



AGENDA

Meeting of the
Scotts Valley Senior Center Board
In-Person Meeting
Date: September 9, 2025
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 09-05-25 at City Hall, SV Senior Center, SV Public Works Building, and on the Internet at: www.scottsvalley.gov
BOARD MEMBERS		CITY STAFF MEMBERS	
George Milder, Chair Anna Pissanetzky, Vice Chair Ferd Bergholz, Board Member Margaret Schraft, Board Member Terri Ritchi, Board Member VACANT, Board Member VACANT, Board Member		Allison Pfefferkorn, Recreation Division Manager Darshana Croskrey, Senior Center Coordinator Brian Youmans, Administrative Assistant	
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 Update - 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. 07-22-25 Senior Center Board Meeting 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. Meeting Procedure Review
2. Committee Teams Follow-Up
3. Punch Pass and Membership Update
4. Future Agenda Items

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: September 9th, 2025

Staff Update: Recreation Division Manager Pfefferkorn

Summer Recreation Events:

Music as Skypark Sept 28th— Hosted by Kiwanis Club, come and enjoy live music, food vendors, and family activities as we celebrate art and community spirit.

Senior Center Update:

Board Member at Large - We will be hosting a member only election for the vacant board member at large position on Sept 16th 2:00pm-3:30pm. Anyone interested in being a part of the board should inquire with the Recreation Manager and complete an application.

Facility:

- New Water Heater was installed.
- Parking lot striping will be happening this month before the center opens. It will be completed in two sessions. No parking lot closure is needed.
- Health Inspection was completed on the Kitchen and was issued a food service Permit Risk level 2: prepare and cook food for same-day service.
- Reminder: whenever there is food served in the center that all surfaces are wiped down at the end of the day.

Senior Center Year End Revenue report as of June 30, 2025

	Actual	Budgeted	FY 2024
BOUTIQUE SALES	\$ 8,510.78	\$ 8,000.00	\$8,834.61
MEMBERSHIP FEES	\$ 11,780.58	\$ 7,000.00	\$6,924.25
CONTRIBUTIONS FROM NON-GVMT	\$ 100.00	\$ 0.00	\$119.50
CITY CONTRIBUTIONS/DONATIONS	\$ 663.83	\$ 0.00	\$4.16
SR CENTER ACTIVITIES/CLASSES	\$ 20,609.00	\$ 10,000.00	\$17,448.75
FACILITY/BUILDING RENTAL	\$8,854.25	\$5,000.00	\$5,755.00
Total	\$ 50,518.54	\$30,000.00	\$39,086.27

Senior Center Year End Expense report as of June 30,2025

	Actual	Budgeted	FY 2024
SALARIES/WAGES - REGULAR	\$35,659.64	\$ 44,431.00	\$49,692.00
SUPPLIES & MATERIALS	\$ 6,691.04	\$ 11,000.00	\$6,282.00
ADVERTISING	\$ 350.00	\$ 0.00	\$956.24
COMMUNICATIONS/DATA USAGE	\$ 4,107.05	\$ 2,300.00	\$350.23
UTILITIES	\$ 12,185.40	\$ 11,000.00	\$672.92
OTHER CONTRACTUAL SERVICES	\$ 10,417.32	\$ 8,000.00	\$4,981.79
INSURANCE & SURETY BONDS	\$ 6,782.71	\$ 9,000.00	\$8,242.84
MAINT OF BLDGS/STRUCT/GRNDS	\$ 14,909.46	\$ 2,000.00	\$6,475.80

Total	\$ 91,102.62	\$ 87,731.00	\$77,653.82
--------------	---------------------	---------------------	--------------------

Senior Center Coordinator Staff Report: Senior Center Coordinator Darshana Patel-Croskrey Report

Activities and Program Updates (Since July 2025)

- Line Dance with Wendy Omeara has restarted with no issues.
- Memory Quilting Class offered by Dan Garrett was gratefully accepted by the four students in the class.
- I reported that Gyrokinesis Class, after discussing several scenarios, was financially unfeasible to make her time worthwhile. That has since changed. We have Gyrokinesis back on the schedule! Under a contract with Parks & Rec, she was able to bring up the price of her class and her students were agreeable to the price increase.
- This month, after a five year break, we are happy to once again offer Yoga at SVSC through a nonprofit organization called Yoga for All Movement. YFAM is being offered three times a week.
- Scotts Valley Fall Bocce Season got off to a great start.

