

MINUTES
SENIORS ADVISORY COMMITTEE
March 13, 2012
4:00 P.M. – 6:00 P.M.

Attendance: Councillor Colin Campbell, Angela Morris, , Yash Kapur, Katy Kwan, Gail Leet, Jaswant Dhanjal, Ramma Chabra, Deputy Mayor Jack Heath
Staff: Marsha Mariani, Recreation Coordinator, Program & Outreach, Dennis Flaherty, Director of Communications and Community Relations, and Kitty Bavington, Council/Committee Coordinator.
Regrets: Councillor Alan Ho, Warren Carroll, Sandra Donin, Susan Leppington, Dr. Jeyasakathy Thayaparan, Manickampillai Velauthapillai,

Item	Discussion	Action Item
1. CALL TO ORDER	The Seniors Advisory Committee convened at 4:10 p.m. without quorum with Angela Morris presiding as Chair. A quorum was achieved at 4:50 p.m.	
2. APPROVAL OF THE FEBRUARY 14, 2012 SENIORS' ADVISORY COMMITTEE MEETING	A correction was made on page 5 regarding the "East Markham Community Centre". Moved by Deputy Mayor Jack Heath Seconded by Ramma Chabra That the minutes of the February 14, 2012 Senior's Advisory Committee be approved, as amended. CARRIED	
3. CELEBRATE MARKHAM GRANT	The Committee noted an article in the newspaper stating that only \$3,000 of the available \$20,000 grant funds for seniors had been allocated. Deputy Mayor Jack Heath explained the Town's grant program and process, and the various events and organizations being supported. Last year's budget was not fully spent and intended events did not occur, which puts Council in a difficult position when allocating funds for the next year. Some of the Seniors Clubs and other organizations need to make submissions for grants to utilize the available funding and maintain its viability. The criteria for eligibility for funding was outlined.	

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	The Committee discussed promoting the funds and reaching out to organizations. Some groups need the financial support more than others. Providing transportation to get seniors out and active is an important funding justification. The Chair agreed to send a letter to eligible seniors groups to promote the funds – up to \$3000 per group - and to provide contact info and the application form, which is available on the Town website. Marsha Mariani will assist in this assignment. The Committee requested contact information and a copy of the application be distributed to the members, along with the next meeting agenda. <u>Communications Subcommittee</u> The Chair advised that the Subcommittee meeting scheduled for March 13 had been cancelled; however, the Chair provided an update on recent discussions regarding the initiative to add a two-page insert in the Markham Life Magazine, specific to Seniors interests, such as health issues and seasonal topics. Dennis Flaherty, Director of Communications and Community Relations discussed the details of the proposed “Seniors Section”. - The Committee will decide on the content, and Corporate Communications staff will work it up. - The regular cost is \$1795 per page; however the seniors will be charged the cost price of \$600-\$700. - A possible tear-out page was discussed, at additional costs. - The first edition will be in the Fall. - The first year (2012) will involve two editions, but subsequent full years of four editions would use up most of the grant funds. - It was suggested that sponsors may be acquired to partially fund future editions. - In anticipation of the first Seniors Section in the fall edition, the magazine will provide teaser/promo ads in the summer edition. - The section will have its own tab colour, yellow or black were suggested (not red because it is hard for seniors to read).	The Chair and Marsha Mariani: Send out letters to seniors groups. Committee Coordinator: Grant application forms and contact information to be distributed with next agenda.

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	- Suggested articles included snow plowing, tax break opportunities, list of seniors clubs, travel opportunities, volunteering. Town departments could be contacted regarding available services provided to seniors. - The Fall issue is distributed in July, submission deadline is July 1. The production schedule will be distributed. The Committee discussed the title, format, and language options. The Communications Subcommittee will meet shortly and will discuss further details with Dennis Flaherty and staff. A brochure with Seniors information for wider distribution was discussed as a future project. Moved by Deputy Mayor Jack Heath Seconded by Councillor Colin Campbell That the Senior's Advisory Committee endorses the maximum expenditure of \$ 1400 for Seniors Section enhancements in two editions of the Markham Life Magazine, for 2012.	Dennis Flaherty: Send production Schedule to Clerk for distribution to Committee Comm. Subcommittee: Meet again, and go over details with Corp. Comm. staff.
4. DONATED COMPUTERS AT SENIOR CENTRES	CARRIED Dennis Flaherty, Director of Communications and Community Relations, provided an update, advising that the computers will be delivered to the Town shortly, and Information Technology staff will load programs at no charge. They will then be distributed and set up at seniors' centers, hopefully within 4 weeks. The software installed will be Windows and Office Platforms. The software cannot be loaded onto existing computers at the centers, due to licensing issues.	
5. NEXT MEETING	The next meeting of the Seniors Advisory Committee will be held on April 10, 2012 at 4:00 p.m. in the Canada Room.	
6. ADJOURNMENT	The Seniors Advisory Committee adjourned at 5:35 p.m.	