

**Senior's Advisory Committee
Minutes
Milliken Boardroom
February 11, 2020**

Attendance:

Present:

Members

Gail Leet (Chair), Diane Gabay (Vice-Chair), George George, Patricia Anderson, Javaid Khan, Lily Liu, Anthony Ko, Arul Ragasingam, Satya Arora, Alice Chao, Kirk Macdonald and Laila Jiwa

Staff

Emma Girard, Portia Lee, Jason Tsien, and Laura Gold

Absent: Councillor Amanda Collucci, and Councillor Keith Irish, Richard Tu, Mithan Lal Kansal, and Ragavan Paranchothy

Item	Discussion	Action
1. Call to Order	The Senior's Advisory Committee convened at 2:40 PM with Gail Leet in the Chair.	
2. AMICA Initiative - Home Concierge	<p>Sandra Taggart, Sales and Marketing Director, AMICA Senior Lifestyles spoke to the Committee about AMICA's Home Concierge program. The program helps seniors stay in their home by providing them with various types of services including:</p> <ul style="list-style-type: none">• A personal concierge who helps assist members navigate the healthcare system;• Home help & assistance (e.g. grocery shopping, and meal preparation);• Deep cleaning of home (e.g. cleaning under the furniture, and thorough cleaning of the bathrooms);• Social & wellness program. <p>The minimum cost of the service cost is \$712 per month. Care assistance will soon be provided to the list of services provided (e.g. bathing assistance). Staff hired to provide these services go through an extensive screening process.</p> <p>Questions & Answers</p> <p><i>Is government assistance provided to help pay for this service?</i></p>	

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	<p>Clients can get a tax credit for some of the services provided, but there is no direct government assistance for this program.</p> <p><i>Do you screen your clients?</i></p> <p>A consultation session with the client is held to ensure the program is a good fit for the client.</p> <p><i>After the consultation session, how long does it take to start receiving the service?</i></p> <p>Clients will start receiving the service very soon after the consultation session.</p> <p><i>Can clients try out the service?</i></p> <p>There is a 4-hour complimentary offer, and the first 30 days is a trial period.</p> <p><i>Can clients take advantage of AMICA's amenities?</i></p> <p>Yes, clients can take advantage of AMICA's amenities.</p> <p>A Member of the Committee recommend against AMICA providing online banking assistance.</p>	
<p>3. Approval of the Minutes</p>	<p>Committee Recommended:</p> <p>That the Minutes from the January 14, 2020, Senior's Advisory Committee be approved as presented.</p> <p style="text-align: right;">Carried</p>	
<p>4. Senior's Hall of Fame Committee</p>	<p>Emma Girard provided a brief overview of the Senior's Hall of Fame event and circulated the 2020 draft poster and nomination form to the Committee. Only the picture and dates are being updated this year, as a comprehensive review of the nomination form and poster was conducted last year. The submission deadline for 2020 nominations will be September 4, 2020.</p> <p>The following edit was requested to be made to the poster:</p> <ul style="list-style-type: none"> • Change "Pick up" to "Nomination Forms are available at". 	<p>Circulate nomination form and minutes with</p>

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	<p>The Clerk was requested to circulate the final version of the nomination form and poster with the meeting minutes by email.</p> <p>The City's Corporate Communications & Community Engagement Department will start promoting nominations in various places, some of which include: the City page in the Markham Economist & Sun, on website, through social media, at Community Centres and Libraries, and in Markham Life.</p> <p>Committee Recommended:</p> <p>That the Senior's Advisory Committee support making it a tradition to invite the Senior's Hall of Fame Award winner to speak at the following year's event.</p> <p style="text-align: right;">Carried</p> <p>Based on this agreement, Bill Crothers will be invited to speak at the 2020 Senior's Hall of Fame Awards ceremony. If Bill is unable to speak at the event David Tsubouchi will be asked to speak.</p> <p>Committee Recommended:</p> <p>That the winners <u>not</u> be given a chance to provide a speech at this year's award ceremony, but that the winners have the opportunity to say thank for the award.</p> <p style="text-align: right;">Carried</p>	<p>agenda – Laura Gold</p> <p>Emma to arrange and update at next meeting.</p>
<p>5. Fashion Show</p>	<p>Portia Lee and Gail Leet reported that the Fashion Show will be held on June 11, 2020 at the Thornhill Community Centre from 1-3:00 PM.</p> <p>Peppertree Klassics and AMICA are sponsoring the event. Peppertree Klassics will provide the models, and coordinate the fashion show. All models will be older adults.</p> <p>The Committee's assistance will be required on the day of the event.</p> <p>A Sub-Committee meeting will be held next week to discuss the fashion show.</p>	
<p>6. Health Fair</p>	<p>Portia Lee advised that the Health Fair will be held on November 5, 2020 from 10:00 AM -2:00 PM at the Aaniin</p>	

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	<p>Community Centre. The cost of having a booth at the fair will be \$35.</p> <p>Committee will begin working on the Health Fair more comprehensively when the fashion show is complete.</p>	
<p>7. Corporate Communications Update</p>	<p><u>Markham Life</u> Emma Girard advised that in the past, the senior's section of Markham Life has included two free pages, and two paid pages (the cost of the paid pages has traditionally been \$700). If Committee wishes to pay for the additional two pages, staff will investigate this possibility, but cannot guarantee it. This is due to the requirement to increase the number of pages with advertising each time a page is added to the magazine.</p> <p><u>Website</u> Emma Girard displayed the senior's page on the City's website, and advised that the Senior's Fashion Show, and Health and Wellness Fair will be added to the website. It was also noted that the Senior's Hall of Fame event will have its own vanity URL and added to the signature events section on the website</p> <p>Committee Recommended:</p> <p>That the vanity URL markham.ca/SeniorsHallOfFameAwards be approved for link to the Senior's Hall of Fame Award page on the City's website ; and,</p> <p>That Emma Girard update the City's website and report back at the next meeting.</p> <p>The Committee asked that any reference to the "Senior's Hall of Fame Award Committee" be removed from the website, as this Committee no longer exists.</p>	<p>Portia Lee to investigate with Parks and rec</p>
<p>8. Business Card Update</p>	<p>Emma Girard advised that the City will proceed with creating business cards for the Committee. It is still being determined if the Markham logo will be included on the card.</p>	
<p>9. New Business</p>	<p>There was no new business.</p>	
<p>10. Next Meeting Date</p>	<p>The next meeting of the Seniors Advisory Committee will be held on March 10, 2020 in the Canada Room.</p>	