



AGENDA

Meeting of the
Scotts Valley Senior Center Board
In-Person Meeting
Date: March 17, 2026
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 03-13-2026 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 Lois Santero, Vice Chair Ferd Bergholz, Board Member Anna Pissanetzky, Board Member Terri Ritchey, Board Member Margaret Schraft, Board Member Karin Meyer, Board Member		Mali LaGoe, City Manager 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. 01-13-26 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. Senior Center Facility Update
2. Implementation of New Recreation Management Software
3. 2026 Senior Center Member Survey

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.

Staff Update: Senior Center Board Meeting, March 17, 2026

Recreation Division Manager Pfefferkorn

Recreation Updates:

New Software- The Recreation Division has officially switched over to using our new Recreation Management Software Xplor. It is important that all residents finalize and/or set up their account.

The center now has the capabilities to accept cash, check, and credit card for any purchases, class registrations, and event registrations at the Senior Center front desk.

Registrations and payments are also accepted through the new software by clicking on the Senior Center button on the Recreation Website. As well as calling our recreation or senior center offices.

Expressions of the Valley: Art and Poetry Contest. Submissions are now being accepted for the 2026 Art and Poetry Contest. All submission should reflect the 2026 theme: Belong. The Recreation Division will be hosting a showcase on May 14th at the Community Center where all art and poetry will be displayed and winners will present their work.

Senior Center Update:

New Board Member- Council Member Greg Wimp has appointed Karin Meyer as the newest board member. We welcome Karin to the board!

Committees- During our board meeting in September, the board brainstormed ideas of how to structure committee teams to help with certain functions of the center. Staff are continuing to work through the best structure for the committees. Staff will report back at the May meeting.

Facility-

- The city received a grant for electric water heaters. The Senior Center was one of the recipients of a new water heater.
- Staff are coordinating installation of sound detonating panels for the center walls.

Senior Center Revenue report July 2025-Feb 2026

	Actual	Budgeted
Boutique Sales	\$6,737.80	\$ 8,000.00
Membership Fees	\$6,533.38	\$ 12,000.00
Contributions from Non-Gvmt	\$ 201.00	\$ 0.00
City Contributions/Donations	\$ 1,450.25	\$ 0.00
SR Center Activities/Classes	\$9,414.30	\$15,000.00
Facility/Building Rentals	\$7,900.25	\$ 10,000.00

Total	\$32,236.98	\$ 45,000.00
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Senior Center Expense report for July 2025- February 2025

	Actual	Budgeted
Supplies & Materials	\$3,383.56	\$10,000.00
Other Contractual Services	\$5,906.91	\$23,000.00
Maint of Bldgs/Struct/Grnds	\$ 5,225.77	\$25,000.00
COMMUNICATIONS/DATA USAGE	\$ 3,344.86	\$5,360.00
UTILITIES	\$ 7,299.57	\$11,000.00
Salary	\$28,970.75	\$50,017.00
Insurance	\$8,107.00	\$9,000.00
Total	\$62,238.42	\$133,377

Senior Center Coordinator Darshana Patel-Croskrey Report

Activities and Program Updates (Since January)

- Scotts Valley Senior Bocce League with Susan Taylor (Chair) and her Team Captains, are working on opening the Spring Season in April with signups starting in February.
- Now the center has Claire as our Senior Center Receptionist, our previous receptionists are transitioning into the role of Ambassadors. We had our first Ambassador meeting to talk about the vision we see them playing. We will be meeting again later this month, and a full report will be shared next month.
- Karin Meyer's Armchair Topic of "How to Live Without a Car"- your options in Santa Cruz County was a HIT, so much so, that she will be talking her presentation to other senior organizations.

Changes/Improvements

- "The Spirit of the Community" Sponsorship Program is being well-received. The digital community screen has been installed by SV Public Works and Claire has started to set up each of the categories on it. At these new levels, we have started off with two Friendly Faces (Ferd Bergholz & Donna Lind), two Helping Hands (Kiwanis Club of Scotts Valley & Mountain Mike's Pizza), one Heart of Gold (Damians Ladder), and three Pillars of the Community (Mari Rossi ~ Legacy Patron, Scotts Valley Property Management & Visiting Angels ~ Living Assistance Services). Claire is working with those sponsors to build their personalized digital advertising for the community screen and bulletin board, Becca is working with the sponsors on their newsletter ads, and Darshana is focused on bringing in new sponsors. In addition to the incentives shown, all sponsors will be invited to the Annual Sponsor Appreciation Reception later in the Summer.

