

MINUTES
September 3, 2020

- Call meeting to order, Chair, Jim Hughes

IN ATTENDANCE: Al Barth, Carol Brunn, Amy Christensen, Carolyn Garven, Sue Hanks, Jim Hughes, Jon Knopik, Sharon Kolstad, Kris Peterson, Jeff Proell, Janet Reigstad

Aging Service/RSVP staff: Jennifer Wucherer, Heather Brooks & Joleen Christiansen

- Approval of minutes: **APPROVED with motion by Sharon Kolstad, second by Amy Christensen, none opposed.**

- Adjustments to the agenda - **None**

--Ice Breaker – **Summer Highlight**

ITEMS OF INTEREST:

- Program Specific Performance
 - Volunteer Impact & Initiatives – Jennifer
 - Day of Service – September 11th Day of Service Food Drive for Seniors. Our CNCS grant focus is food security. We will be conducting food drives for CC Emergency Services Senior Food Shelf and CC Senior Dining. RSVP volunteers will be recruited for this opportunity.
 - Tutoring Platform – Greater St Cloud Development Corp – Monticello Community Connect & UW Partners for Student Success and the local colleges and universities along with RSVP are partnering to bring an on-line free tutoring program to families in the area.
 - Age-Friendly Communities – working with steering committee to submit the application on behalf of the City of St Cloud to join the AARP Age-Friendly network
 - Volunteer Recruitment & Engagement – Heather

2 volunteers were recruited and enrolled, and 2 volunteers started three different placements which included the Sherburne County Government Center, Senior Friendship Circles, and Big Brother Big Sister as a Virtual Mentor. 36 volunteers served at 3 community events including the Salvation Army Back to School Backpack assembly and giveaway, City of St. Cloud HR Blood Drive, and the Bank of Elk River blood drive. There was one Volunteer Bridge referral. 31 contacts were made to volunteers that included 26 birthday calls, 2 re-engagement follow up calls, and 3 volunteer check-ins. 9 Senior Friendship Circle volunteers were contacted for follow up.
 - Volunteer Retention, Recognition – Joleen

Volunteer recognition – Volunteer recognition distribution statistics – invitations were mailed to 1,103 volunteers. RSVP staff hosted 3 off site drive-through events for volunteers. Set up with a tent, balloons, signs and gifts. RSVP staff had 357 RSVP visitors while hosting events in St. Cloud (WSC), Sauk Rapids, Elk River, Big Lake, Becker, Foley, Sartell, Waite Park and St. Joe! Gift options included stamps, Coborns or Culvers gift cards. Many, many positive comments about RSVP were received during Volunteer Recognition, either in person at the drive-up or through phone & email responses to the recognition. Volunteers were very appreciative of receiving a recognition gift.
- Funding
 - CNCS Grant Opportunity – Jennifer – Submitted a federal RSVP

competition grant to expand RSVP services in Wright County with the focus areas of Food Security and Education. The grant amount is for \$75,000 annually. We will find out results in January.

- Rox Baseball Donation – Jennifer – We received a \$1,090 donation for the 2020 season. In 2019 we raised \$4200 from the Rox.
- COVID-19 Grant awards – Jennifer & Joleen
 - Received United Way Covid-19 funds of \$5000 to cover RSVP Accident and Liability Insurance
- Volunteer Recognition Donations – Joleen - Outcalls were made to donor prospects for Volunteer Recognition as a follow-up to letters. Donations toward 2020 VR to date = \$800.00
- Fundraising Support Committee – Jennifer – Evaluate program budget to help determine fundraising goals. Assess current RSVP fundraising efforts. Assist in developing methods and strategies to raise funds. Help staff implement and plan accordingly. Meetings will be held once a month or every other month, depending on fundraising timelines. Jennifer will reach out by email to seek participation.
- PR/Marketing Committee – Jennifer – Explore with staff marketing strategies to promote RSVP now and into the future. Determine if/how RSVP volunteers or Advisory Council members might be able to assist in on-going marketing efforts. Meetings will be held once a month or every other month until a final plan is presented to the Advisory Council. Jennifer will reach out by email to seek participation.
- Additional staff updates – See program full staff report below
- Other items of interest - All

ANNOUNCEMENTS

- Next Meeting –**October 1, 2020 at 2:30pm**

ADJOURNMENT: Motion by Janet Reigstad, second by Al Barth, none opposed.

