



AGENDA

Meeting of the
Scotts Valley Senior Center Board
In-Person Meeting
Date: March 5, 2024
Time: 1:00 PM

CONTACT INFORMATION	MEETING LOCATION	POSTING
Recreation Division 361 Kings Village Road Scotts Valley, CA 95066 (831) 438-3251	Scotts Valley Senior Center 370 Kings Village Road Scotts Valley, CA 95066	Agenda posted on 03-01-2024 at City Hall, SV Senior Center, SV Public Works Building, and on the Internet at: www.scottsvalley.gov

BOARD MEMBERS	CITY STAFF MEMBERS
Margaret Schraft, Chair Nancy Diaz, Vice Chair Ferd Bergholz, Board Member Harvey Bustichi, Board Member Lisa Bustichi, Board Member George Milder, Board Member Anna Pissanetzky, Board Member	Allison Pfefferkorn, Recreation Division Manager Darshana Croskrey, Senior Center Coordinator Brian Youmans, Administrative Secretary

MEETING NOTICE AND AGENDA PACKET MATERIALS
Notice regarding Senior Center Meetings: The Senior Center Board meets regularly on the 1st Tuesday of each month at 1:00 PM at the Senior Center located at 370 Kings Village Road, Scotts Valley, CA 95066. Agenda and Agenda Packet Materials: The Senior Center Board agenda packet is published at least 72 hours in advance of the regular meeting and is available for review at the Recreation Division office at 361 Kings Village Road, Scotts Valley, CA. The agenda packet is also available for viewing on the City's website at www.scottsvalley.gov.

Call to Order

Roll Call

Staff Updates

1. Staff Updates - RDM Pfefferkorn

Public Comment Time:

This portion of the agenda is reserved for discussion by the public of items which are NOT agendized. No action may be taken by the Board except to refer the matter to staff and/or place it on a future agenda. It is in the best interest of the person speaking to the Board to be concise and to the point. All speakers are requested to sign their name at the podium so their name may be accurately recorded in the minutes of the meeting. A time limit of three minutes per individual will be allowed.

Consent Agenda

(Any person wishing to speak on the consent agenda may do so by raising their hand as the item is called out by the chairperson.)

1. 11-07-2023 Senior Center Board Minutes

Additions/Deletions to Regular Agenda

Regular Agenda

(Any person wishing to speak on the regular agenda may do so by raising their hand as the item is called out by the chairperson.)

1. Year Event Schedule
2. Update on Active Net for Membership and Future Implementation
3. Parks Master Plan Update

Adjournment

ADA NOTICE

The City of Scotts Valley does not discriminate against persons with disabilities. The City Council Chambers is an accessible facility. If you wish to attend a City Council meeting and require assistance such as sign language, a translator, or other special assistance or devices in order to attend and participate at the meeting, please call the City Clerk's office at (831) 440-5600 five to seven days in advance of the meeting to make arrangements for assistance. If you require the agenda of a City Council meeting be available in an alternative format consistent with a specific disability, please call the City Clerk's Office. The California State Relay Service (TTY/VCO/HCO to Voice: English 1-800-735-2929, Spanish 1-800-855-3000; or, Voice to TTY/VCO/HCO: English 1-800-735-2922, Spanish 1-800-855-3000), provides Telecommunications Devices for the Deaf and Disabled and will provide a link between the TDD caller and users of telephone equipment.

Senior Center Board Meeting: Staff Report

Monday February 26th, 2024

Recreation Division Manager- Allison Pfefferkorn

Staff Updates

Facilities Update

- As part of a capital improvement project, an ADA door was installed at the Senior Center which allows members to push a button for the door to open.
- The light switch for the main hall was moved from the boutique to the front entrance.
- Deep Cleaning of the Senior Center kitchen was completed in February.

Senior Center Coordinator- Darshana Croskrey

Program Update

Thanksgiving Luncheon Update

This co-sponsored event with Brookdale Senior Living, Bruno's BBQ & Grill and Damian's Ladder was well attended and received. Nearly 90 people served, including the volunteers. We were also able to have some lovely complimentary drawings for some lucky winners!