Upcoming Events

- “Rightsizing Your Home, Upsizing your Life” has been rescheduled for May 7th, it is a free educational seminar designed to help individuals confidently navigate their next chapter in life. Hosted in partnership between Brookdale Senior Living, Scott’s Valley Senior Center, and WellRiver, this special presentation will offer valuable insights and guidance on making informed lifestyle transitions in baby steps to big steps as suits your own personal needs.
- The six-member Tech Team will be giving a joint presentation on iPhone Photo Management on March 18th and have sparked quite a bit of interest. We look forward to a full house.
- On April 14th, we look forward to once again, to Part 7 of the Alzheimer’s presentations with the foundation’s representative, Jordan Berg.



MINUTES

Special Meeting of the
Senior Center Board Meeting
Date: January 13, 2026
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 01-09-2026 at City Hall, SV Senior Center, SV Public Works Building, and on the Internet at www.scottsvalley.gov .

Call to Order - 1:00 pm

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

Roll Call

BOARD MEMBERS PRESENT:

George Milder, Chair
Ferd Bergholz, Board Member
Terri Ritchie, Board Member
Lois Santero, Board Member
Margaret Schraft, Board Member
VACANT, Board Member

BOARD MEMBERS ABSENT:

Anna Pissanetzky, Vice Chair

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 welcomed the newly hired Recreation Leader Claire McKinney, who will be helping to support the Senior Center, before presenting updates regarding the recent and upcoming events, changes to the recreation software, recent facility updates, and an expense and revenue report.

2. Staff Updates – SCC Croskrey

SCC Croskrey presented updates on recent activities and programs including the recent special presentations and changes to the Senior Center Newsletter sponsorships.

Public Comment Time

- Senior Center Member Cynthia Dzendzel expressed appreciation for Volunteer Becca Mosley and all the work she does and then suggested a group chat for faster communication for Senior Center classes and activities.
- Senior Center Member Karin Meyer asked for clarification to apply for the Senior Center Board.
- Senior Center Volunteer Elaine Meyers expressed concern about the Senior Center being incorporated into the town center project.
- Senior Center Member Debbie Benham expressed that the application for the Senior Center Board should be a transparent process.

Consent Agenda

1. Approved Senior Center Board Meeting Minutes 11-18-25.

M/S: Bergholz/Milder

To approve the Consent Agenda with no alterations. Carried 5/0/1 (AYES: Milder, Bergholz, Santero, Schraft, Ritchie; NOES: None; ABSENT: Pissanetzky)

Additions/Deletions to Regular Agenda

None.

Regular Agenda

1. Election of Officers – RDM Pfefferkorn

RDM Pfefferkorn presented the background of information of the Senior Center Board bylaws that state a Chair and Vice Chair will be elected amongst the commissioners and serve a term of one year.

Board Members asked clarifying questions and discussed the positions amongst themselves.

M/S: Schraft/Milder

To nominate Chair Milder as Chairperson. Carried 5/0/1 (AYES: Milder, Bergholz, Santero, Schraft, Ritchie; NOES: None; ABSENT: Pissanetzky)

M/S: Schraft/Ritchie

To nominate Board Member Santero as Vice-Chairperson. Carried 5/0/1 (AYES: Milder, Bergholz, Santero, Schraft, Ritchie; NOES: None; ABSENT: Pissanetzky)

Adjournment

The meeting was prematurely adjourned due to RDM Pfefferkorn having to leave to take care of a medical emergency in the Senior Center.

City of Scotts Valley SENIOR CENTER BOARD STAFF REPORT

DATE: 3/17/2026
TO: Honorable Mayor and City Council
FROM: Mali LaGoe, City Manager
APPROVED: Mali LaGoe, City Manager
SUBJECT: Senior Center Facility Update

SUMMARY OF ISSUE

In late 2024, the City prepared a grant application for the Community Development Block Grant - Program Income (CDBG-PI) program, managed by the state of California. After the application was prepared and submitted, the Department of Housing and Community Development (HCD) that administers the CDBG-PI program, changed the submission requirements for this program and the application submitted by the City did not meet the new criteria for the program. In order to move forward with the original application which included sound panels for the main hall, landscaping improvements for ADA, and a kitchen remodel, the City must hire an architect and complete additional environmental review. Public Works has completed a Request for Proposals for on-call Architect services and is reviewing proposals in order to execute a contract with a qualified architect, for this and other potential projects at other City facilities. This delay was unavoidable due to the state's change to the program regulations.

