

**REGULAR MEETING OF THE OLDER ADULT NEEDS COMMITTEE
CITY OF NOVI
MONDAY, JULY 17, 2023 AT 5:30 P.M.**

Member Casey called the meeting to order at 5:34 P.M.

ROLL CALL: **PRESENT:** Council Member Casey, Council Member Smith, Council Member Thomas, Kathy Crawford, Jay Dooley, Debbie Wrobel
ABSENT: Kim Nice

ALSO PRESENT: Victor Cardenas, City Manager, Jeff Muck, PRCS Director, Kit Kieser, OAS Manager

APPROVAL OF AGENDA:

OAN 23-07-21 Moved by Thomas, seconded by Smith; CARRIED UNANIMOUSLY

To approve the Agenda.

Voice vote on OAN 23-07-21 Yeas: Casey, Smith, Thomas, Crawford, Dooley, Wrobel
Nays: None

APPROVAL OF MINUTES:

Director Muck pointed out that the minutes described a State-wide Senior Center trip involving himself, committee member Crawford, and Mayor Gatt. The minutes were amended to list former City Manager Auger instead of the Mayor.

OAN 23-07-22 Moved by Thomas, seconded by Smith; CARRIED UNANIMOUSLY

To approve the June 26, 2023 meeting minutes as amended.

Voice vote on OAN 23-07-22 Yeas: Casey, Smith, Thomas, Crawford, Dooley, Wrobel
Nays: None

REMARKS FROM THE COMMITTEE CHAIRPERSON:

Member Casey opened the meeting with a request from Mayor Gatt during the last City Council meeting to present an update to Council regarding findings and recommended next steps. The committee will report its findings during one of the meetings in October.

PRESENTATIONS:

Sheryl Walsh, Director of Communications for the City of Novi was invited to speak to the committee about outreach options. She described a few of the current avenues the City uses to communicate with its residents. Social media, the City website, emails, and letters or postcards are common ways residents receive information. The City publishes and mails it's Engage magazine, There is a significant uptick in program registrations after Engage is mailed, and more than 60% of registrations report that they heard about it through the magazine.

Older adults pose a bit of a challenge when it comes to reaching them. While there are many seniors who are highly skilled with using technology, a large portion either do not have the skills or access to a computer or tablet at home. The Community Relations team is always looking for new ways to reach more of the Novi population.

Director Walsh spoke briefly about the bi-annual National Citizen Survey that has been used to gather information on public perception of the City. This is a long and costly process, taking about 4 months to receive results. She and City Manager Cardenas had recently reviewed a new option that would pair us with an expert who would facilitate focus groups to gather information from participants. After that, a list of questions would be compiled to create a survey. The survey would be web-based, and available for a short time, but the results would be available almost instantly. By offering these focus groups and a survey, the City would show that it recognizes the importance of and values the residents opinion.

Committee member Crawford expressed concern that since Novi hasn't had a Senior Center in so long, people wouldn't know what one was or could be if they were asked in a survey. She suggested that some sort of education was provided before we start asking for opinions. The group briefly discussed options on how to offer information and assistance to anyone who may need it to complete the online survey. Ultimately, it was recommended to allow the survey facilitator to use their expertise to help create focus group demographics and create the questions and discussion points.

Kit Kieser, OAS Manager gave a quick update on requests to share or rent space from HOAs and churches within Novi. ADA compliance was an issue with a couple of the clubhouses and churches, but none of them were willing to rent space or partner with the City.

ROUNDTABLE DISCUSSION:

Committee member Crawford shared a handout detailing US Census data regarding the older adult population.

Member Casey recommended that the upcoming committee meeting should begin the "deep dive" portion of the committee's process, taking a closer look at a single topic that has been covered. Transportation was a unanimous choice for the next meeting. Director Muck and City Manager Cardenas will have had a meeting with Oakland County to discuss transit, and will report back to the committee with any new information they receive.

AUDIENCE COMMENTS: None

ADJOURNMENT – There being no further business to come before the Committee, the meeting was adjourned at 6:36 P.M.