Special Presentation/Events

- SVSC took part in the Senior Resource Fair put on by the Mid-County Senior Center. Our thanks to members, Sandy Payton and Pat Minton-Bont for representing us.
- Soup, Salad, Let's Talk continues to be much appreciated. We realize the amount of work involved and Colly's generosity in shopping, prepping, cooking, delivering, and presenting the event. It is not possible without Colly and her trusty crew.
- Band Night continues to take place on the Third Friday of Every Month from 6:00pm to 8:00pm. We have expanded the range and made it intergenerational to include ages 12 and up with adult accompaniment. We appreciate EVERYBODY'S HELP & NETWORKING in getting the word out to get the attendance numbers up.
- Our members continue to use Damians Ladder, a 501c3 nonprofit, which helps with minor repairs on homes for low income and disabled seniors. Good reports from all accounts.
- The 4th of our 9-Part Alzheimer's Education Series took place. Offered every other month, it continues to be of valuable content, participation, and safety circle.
- It seems the word is finally out about how helpful our SVSC Tech Team is ~ they are getting a little busier.
- There is excitement about the State of the City Address taking place on Sept 16th at The Landing Theater at 5:30pm.

Membership News

- With continued collaboration with Parks and Recreation, the renewal process is going well.
- We have welcomed a new receptionist to our team, Terri Ritchie. She has already jumped in taking on some special tasks to make things efficiently.
- The Receptionist Team got together for an offsite meeting at Cruise Coffee Cafe to catch up, share new protocols and talk about any problems which are occurring. It was very well received, and much needed.

Upcoming Events

- Members are looking forward to attending the Scotts Valley Multicultural Faire on Sept 6th with their grandchildren.
- This month we look forward to our Special Election to fill the Member-At-Large position on September 16th.



MINUTES

Meeting of the
Senior Center Board Meeting
Date: July 22, 2025
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 rd. Scotts Valley, CA 95066	The agenda was posted on 07-18- 2025 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

COMMISSIONERS PRESENT:

George Milder, Chair
Anna Pissanetzky, Vice Chair
Ferd Bergholz, Board Member
Margaret Schraft, Board Member
VACANT, Board Member
VACANT, Board Member
VACANT, Board Member

CITY STAFF MEMBERS PRESENT:

Allison Pfefferkorn, Recreation Division
Manager
Darshana Croskrey, Senior Center
Coordinator
Brian Youmans, Administrative Assistant

Staff Updates

1. Staff Updates - RDM Pfefferkorn

RDM Pfefferkorn presented updates regarding the upcoming Senior Center Board Member Election, as well as recent facility updates such as maintenance to the Senior Center Kitchen.

2. Staff Updates – SCC Croskrey

SCC Croskrey presented updates on recent activities and programs including the recent special presentations.

Chair Milder added an update to the Senior Center's Tech Team as well as announced the upcoming Yoga Class.

Public Comment Time

- Senior Center Member Nancy Lentz asked for clarification on a potential upcoming special event and expressed appreciation for the recent bocce improvements.
- Board Member Margaret Schraft commented that new broom for the bocce courts is not wide enough to cover the entirety of the court in one sweep.
- Senior Center Member Cynthia Dzendzel suggested that the city clarifies the appointments for Senior Center Board Members and suggests that more transparent processes would help the Senior Center members.
- Senior Center Member Mike Kennedy expressed frustration as he has applied to the board twice but has not received any confirmation.
- Senior Center Member Ira Kessler also expressed frustration as he has applied to the board and has not yet received a response.
- Senior Center Member and volunteer Karin Meyer expressed appreciation for staff and stated that she applied to the board and would have gone to city hall if it was more ADA accessible.
- Senior Center Member Nancy Lentz asked a clarifying question regarding eligibility to be a board member.
- RDM Pfefferkorn addressed concerns from public comments regarding the appointment and election for new board members, clarifying the procedures for advisory board appointments as well as elections.
- Senior Center Member Sandy Payton expressed concern that the parking lot needs to be restriped.
- Senior Center Member Susan Shisler expressed appreciation for all the work the City has done but also wished for the board to look into new policies for membership cards and suggests having a subscription service for the center.

Consent Agenda

1. Approve Senior Center Board Meeting Minutes 05-13-25.

M/S: Pissanetzky/Bergholz

To approve the Consent Agenda with no alterations. Carried 4/0/0 (AYES: Milder, Pissanetzky, Bergholz, Schraft; NOES: None; ABSENT: None)

Additions/Deletions to Regular Agenda

None.

Regular Agenda

1. Consideration of Forming Committee Teams

RDM Pfefferkorn presented a staff report that demonstrated how the Senior Center has grown in both participation and programming, and to continue supporting this growth suggests the board form dedicated teams to provide extra help to different areas of the Senior Center.