Happenings at the Center

- In an effort to join in the City's goal of multiculturalism, in February we hosted The First Annual Pancake Races and the Cutting of the Mardi Gras King Cake to share some cultural diversity and fun. We received many compliments and people enjoyed themselves. We thank everyone who could attend on short notice, and especially Vicki Grainger-Jones and Sue Vaughn for running the kitchen and Carmen Watson for leading the King Cakes and its historical references. For sure next year, it will be bigger and better!
- Scotts Valley Senior Center, together with The Seniors' Council of Santa Cruz County and San Benito County co-sponsored a Candidate Forum for the 5th District Supervisor position. Meals On Wheels Executive Director, Darren Daley, provided a hot lunch to be served to attendees prior to the event. It was a well attended meeting and seniors left satisfied, feeling they had a good understanding of all four candidates and their respective positions.
- Now that Winter Break is over, our Scotts Valley Seniors' Bocce Ball League chaired by Susan Taylor, is gearing up to start the Spring League signup days. She is working with the recreation department staff to coordinate through the Active database so she too, can get much needed admin support for her position.



MINUTES

Meeting of the
Senior Center Board Meeting
Date: November 7, 2023
Time: 6:00 PM

CONTACT INFORMATION	MEETING LOCATION	POSTING
Recreation Division 361 Kings Village Road Scotts Valley, CA 95066 (831) 438-3251	Scotts Valley Senior Center 370 Kings Village Rd Scotts Valley, CA 95066	The agenda was posted on 11-3-2023 at City Hall, SV Senior Center, SV Public Works Building, and on the Internet at www.scottsvally.gov .

Call to Order - 1:00 pm

The meeting was called to order at 1:00 PM.

Roll Call

APPOINTED OFFICIALS PRESENT: Margaret Schraft, Chair Ferd Bergholz, Board Member Harvey Bustichi, Board Member (Absent) Nancy Diaz, Board Member Anna Pissanetzky, Board Member George Milder, Board Member Lisa Bustichi, Board Member (Absent)	CITY STAFF MEMBERS PRESENT: Allison Pfefferkorn, Recreation Division Manager Darshana Croskrey, Senior Center Coordinator Brian Youmans, Administrative Secretary
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Staff Updates

1. Staff Updates - RDM Pfefferkorn
 - a. RDM Pfefferkorn announced the fixing of the front door to the Senior Center as well as increased patrol from the police department.
 - i. Chair Schraft added that the PD non-emergency line is 831-440-5670.
 - b. RDM Pfefferkorn announced the addition of Active Net being used for the

Senior Center Membership database, leading to members being able to pay for membership dues via credit/debit card over the internet.

- i. Board Member Bergholz pointed out that the new database needs to be able to create reports for birthday lists.
- c. RDM Pfefferkorn announced the changes in staff with the addition of the new Recreation Coordinator Jennifer Dunbar along with the incoming PW Director Bret Swain, as well as newly elected Board Members Ms. Lisa Bustichi and Mr. George Milder.
- d. Board Member Bergholz announced that he is still getting phone calls from First Alarm regarding fire alarm testing.
- e. Board Member Pissanetzky requested a locking mechanism to lock the front door from the inside for safety reasons.

2. Staff Updates – Coordinator Croskrey

- a. Coordinator Croskrey announced the recent training and recruitment of volunteer receptionists.
- b. Coordinator Croskrey announced all the recent community outreach events and programs that the Senior Center has accomplished recently.
- c. Coordinator Croskrey announced the upcoming Thanksgiving Luncheon being hosted in the Senior Center.

Public Comment Time

- Coordinator Croskrey announced the reopening of the Senior Center Boutique thanks to the help of two senior volunteers Elaine and Linda, as well as thanking Becca for help with the creation of the boutique sign.
- Nancy Carroll, a member of the Senior Center, expressed concern about marketing the boutique more.
- Coordinator Croskrey announced that Erin from Cruise Coffee is inviting all seniors for a photo shoot this Saturday in front of the Cruise Coffee Christmas truck.
- Elaine Duxbury, a member of the Senior Center, expressed concern about the cabinet in the Senior Center Library that the Lyons Club had installed and locked.

Consent Agenda

1. 08-01-23 Senior Center Board Meeting Minutes

M/S: Pissanetzky/Diaz

To approve the 08-01-2023 Senior Board Meeting Minutes. Carried 5/0/2

(AYES: Schraft, Bergholz, Diaz, Pissanetzky, Milder; NOES: NONE; ABSENT: Bustichi, Bustichi)

Additions/Deletions to Regular Agenda

M/S: Diaz/Pissanetzky

Removal of “Lewis Farris” and add “George Milder” and “Lisa Bustichi” in the “Elected Officials” section of the agenda.

