHER BUSINESS

No new business was discussed.

1. PUBLIC COMMENT

No members of the public attended the meeting.

1. ADJOURNMENT

**COMMISSIONER CARTER REQUESTED A MOTION TO ADJOURN.
COMMISSIONER RAMINIAK MADE A MOTION, WHICH WAS SECONDED BY
COMMISSIONER MOTTO. ALL WERE IN FAVOR, AND THE MEETING
ADJOURNED AT 6:25 pm**