Concurrent with this delay, the Town Center project, across Kings Village Road from the Senior Center, has also been progressing. Per California's Surplus Land Act, the Town Center project is required to include a minimum of 300 housing units of which at least 25% must be deed restricted affordable units. In order to meet the housing requirements of the project, the Town Center Subcommittee recommended, and the City Council approved, including an *option* for interested developers to build affordable senior housing units on the Senior Center site. If this option is executed, a new senior center would be built with affordable senior apartments also included in the new construction. The City released a Request for Proposals for interested Town Center private developers on February 20th. Proposals are due on April 24th, after which time the City intends to select a development partner. Negotiations on the details of the Town Center Project with the future developer are anticipated to extend into the summer/fall.

If the selected developer does want to include the senior center site in the Town Center development, staff will consult with the Senior Board as the design and amenities for the new senior center is developed.

In the meantime, the City is proposing to focus an updated CDBG-PI grant application on ADA

improvements both at the Senior Center and other areas around the city as identified in the City's ADA Transition Plan. If the senior center site is not ultimately included in the Town Center project, we will reevaluate facility upgrades and pursue related grant funding.

FISCAL IMPACT

None.

STAFF RECOMMENDATION

It is recommended the board receive this update and provide feedback.

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None

City of Scotts Valley SENIOR CENTER BOARD STAFF REPORT

DATE: 3/17/2026
TO: Honorable Mayor and City Council
FROM: Allison Pfefferkorn, Recreation Division Manager
APPROVED: Mali LaGoe, City Manager
SUBJECT: Implementation of New Recreation Management Software

SUMMARY OF ISSUE

Effective January 2026, the Recreation Division transitioned to the Xplor Recreation Management Software to manage all reservations, memberships, and class and event registrations.

As part of this transition, all existing Senior Center member data has been successfully transferred into the new system. Members have received an email with step-by-step instructions on how to log in and create a personalized password.

Members are encouraged to review their accounts to confirm all information is accurate and up to date, including emergency contact details and member birthdate.

New Uses of the Platform

The new system will support the following functions:

- Pre-registration for classes, activities, and events
- Same-day registration for classes, activities, and events
- Membership renewals

Training

• **January:** An in-house training session was held for volunteers, board members, and the tech team. This training covered the member experience, including how to register for classes, activities, and events, checking in at the Senior Center, and renewing memberships. Our goal for this training was for the attendees to be able to support the members with using the new software.

• **March 6.:** An all-member training was held to provide in-person information for using the new system as well as answering questions.

In addition to the in-person training, an email was sent to all members with step-by-step instructions on using the new platform.

FISCAL IMPACT

No fiscal impact

STAFF RECOMMENDATION

Staff recommends the board:

- Receive the staff report
- Support continued implementation and training of the new software
- Encourage member participation in training and account verification
- Provide feedback and share ideas on how we can offer support to the members in learning to use the new software

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None

City of Scotts Valley SENIOR CENTER BOARD STAFF REPORT

DATE: 3/17/2026
TO: Honorable Mayor and City Council
FROM: Allison Pfefferkorn, Recreation Division Manager
APPROVED: Mali LaGoe, City Manager
SUBJECT: **2026 Senior Center Member Survey**

SUMMARY OF ISSUE

In 2023 the Senior Center launched a member survey consisting of 10 questions with the intent to help evaluate the programs, events, staff and facilities of the Senior Center.

Over the course of the last 2 years, staff have used those results to improve the facilities, operations and offerings at the center.

As the interests, needs and support services change within our city, staff are wanting to survey the Seniors of Scotts Valley to gain new insights, needs and desires to better utilized the facility and needs of the community.

Staff have developed a 15-question survey that takes no more than 5 minutes to answer. The survey will be geared towards collecting data on participation, program interests, communications, volunteering, and open-ended suggestions.

Outreach

This survey will be available to all Scotts Valley residents 50 years old and up. The survey will be posted on social media (Google forms), flyers with a QR code, paper surveys will be available at the Senior Center, as well as an addition to the Newsletter.

A drop box will be placed in the center for paper surveys to be submitted.

Timeline

The survey will be open from May to the end of June and results will be presented at the September Board and Annual Member meeting.

FISCAL IMPACT

Cost of paper surveys- \$100.