Carried 5/0/2 (AYES: Schraft, Bergholz, Diaz, Pissanetzky, Milder; NOES: NONE; ABSENT: Bustichi, Bustichi)

Regular Agenda

1. Election of Officers – RDM Pfefferkorn

- a. In accordance with the Senior Center Bylaws ARTICLE IV. Section 4. A Chairperson and Vice-Chairperson will be elected amongst the Board Members.

M/S: Pissanetzky/Bergholz

To appoint Chair Margaret Schraft as Chairperson.

Carried 5/0/2 (AYES: Schraft, Bergholz, Diaz, Pissanetzky, Milder; NOES: NONE; ABSENT: Bustichi, Bustichi)

M/S: Schraft/Pissanetzky

To appoint Board Member Nancy Diaz as Vice Chairperson.

Carried 5/0/2 (AYES: Schraft, Bergholz, Diaz, Pissanetzky, Milder; NOES: NONE; ABSENT: Bustichi, Bustichi)

2. Parks Master Plan Update – RDM Pfefferkorn

- a. RDM Pfefferkorn updated the Senior Center Board that Odell Engineering has provided a 75% complete draft of the Parks Master Plan. The subcommittee will meet again in November and expects a 90% draft by the end of that month.

3. Member Survey Results – RDM Pfefferkorn

- a. RDM Pfefferkorn introduced the Senior Center Survey, a 10-question survey with the intent of helping evaluate the programs, events, staff, and faculties of the Senior Center. RDM Pfefferkorn then presented the results of the survey to the Board Members.
- b. RDM Pfefferkorn ended the presentation with several key takeaways such as the large gap between people who come weekly and people who come less than once a month and asks what more can the Senior Center do to draw more members in on a regular basis.
 - Chair Schraft suggested more social events, while Vicechair Diaz asked clarifying questions about the wording of a couple of the survey questions.
 - Coordinator Croskrey added that the result of the COVID-19 pandemic has played a massive role in the diminished membership of the Senior Center.
 - Board Member Milder suggested that the Senior Center could market itself at community events such as Food Truck Friday.
- c. RDM Pfefferkorn ended the presentation with the result that most people are “very satisfied” with the Senior Center.

- Coordinator Croskrey stated that the issue with the newsletter being sent out in a timely manner is being addressed, that the Senior Center does have ADA compliant toilets, and that chairs are only put away by volunteers.
- Board Member Pissanetzky added that there are many issues with information regarding the Senior Center on the City's website.
- RDM Pfefferkorn stated that one of the biggest issues that members wanted to see improved is adding a paid receptionist.
- Chair Schraft also suggested the implementation of a suggestion box, or an email for members to suggest more areas they'd like to see improved.

Adjournment

The meeting adjourned at 1:57 PM.

City of Scotts Valley SENIOR CENTER BOARD STAFF REPORT

DATE: 3/5/2024
TO: Honorable Mayor and City Council
FROM: Allison Pfefferkorn, Recreation Division Manager
APPROVED: Mali LaGoe, City Manager
SUBJECT: Year Event Schedule

SUMMARY OF ISSUE

Staff has set the proposed 2024 event schedule for the Senior Center. These events have been programmed to meet the needs of the members, which were expressed in the membership survey. This calendar is provided as a frame of reference as circumstances may require staff to make additions, changes and cancelations.

Senior Center Event Master Calendar 2024

March

3/5 - 1:00pm SVSC Board Meeting
3/12 - 1:00pm St. Patrick's Day Luncheon
3/15 - 6:00pm~9:00pm Country Dance/Live Band (includes class)
3/20 - 11:30am~ 1:00pm Senior Safety Presentation by Erin O'Brien- Kerr

April

4/6 - 8:00am to 12:00pm Spring Pancake Breakfast & Flea Market
4/19 - 6:00pm~9:00pm Country Dance/Live Band (includes class)
4/24 - 11:00am -1:00pm Downsizing Panel Presentation

May

5/7 - 1:00pm SVSC Board Meeting
5/16 4:30pm -7:00pm Spring Fling Dinner
5/17 6:00pm~9:00pm Country Dance/Live Band (includes class)

June

6/1 - 8:00am to 12:00pm Spring Pancake Breakfast & Flea Market
6/21 - 6:00pm~9:00pm Country Dance/Live Band (includes class)

July

7/2 - 1:00pm SVSC Board Meeting

7/19 - 6:00pm~9:00pm Country Dance/Live Band (includes class)