SCC Croskrey presented different teams that already exist and different ways that those teams could be supported.

Board Members asked clarifying questions that staff answered.

RDM Pfefferkorn, SCC Croskrey, and Board Members discussed different logistics to best support the Senior Center.

Public Comment:

- Cynthia Dzendzel asked for clarity on how these teams will recruit volunteers or how team members can refer people to join.
- Karin Meyer suggested that a team be formed that provides a driving service for seniors with accessibility issues.
- Mike Kennedy stated that there is a liability issue if the Senior Center does provide driving services.
- Nancy Lentz asked for clarity on the form of this meeting and procedures for public comment.
- RDM Pfefferkorn addressed concerns regarding meeting procedures by clarifying that the Senior Center Board functions as an advisory body to the Scotts Valley City Council. As such, meetings are structured similarly to other city advisory bodies and are subject to the Brown Act. Each agenda item is first presented by staff for board discussion before being open to public comment. RDM Pfefferkorn also directed the public to the back table, where laminated sheets outlining the meeting process were available for reference.

Adjournment

The meeting adjourned at 2:10 PM.

City of Scotts Valley SENIOR CENTER BOARD STAFF REPORT

DATE: 9/9/2025
TO: Honorable Mayor and City Council
FROM: Allison Pfefferkorn, Recreation Division Manager
APPROVED: Mali LaGoe, City Manager
SUBJECT: Meeting Procedure Review

SUMMARY OF ISSUE

The City of Scotts Valley conducts all board, commission and council meetings in accordance with Robert's Rules of Order.

The Roberts Rules of Order was designed to provide a fair and orderly process for how commissions and councils conduct meetings and make decisions.

To keep our meetings efficient and help everyone understand the process, a review of these procedures follows:

Call to Order - Chair

Roll Call — Staff Admin

Staff Updates — Chair introduces staff for updates

Public Comment Time— Chair

- Each person wishing to address the Board has up to 3 minutes to make comments on items which are NOT on the agenda.
- Any questions by the public should be directed to the Board, not staff or others present.
- This is *not* a Q&A session that goes back and forth between the public and board/staff.
- No action may be taken by the Board, except if the Board sees the need 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 state their name, so their name may be accurately recorded in the minutes of the meeting.

Consent Agenda - The Consent Agenda may consist of multiple items that are routine or do not necessitate discussion. Any board member may "move approval of the consent agenda" and any second board member may "second the motion". After a motion and second, a voice vote is called for by the chair. The consent agenda is acted on in its entirety, not individually,

by one motion. If a Board member would like to discuss an item on the consent agenda, they may request to "pull" the item for discussion. In this case, the rest of the Consent Agenda would be acted on (approved), before the pulled item is then treated like a regular agenda item.

Additions/Deletions to Regular Agenda — Chair asks staff if there are any additions or deletions to the agenda.

Regular Agenda – Regular Agenda items are discussed and acted upon one at a time. For each agenda item:

- The Chair reads the title of the item.
- Agenda item is presented by staff.
- The Chair asks the board for any clarifying questions of staff.
- The Chair opens for public comment on the presented agenda item.
 - The public has 3 minutes to make comments on the specific item being discussed.
 - Any questions by the public should be directed to the Board, not staff or others present.
 - This is not a Q&A session that goes back and forth between the public and board/staff.
 - No action may be taken by the Board except if the Board sees the need 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 state their name, so their name may be accurately recorded in the minutes of the meeting.
- The Chair closes public comment.
- Board discusses the item further.
- If action is recommended, any Board member may "move approval" and any other Board member may "second the motion".
- After a motion is made and seconded, the chair calls for a voice vote in favor followed by opposed.
- Staff records the action (motion maker, seconder, vote results) for the minutes.

Adjourn meeting — When all business on the agenda has been addressed, the Chair announces the "meeting is adjourned."

Note: typically the Chair does not make motions or second motions as their role is to facilitate the discussion.

FISCAL IMPACT

None.

STAFF RECOMMENDATION

To review the meeting procedures.

TABLE OF CONTENTS

None

City of Scotts Valley SENIOR CENTER BOARD STAFF REPORT

DATE: 9/9/2025
TO: Honorable Mayor and City Council
FROM: Allison Pfefferkorn, Recreation Division Manager
APPROVED: Mali LaGoe, City Manager
SUBJECT: **Committee Teams Follow-Up**

SUMMARY OF ISSUE

At the July 22nd Board meeting, agenda item number one included consideration of forming committee teams to support the activities and services of the Senior Center. During that discussion, the Board and staff brainstormed categories where committee teams could assist.