Aging Services RSVP Monthly Report AUGUST 2020

MAJOR ACTIVITIES

Marketing/Promotion:

Presentation on Volunteerism and Civic Engagement to Aging Mastery class

Facebook posts related to National Senior Citizen Day, Move the Mall re-invented Volunteer Recognition

Website updates related to Move the Mall reinvented & update of current volunteer needs

Whitney Time – design & submission of page for RSVP

RSVP t-shirts created for promoting RSVP during Volunteer Recognition drive-ups

Photo recap/thank you letter for mailing VR gifts

Poster design for CNCS Day of Service Food Drive

Articles sent to 3 Senior Newsletters and 2 local Newspapers

1 Article sent to Volunteer Bridge for FB page

Grants:

Investigated grants through CARES, Women’s Foundation & Otto Bremer; no new submissions to report

Attended Senior Corps Grant Call on the Re-branding of Senior Corps

Call with CNCS Portfolio Manager regarding grant-check in

Submitted Federal RSVP Competition grant application to expand RSVP services in Wright County

Fundraising:

Move the Mall communications were mailed/emails about the ‘reinvented’ concept.

Outcalls made to donor prospects for Volunteer Recognition as a follow-up to letters. Donations toward 2020 VR to date = \$800.00

Trainings:

Initiative Foundation – Marketing, Telling Your Story
Initiative Foundation – Fundraising & Asset Development
Ageism and Racism in MN Senior Living
Senior Corps All-Grantee Call
Geriatric Depression Disorders
United Way Bus Tour

Financials:

July Revenue: \$53965.00
July Expenses: \$36,078.46
Mileage checks distributed for Jan-Jun in the amount of \$6,190.78 (will be reflected in Aug financials)

Community Collaborations:

Age Friendly Communities Initiative planning – met with Tony about application
Volunteer tutor meeting with Greater St Cloud Development Corps

PROGRAM SPECIFIC PERFORMANCE INDICATORS

Volunteer recruitment:

2 new RSVP volunteers recruited and enrolled
2 RSVP volunteers were placed to start volunteer at: SGC Greeter Desk, SFC, BBBS Virtual Mentor
36 RSVP volunteers served at 3 community events such as: Salvation Army Back to School Event, COSC HR Blood Drive, Bank of Elk River Blood Drive
1 Volunteer Bridge Referral

Volunteer retention:

109 contacts were made to RSVP volunteers (birthday greetings, volunteer satisfaction follow-ups, re-engagement follow-ups)
Volunteer recognition – RSVP staff hosted 3 off site drive-through events for volunteers. Set up with a tent, balloons, signs and gifts. RSVP staff had 357 RSVP visitors while hosting events in St. Cloud (WSC), Sauk Rapids, Elk River, Big Lake, Becker, Foley, Sartell, Waite Park and St. Joe!
Gift options included stamps, Coborns or Culvers gift cards.
Volunteer recognition distribution statistics – Invitations were mailed to 1,103 volunteers

Volunteer impact:

Initial plans created and mapped out for the September 11 Day of Service.
Senior Friendship Circles – follow ups made with 9 Leader Volunteers. 10 active SFC groups.

INTERGOVERNMENTAL ACTIVITIES

1 Department meetings
2 Staff meetings
COSC – last month RSVP volunteer hours for COSC related jobs are below and included as an attachment

OTHER MEETINGS ATTENDED

Move the Mall Committee meeting
Women in Development virtual networking
North Central Program Office call for Senior Corp

Community Connect

TESTIMONIES

Many, many positive comments about RSVP were received during Volunteer Recognition, either in person at the drive-up or through phone & email responses to the recognition. Volunteers were very appreciative of receiving a recognition gift.