August

8/15 - 5:15pm to 7:30pm Dinner

8/16 - 6:00pm~9:00pm Country Dance/Live Band (includes class)

September

9/3- 1:00pm SVSC Board Meeting

9/7 - 8:00am to 12:00pm Grandparent's Day Pancake Breakfast & Flea Market

9/20 - 6:00pm~9:00pm Country Dance/Live Band (includes class)

October

10/5 - Passion 4 Fashion Show 12:00pm to 3:00pm (prep day before too)

10/18 - 6:00pm~9:00pm Country Dance/Live Band (includes class)

10/30 - 5:00pm~7:00pm SVSC 35th Birthday Celebration/Sponsor Appreciation

November

11/5 - 1:00pm SVSC Board Meeting

11/15 - 6:00pm~9:00pm Country Dance/Live Band (includes class)

11/19 - 1:00pm~3:00pm Thanksgiving Dinner

December

12/2 - Center Reopens

12/17 - 1:00pm~3:00pm Holiday Luncheon

January 2025

1/7 - 1:00pm SVSC Board Meeting

FISCAL IMPACT

Staff will seek donations and sponsorships from area businesses. Minimal supply costs will be absorbed by the Senior Center budget.

STAFF RECOMMENDATION

Receive presentation.

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None

City of Scotts Valley SENIOR CENTER BOARD STAFF REPORT

DATE: 3/5/2024
TO: Honorable Mayor and City Council
FROM: Allison Pfefferkorn, Recreation Division Manager
APPROVED: Mali LaGoe, City Manager
SUBJECT: Update on Active Net for Membership and Future Implementation

SUMMARY OF ISSUE

Recreation staff has begun the transition of moving the administrative operations of the Senior Center to Active Net, the software the Recreation Division uses for all other registrations and reservations.

By using Active Net for membership enrollment, activity registrations and payments, the City is able to more efficiently track participation and payments, which aligns with the other processes of the Recreation Division.

The initial phase of the transition involved transferring senior memberships from the Access database to Active Net, which has been successfully accomplished. Seniors who have submitted their membership applications, paid their fees, and signed participant waivers are now officially registered members in the Active Net database. Staff encourage all interested seniors to complete their applications online, in person at the recreation office, or by calling the recreation office.

The next phase will shift towards the implementation of payments, class registration, and center checking in. This will happen over several phases.

Phase One: Bocce League Payments In this initial phase, we will streamline Bocce League season payments exclusively through the Recreation office. Members will have the option to make payments either in person or over the phone, ensuring a smooth transition for all participants.

Phase Two: Membership Card Scanning This phase involves the introduction of membership card scanning upon entry to the center. This step will enable us to accurately track visitor numbers, providing valuable insights into the Senior Centers use patterns. It will also be the precursor to class registration, class check in and payments.

Phase Three: Class Registrations The third phase will be the registration process for classes facilitated by instructors. Members will be required to register and make payments for these classes through Active Net. Members will have the option to register online, over the phone, or in person at the recreation office.

The staff's goal is to make the transition smooth for the Senior Center members. These phases will be done over the next year. These new procedures will help staff improve efficiency by using Active Net, which in turn allows staff to track participation and payments in alignment with City policies.

FISCAL IMPACT

The cost of using ActiveNet is included in the existing budget.

STAFF RECOMMENDATION

Receive the staff presentation and make recommendations of ways to help seniors with the transition to online registrations and payments.

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None

City of Scotts Valley SENIOR CENTER BOARD STAFF REPORT

DATE: 3/5/2024
TO: Honorable Mayor and City Council
FROM: Allison Pfefferkorn, Recreation Division Manager
APPROVED: Mali LaGoe, City Manager
SUBJECT: **Parks Master Plan Update**

SUMMARY OF ISSUE

The Recreation Division has been in the process of a Parks Master Plan conducted by Odell Engineering since January 2023.

The 75% complete draft was received and reviewed and submitted to the consultant for corrections and requests for recommendations for repurposing underutilized parks.

The 90% draft will be received at the end of March. Once received, staff will meet in a joint meeting with the Parks and Recreation Commission and City Council to review the draft.

The 90% draft will then be presented at a Parks and Recreation Commission meeting where the results will be presented and open to public comment.

FISCAL IMPACT

The Parks Master Plan is funded in the currently year Capital Improvement Budget.

STAFF RECOMMENDATION

Receive the staff presentation.

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None