STAFF RECOMMENDATION

To review the survey questions and outreach plan. Are there additional questions to be asked that would allow us to get a better understanding of the needs of the community?

Any other outreach methods to consider?

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1. SURVEY QUESTIONS 2026 SCOTTS VALLEY CITYWIDE SENIOR SURVEY

2026 SCOTTS VALLEY SENIOR SURVEY

Scotts Valley residents age 50+

1. Are you currently a member of the Scotts Valley Senior Center?

- ☐ Yes
- ☐ No
- ☐ Not sure

2. How often do you participate in Senior Center activities or visit the Center?

- ☐ Several days a week
- ☐ Weekly
- ☐ Monthly
- ☐ A few times a year
- ☐ Never/almost never

3. If you rarely or never participate, what are the main reasons? (Check all that apply)

- ☐ I do not know what the Senior Center offers
- ☐ Lack of transportation
- ☐ Schedule conflicts
- ☐ Health or mobility limitations
- ☐ Programs don't match my interests
- ☐ Not aware of membership options
- ☐ Prefer activities elsewhere
- ☐ Other (write-in) _____

4. Why are you a part of the Senior Center? (Check all that apply)

- ☐ Socializing
- ☐ Fitness or Movement Classes
- ☐ Games or Card Groups
- ☐ Arts and Crafts
- ☐ Educational Presentations
- ☐ Technology Help
- ☐ Special Events and Luncheons
- ☐ Outdoor Activities or Leagues (e.g. Bocce Ball)
- ☐ Support Groups or Discussion Groups
- ☐ Other _____

PROGRAMS & ACTIVITIES

5. Which types of programs are you most interested in? (Check all that apply)

- ☐ Fitness/wellness (Stretch & Condition, Gyrokinesis, Qigong, Yoga, Zumba)
- ☐ Dance (Line Dancing, Partner Dancing, Salsa, Social Dance, Swing, Waltz)
- ☐ Games (Bingo, Bridge, Mahjong, Pinochle, etc.)
- ☐ Tech Classes (iPhones, Androids, Tablets, Computers, On-Line Safety)
- ☐ Arts/Crafts (Painting, Sewing, Creative Workshops)
- ☐ Educational or Guest Speaker Presentations - Topics?
- ☐ Social Events (Luncheons, Dinners, Themed Parties/Gatherings)
- ☐ Book Clubs or Hobby Groups
- ☐ Field Trips or Outings
- ☐ Other _____

6. What NEW activities or programs would you like to see offered? _____

7. Are there programs you wish were offered at different times?

- ☐ Yes (please specify)
- ☐ No

COMMUNICATION & INFORMATION

8. How do you prefer to receive information about Senior Center programs?

- ☐ Email newsletter
- ☐ Printed newsletter
- ☐ Website
- ☐ Other (write-in) _____
- ☐ Flyers/posters at the Center
- ☐ Phone call
- ☐ Text message alerts
- ☐ Social media

9 How satisfied are you with the clarity and timeliness of Senior Center communication?

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very dissatisfied

VOLUNTEER INTEREST & ENGAGEMENT

10. Are you interested in learning more about volunteering at the Senior Center?

- ☐ Yes
- ☐ Maybe
- ☐ Not at this time

If Yes OR Maybe, please provide your contact information to meet with one of our Ambassadors to learn more.

Name: _____ Phone/email: _____

11. If yes or maybe, which volunteer areas interest you? (Check all that apply)

- ☐ Ambassador
- ☐ Special Events (Luncheons, Fashion Show, Parties, Fundraisers)
- ☐ Program Assistance (Set-up/Clean-up, Gardening, Hospitality, Decorations)
- ☐ Join The Tech Team
- ☐ Administrative/Clerical Support
- ☐ Leading or Assisting with a Class or Club
- ☐ Serving on a Committee or Advisory Board/Group
- ☐ Other (write-in) _____

12. What barriers might prevent you from volunteering?

- ☐ Scheduling conflicts
- ☐ Transportation
- ☐ Health or mobility limitations
- ☐ Not sure what volunteers do
- ☐ Not confident in my skills
- ☐ Prefer not to volunteer

☐ Other (write-in) _____

13. What would make volunteering easier or more appealing for you? _____

FUTURE PLANNING & FEEDBACK

14. What is one improvement you would most like to see in the next year?

15. Is there anything else you would like the Senior Center to consider as we plan for 2026–2027?
