



MINUTES

**SENIOR ADVISORY BOARD
Monday, March 16, 2009, 10:00 a.m.**

*City Hall Conference Room
4000 Main Street * Rowlett, Texas 75088*

Present: Bobbie Jo Kelly, Bobby Wright, Bob Landrum, Clarence James, Janet Loper, Ruth James
Absent: Ceaser Hancock, Fred Cares
Guests: Larry & Gaylyn Beckham, Linda "Penny" Prieto, Marvin Overstreet, Verla Marquardt
Staff: Heath Olinger, Recreation Manager; Jennifer Gomez, Interim Parks Manager & Special Events Coordinator

1. The meeting was called to order at 10:00 am by the Chair.
2. A quorum was present.
3. The minutes from the February 2, 2008 meeting were unanimously approved with changes after a motion by Bobby Wright to accept the minutes as presented that was seconded by Janet Loper.
4. Staff updates by Heath Olinger on:
 - Meals-on-Wheels program – Contract is being prepared for City Attorney's review and hope to have a May start date for this program. We need to start recruiting volunteers through the city's volunteer program headed by Brad Weber, 2 per shift, who will have a 30 minute training prior to the start of the program. Initially, meals will be delivered 2-3 days per week, and there must be a minimum of 25 people who purchase meals
 - Non-profit senior group options as they relate to Downtown Rowlett Association & the "Rockers" – Downtown Rowlett Association's 5013C cannot be used by seniors.
 - RCC computers for seniors.- Laptop lab is ready to go through programming and classes in a cart in the storage closet. 9 laptops can be checked out by instructors, and can be used for individual tutoring with proper notice to our I.T. department so they can set up the computer in advance and a room is available. This program will be coordinated through Mauralee Boersma, RCC Supervisor.
 - Effective date for beginning Senior age of "60" – 2nd meeting in May at the Council work session this matter will be considered.

- ADA report on the RCC – Heath has asked repeatedly for a written report, but none has been forthcoming.
- Volunteer corps at the RCC – summer project through Brad Weber.
- The room the city set aside for seniors is very under-utilized, and this is very discouraging according to Heath.

5. Report from subcommittees:

- Resource Services Directory. (Fred Cares) {10 minutes} – Fred is out of town, but members of his committee were present and gave a report. They met last week and received direction from Fred. A page of contact numbers was typed up, but other numbers have been brought to their attention and may be added. Fred wants the city to add art work on coversheet. No email addresses are included.
- Senior Housing. (Bob Landrum) {10 minutes} – Bob presented the attached report. Ben White, Director of Economic Development for the city will be at our April meeting, but the subcommittee would like to meet with him prior to the 20th meeting.
- Potential Grants for Senior Centers. (Janet Loper) {10 minutes} – Susan Turek talked with the Rockers to explain grant money cannot be used for a building, but could be used to purchase a bus, furniture, computers, instructors for senior classes, etc. We need to become a nonprofit organization, 5013C. Susan Turek is heading a drive to raise \$750 to apply for the non-profit status, and there will be a Senior Talent Show at 7 pm at the Methodist Church on May 16. The cost of the facility is \$75, plus \$50 for the audio. Sacred Heart will allow us to use their facility on Sunday, May 17th at 5 pm at no charge for a second show. Advertising will be out on March 27th in the Coffee News. So far we have 15 acts, and hope to encompass the Hispanic community and gospel groups. We are researching the price of tickets and flyers, and there will be a silent auction for which we need donations. They are talking with many different groups to advertise. They are checking with the Wylie talent theatre, extreme comedy, Danny Denman's family group, Mesquite Opry coordinator, Golden Classics, the Red Hatters, etc.

The city can add this announcement to the email blast weekly per Heath Olinger. Heath will send any electronic advertisements through the city for the talent show. We need to compile all email lists so we do not over saturate the market.

Bobby Wright asked if the city could use the portable stage in front of library with booths set up to raise money for seniors. Jennifer Gomez heads the Downtown Special Events Committee and offered to talk with Bobby after the senior meeting. We can do the advertising, but cannot take the money in for these events.

- Communication/Marketing (Bobby Wright) {10 minutes} – Bobby distributed possible sites to advertise for Rowlett Seniors. Heath will try to get statistics for Channel 16 viewing, and report back to the board. Dallas Morning News Tuesday edition has a senior advertising section.
6. Discuss potential senior mentoring with Rowlett businesses. (Ceaser Hancock) {10 minutes} Janet will attend the Thursday morning Chamber meeting to make some announcements on behalf of seniors.
7. Review and discuss senior goals and projects for the remainder of this fiscal year. (Bobbie Jo Kelly) {10 minutes}

Bobbie Jo asked for input from the Board on suggestions for updates for the Goals. Heath suggested that the Board has accomplished several goals, but still has several to go and should concentrate on the established goals.

- (a) Design plans for a Senior Center – gone as far as possible at this time.
- (b) Communication with senior population is in progress.
- (c) Dedicated space for seniors has been accomplished, but needs to be utilized by seniors more.
- (d) Funding opportunities for seniors' center is in progress.
- (e) Senior Programming – would like to see volunteer program to assist with programs for seniors at the RCC. We need more programs to keep seniors interested and attract new seniors.
- (f) Meals on Wheels- In progress and should start May 2009.
- (g) Senior Awareness in City Decision Making – in progress

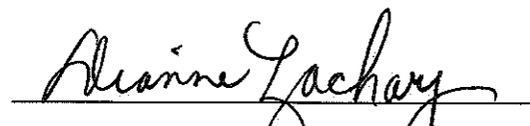
Bobbie Jo Kelly reiterated the role of the Senior Advisory Board is advisory only, and should not be involved in programming.