Following the meeting, staff took into consideration the previous functionality of the center, reviewed the input from the board and public comment and worked to better define the committee teams. Staff grouped the activities and services into different committee teams to help define the overall responsibilities of each committee team.

The following committee teams are being proposed:

Events Team

- Set up
- Clean up
- Decorating
- Kitchen

Outreach Team

- Sunshine Gang
- Sponsorships
- Outside event booths/outreach

Member Services

- Receptionist
- Newsletter
- Welcome Wagon

- Tech Team
- Kitchen
- Birthday Calls

These committee teams are intended to provide opportunities for members/volunteers to support the Senior Center and to assist the coordinator in the overall operation of programs and events. The senior center coordinator will be the main point of contact for the board member liaison for each committee team as well as continue to hold specific responsibilities, such as newsletter, community sponsorships.

Next Steps

If the Board approves moving forward, the following steps will be taken:

- Assign board liaisons to each committee team to serve as the primary point of contact and ensure communication between the committee teams and staff and the Board.
- Recruit and confirm volunteers for each committee team.
- Schedule initial committee team meetings to outline goals and responsibilities.

FISCAL IMPACT

There is no fiscal impact in forming committee teams.

STAFF RECOMMENDATION

Staff recommends the board review and approve the committee teams and assign board member liaisons to head up each committee.

TABLE OF CONTENTS

None

City of Scotts Valley SENIOR CENTER BOARD STAFF REPORT

DATE: 9/9/2025
TO: Honorable Mayor and City Council
FROM: Allison Pfefferkorn, Recreation Division Manager
APPROVED: Mali LaGoe, City Manager
SUBJECT: **Punch Pass and Membership Update**

SUMMARY OF ISSUE

Punch Passes – A Year in Review

The Senior Center Punch Pass, introduced in October 2024, is just like a gift card, in that members can use it instead of cash for activities and classes at the Scotts Valley Senior Center. In the last year, members have shifted toward using the punch pass instead of cash. Here's what we've seen since launch (October 2024 – September 2, 2025):

- \$9,252 worth of punch passes sold
- 99 members purchased a Punch Pass (that's about 1 in 4 of all members)
- 48 members have already fully used up at least one card, and in fact:
 - 18 are on their second card.
 - 11 are on their third card.
 - 10 are on their fourth card.
 - 5 are on their fifth card.
 - 3 are on their sixth card.
 - And one dedicated member is already on their eighth card!

Financially, the Punch Pass has also made a big impact:

- Year-to-date, the Senior Center has generated \$15,364 in activity and class revenue.
- Of that, \$6,831 (44.5%) has been paid through Punch Passes, which is nearly half of all activity and class revenue.

Although the center continues to accept cash, the Punch Pass has become a simple option that allows members to enjoy Senior Center programs without the need for cash, supporting our move toward a more cashless center.

Membership Update

The Senior Center used to follow a Fiscal Year schedule for memberships, meaning folks paid for an annual membership from July 1st to June 30th each year. Last year, we made the switch to a more member-friendly system: now memberships begin the day you sign up and renew 365 days later.

With the move from a Fiscal Year model to rolling annual memberships, expirations are now spread throughout the calendar year. Below is a snapshot of upcoming expirations:

Member Count	Expiration Date
161	June, 2025
30	July, 2025
23	August, 2025
15	September, 2025
14	October, 2025
6	November, 2025
6	December, 2025
13	January, 2026
9	February, 2026
23	March, 2026
8	April, 2026
10	May, 2026

The largest group of renewals falls on June 30th (161 members). After that, expiration dates are distributed more evenly throughout the year, creating smaller, steady renewal “waves.”

Membership Snapshot:

Before July 1st, 2025:

- 322 Annual
- 140 Lifetime
- 462 Total

As of today:

- 294 Annual
- 143 Lifetime
- 437 Total (a change of -25 members)

Making Renewal Easy

The members have many options to renew their memberships.

- **One-Click Renewal:** Members get an email reminder 30 days before their membership ends, with a direct renewal link.
- **In-Person Support:** Members can renew at the Rec Office or right at the Senior Center.

Receptionists have been trained and given everything they need to help.

- **Over the Phone:** Just give the Rec Office a call, and we'll take care of it.

Friendly Reminders

- **Newsletter Stickers:** Members who are close to expiring get a little reminder sticker on their physical newsletter letting them know it's their last one until they renew.

FISCAL IMPACT

There has been an increase in the revenue generated due to the sales of the punch pass.

There has been an increase in the membership revenue due to the fee increase implemented Jan 1, 2025.

STAFF RECOMMENDATION

To receive the information.

TABLE OF CONTENTS

1. Membership Expirations Chart

Member Expirations

