

**Communications Committee Meeting
Agenda
December 20, 2021**

<https://us02web.zoom.us/j/89329960229?pwd=bnYxdHhBQ0ZtQkp2QW5Cd3owcFhldz09>

Attendees

Members

Jean Dinwiddie
Beverly Rollins
Betsy Carrier
Virginia Cain
David Engel
Kendell Matthews
SiboNcube
Eddie Rivas
Barbara Selter
Marsha Weber

Alumni

Marcia Pruzan
Revatha Vikram

Staff

Shawn Brennan, Aging and Disability Services
Jennifer Long, Aging and Disability Services

Call to Order

Jean Dinwiddie called the meeting to order. The minutes of the November meeting were approved.

50+ in Montgomery County Update

Jean reported that the January show was recorded last week and the subject was older adults and pets. A segment was made at Montgomery County's animal shelter. The public service announcements will feature Senior Call Check and Flex-Ride. A PSA regarding Senior Planet will also be considered.

For February, the show will include segments on the Villages and Black History Month. In March topics regarding staying safe in the home are being considered.

Jean reminded everyone that the 50+ planning committee meets the 1st Friday of every month. The next meeting will be held on January 7.

Next Projects

Older Adult Printed Materials for Libraries

Jean stated that a few County Councilmembers have shown interest in getting information for older adults into the County libraries. She asked, “What information do we want in the libraries? Do we need a special task force or use the committee?” She and co-chair, Beverly Rollins, agreed that the full committee should be able to work with the issue.

Jean noted that the committee had previously discussed providing a packet of materials. Marsha Weber stated that the committee should contact the libraries and see how much space they have available. She asked whether the CoA knows the staff of the libraries. Marcia Pruzan said that there is a representative with the Age-Friendly initiative who we could ask. We could also ask the committees on Age-Friendly what documents they would recommend in the package. Those documents are probably online or available digitally and could be placed on the CoA website as well.

Jean stated that we need printed materials because not everyone has a personal computer or online access. Jennifer Long suggested that the committee focus on what the Aging and Disability Services department has available. A lot of those documents are also available online. She stated that we need to figure out what we want the County residents to know. The committee will need to make decisions with regard to a game plan of how to get the information out to the libraries and the public.

Eddie Rivas commented that the *Senior Resource Guide* is usually available in libraries. He stated that other things such as 1-page documents may get lost. It makes sense that every library should have the *Senior Resource Guide*. Marsha Weber stated that individuals do look at flyers, however. The committee will need to be aware of duplications: see what the libraries are already doing themselves. We should make a connection with the libraries and see what they have and what they need. Do they have a bulletin board? We need to get a fix on what is already available in the libraries. Revatha Vikram asked whether there is a chief librarian who could attend a committee meeting and provide input on what is needed. Jean responded that she would attempt to connect with that person.

Beverly asked how we could make sure the library continues to keep the information in stock. Rev suggested inviting a representative of MCPL to our next meeting to form a partnership with the library. Barbara Selter said that having a CoA commissioner adopt a library is a good idea; they could keep an eye on what is needed in the library, ensure that the information is current, and keep information stocked. Rev suggested that we develop a list of guidelines for the “library ambassadors” that includes frequency of visits and the documents that will be included in the library package.

Shawn Brennan agreed that it would be nice for each library to have a CoA library ambassador. Marsha Weber recommended that we have the individual who comes to speak with the committee provide a contact to each library.

Jean closed the discussion by stating that the committee's next step will be to have a representative of the County's libraries speak at its next meeting. The person on Age-Friendly who represents MCPL will be invited.

MoCo website update

David Engel reported that he and Kyung Lee (County PIO staff) developed a form for CoA members to submit to make changes to the County's CoA website. That system seems to be working ok and David has requested a couple of changes. The committee and the CoA will eventually be making more substantial changes.

David is now looking at the website and thinking how it can be more easily deciphered. One idea is to place the information regarding the CoA meetings all in one place on a month-by-month basis. A motion was made to do this, and include not only the full CoA, but also its committees. Each month's entry would include the agenda, the minutes, and any speaker presentations. He noted that to be thorough, however, we should also find out where archived meeting material is kept and provide links to that.

Before the motion was voted on, committee members raised a few questions. Marsha Weber asked whether there is any way to see the number of online hits these County websites get. David responded that he was told that the County does have that information..

Marcia Pruzan asked whether the speaker presentations that will be placed in the monthly meeting files could be cross-referenced so that viewers will not have to search through every month. Marcia proposed organization by topic rather than by month. David responded that there is an overall user interface issue with the CoA website and we have a limited capacity of what we can do. Currently, users cannot search for things. Once the committee does the monthly organization we could move to another problem to fix that. There is a lot to be done but we have got to take small steps. He stated that he thinks the Office of Public Information has been asked to look at the Senior Site and the CoA's website so we could possibly coordinate with them.

Jean asked that if we go to the month-by-month method, in January will we be able to see anything from the previous year? Will the prior year be available to access? Shawn said that she will speak to Tremayne Jones (the County staffer who maintains the CoA's website) and ask her not to remove the previous year. She said that she thinks the most important thing for the CoA's website is to make it user friendly. Shawn agreed that information from speaker presentations should be accessible.

Virginia Cain stated that she would like to see committee information on the website. David responded that currently there is a committee page, as well as a page for the full CoA.

Betsy Carrier asked whether data that the CoA is collecting can be placed on the website. David replied that we could put a link to that data on the site.

Marsha Weber suggested that maybe the PIO could have an intern organize the website. Shawn was a bit hesitant and responded that we will need a professional who understands web design. Eddie commented that we need to know what the website capacity is and whether the County has the resources to organize the material. In addition, all of the information needs to be cross-tabbed. He said he does not know whether the County has the capacity to do that. Shawn recommended that we take a look at the County's other websites and find a section that does what the committee is envisioning. That would make a good case that the County DOES have the capacity. David noted that there are some good websites in the Aging and Disability department. He added that he would like to see what the PIO is going to do.

Finally, a vote was taken on the motion to have the minutes, agenda, and presentations go on website in month-by-month formats. The motion carried. David will contact Kyung Lee to work on that.

Adjourn