8. Status of senior computer classes at the library. (Bobbie Jo Kelly) {5 minutes}

This program is successful and very good according to Clarence and Ruth James. The last class in May is Excel.

9. Discuss the potential for a teleconference or video conference with another Senior Advisory Board [possibly Irving]. (Bob Landrum) {5 minutes} This is not going well. Rowlett is ready to go, but the other centers must have "SKYPC" and have a camera on the computer they use. Janet said Eastfield College is not yet equipped to do this. Heath will contact staff in Irving to see if he can work out this conference.
10. Public Announcement. Members of the Board and/or staff may make announcements of local civic events. No member of the board or commission may discuss nor take any action with regard to the announcements
- Ceaser will be in the hospital tomorrow.
 - Jennifer Gomez made an announcement about the egg hunt on April 4th and asked for volunteers. Heath offered the senior board a table like the one they had at the Holiday Parade if they were interested.
11. Members of the board may request topics for future agenda meetings. No member of the board or commission may discuss any of the requested subjects until such matter has been properly placed on a posted agenda.
12. Bob Landrum made a motion to adjourn at 11:24 am that was seconded by Janet Loper. The vote was unanimous to adjourn.


Bobbie Jo Kelly, Chair


Dianne Zachary, Sr. Administrative Ass't

INFO from Mr. Landrum

SENIOR HOUSING FOR ROWLETT

A. What Property Type is Right for Rowlett?

Property Types:

- 1. Assisted Living**
- 2. Assisted Living with Dementia Units**
- 3. Dementia Facilities**
- 4. Entry Fee (Ownership)**
- 5. Independent Living**
- 6. Independent with Assisted Living**
- 7. Rental**
- 8. Senior Apartments**
- 9. Skilled Nursing**

B. Is There Funding Available for Senior Housing?

The National Investment Center for Senior Housing and Care Industry lists 84 major active providers of capital for senior housing and care. The list contains the following for Texas:

- Bank of Texas**
- Guaranty Bank**
- iCap Realty Advisors**
- Javelin Capital Partners**
- Texas Commercial Mortgage**

C. Where Is The Proper Location for Senior Housing In Rowlett?

- 1. Waterfront Entertainment District**
- 2. Lake Ray Hubbard**
- 3. Highway 190 Extension**
- 4. Other**

D. Timeline?

- 1. Recommendations to Senior Advisory Board?**
- 2. Board Approved Recommendations to Economic Development?**
- 3. Finalized Recommendations to City Council?**

NATIONAL INVESTMENT CENTER

To advance the seniors housing and care industry by facilitating informed investment decision-making and providing excellence in networking, professional education, and research.

(www.nic.org/)

NIC Overview

Since its creation, NIC has served as a valuable resource to lenders, investors, developers/operators, and others interested in meeting the housing and healthcare needs of America's seniors.

Official Name: National Investment Center for the Seniors Housing & Care Industry (NIC)

Founded: 1991

President: **Robert G. Kramer**

Location:

Officers:

1997 Annapolis Exchange Parkway
Suite 110
Annapolis, MD 21401
Phone: (410) 267-0504
Fax: (410) 268-4620

Kathryn A. Sweeney, Chair, The GPT Group, Managin
Kevin McMeen, Vice Chair, President-Real Estate, Mid
George V. Hager, Jr., Secretary, Chairman & CEO, Ge
Corp.
Randal J. Richardson, Treasurer, President, Classic Resi
Robert G. Kramer, President, NIC

Website: <http://www.nic.org>

EVENT: MARCH 24, 2009: Executive Circle Webcast, Operating and Financing Challenges in Today's Seniors Housing Environment: Uncovering the Opportunities, Moderated by Ray Braun - 11:00 a.m. EDT

FORMATION CAPITAL
A Perfect Balance Between Capital and Operations
(www.formationalcapital.com)

Formation Capital invests equity in the senior housing and healthcare industry. Over the past 6 years, Formation Capital has coordinated the investments in over \$4 billion of transactions. As a focused and experienced underwriter and asset manager for senior housing and healthcare investing, Formation Capital has successfully developed a strategy of "alignment of interests" with both capital and operational partners in a unique and dynamic approach to investing.

LCOR, Inc.

Manhattan's Murray Hill neighborhood is now home to The Charleston, a new 191-unit luxury condominium. The ground floor combines a residential lobby and 12,000 square feet of medical office space. The project also includes a fitness facility, media lounge, catering kitchen, outdoor garden terrace, rooftop sunset terrace and a dog run.

The Charleston offers studio, one- and two-bedroom residences and several three-bedroom penthouses. All residences have ceilings at least nine feet high, with large, open kitchens and luxurious bathrooms with stone finishes and premium fixtures. The convenient Eastside location offers access to public transportation, the Midtown Tunnel and FDR Drive.

Murray Hill is a leafy residential enclave that retains much of its old Manhattan charm. The area has developed into a thriving retail and entertainment district, with popular bars, cafes and the Loews Kips Bay movie complex.

Construction began in early 2006, with completion in spring 2008.

Use: High-Rise Luxury Residential Condo

Size: 191 Units; 22 Stories

Location: New York, New York

Cost: \$212,000,000

LCOR Role: Developer

Info from Bobby Wright

POSSIBLE SITES TO ADVERTISE FOR ROWLETT SENIORS

Seniors Newsletter

Water Bill Inserts

Channel 16

Website: Rowlett.com

Rowlettrecreation.com

Lakeside Leisure

Senior Calendar (RCC)

Library Newsletter

Email Blast

Signage at RCC

Lakeshore Times

Quarterly Citizen Newsletter produced by the PIO Office

NeighborsGo (Dallas Morning News)

Chamber of Commerce

Local Businesses

Community Calendar (Dallas Morning News—Thursday)