

# Older Adults LDR Team Notes

Date, time: 2:30 p.m. Feb. 27, 2007 at Wichita Metro Chamber

Attendees: Suzie, Seth, Diane, Annette & Steve

## Today's Agenda

### 1. Introductions as Needed

- Anything that should be added to agenda?

### 2. Debrief Alliance meeting

- Accomplishments

*The leadership team looked at some of the ideas that emerged from Alliance meeting, particularly the "how" strategies. It's time to narrow the ideas, looking for what this Alliance can effectively take on and also looking for low-hanging fruit.*

*This Alliance (and really all Alliances) should keep looking for stories of people who have come back to our area after living in other places.*

*There are already some results of the Alliance meeting in members coordinating some activities. One example is members giving older adults the opportunity to respond to they electronic community identity survey.*

*There may be an opportunity to learn from other communities that are "doing it right," such as a town in Georgia.*

- Feedback for facilitators

*More narrative in the notes.*

- Strategies for narrowing ideas

*If we move adopt the goal of making the Wichita MSA a mecca for retirees and marketing as a key step, there are a number of amenities to market - or that could be marketed with a little attention:*

- *Retirement communities & care/assisted living facilities*

- *We are on the cutting edge of care trend concepts (e.g., greenhouse living) – The alliance could promote these trends to care communities within the MSA and promote that we are ahead of these trends nationally.*
- *Health care*
- *Golf courses*
- *Cultural attractions*
- *Opportunity to live downtown*
- *Central location – travel to see kids & grandkids in any direction*
- *Small enough to get involved & make an impact*
- *Social climate*
- *"Pick and choose" educational opportunities – classes, auditing, elderhostels*
- *Chances for the "young old" to live in convenient places that allow travel*

*Maybe older adults would respond to another fun event (complementing the Senior Expo). (It's also OK to look at existing events/services and improve or grow them.) Marketing really matters – could impact lots of areas. (Oral health example.)*

*Marketing should also work on changing the community mindset of what is an older adult, recognizing the vitality of many third agers; this could result eventually in making it easier to serve the fourth age/higher need population as time goes on.*

*Integration across age cohorts is an opportunity to hear who is doing this well, learn from those sites and replicate their approaches. Look for ways to tie this with volunteerism (e.g., Kansas mentoring project). Might lead to a volunteer fair – afternoon into evening, one location, booths of places older adults could volunteer. Could even result in forming a new company – a la Prime America – using volunteers in a new, high-level way. (Can we find the speech from the Oscars? Seth will look for this.)*

*This is an opportunity to connect to other Alliances – mentoring, health care, comprehensive recreation (planning) and especially entrepreneurship (need business mentors).*

### 3. Logistics / Schedule

*March 13 meeting moved to Chamber! (Need to be out by 4:30.)  
Suzie will invite our Sumner County contact.*

4. Next steps for Alliance

- Increase leadership team?
- SHN role / Chamber role / Leadership team role

*Start identifying some folks from the Alliance to help with welcome and other parts of the meetings. Maybe this can rotate.*

5. Develop agenda for next Alliance meeting

*Create a process to look at some of the hows - marketing, integration, community planning. Identify some things that can be done immediately, intermediately and over the long term. If there are areas that don't have first steps that are apparent, then they probably don't make sense for the Alliance. If there are lots of ideas, use voting dots or another process to narrow.*

*Need to have a conversation that acknowledges that if we focus on changing the perception of older adults we are not (first) focusing on the oldest/highest need. The Leadership Team thinks this is OK, but we need to give the Alliance a chance to weigh in.*