



Council on Aging Needs Assessment Committee

Savery Moore

George Callahan

Joanne Nelson

Pat Henderson

Ken Morrison

December 18, 2018 Meeting Minutes

Attending: Savery Moore, Ken Morrison, Pat Henderson, Joanne Nelson, George Callahan

Absent:

Also Present: Stephen Cole, Carole Julius

A motion was made by Savery Moore to open the CoA Needs Assessment Committee meeting at 9:03 am and seconded by Pat Henderson and unanimously approved.

Stephen announced that two representatives from TSM Design would be joining our meeting shortly to introduce their company and present their proposal on providing research and analysis based on our Scope of Service. They are Nancy Urbshat and Janet Bennett. See attached for background information.

Old Business:

Three firms were sent 30B Quote forms. Schlesinger answered by requiring more information; which was sent to them. TSM Design responded to our request and set up an appointment to meet with the Committee.

While waiting, Stephen had two items to be corrected in the minutes of the November 20th meeting. George made a motion to approve the minutes as amended. This was seconded by Pat Henderson and approved unanimously.

We discussed posting approved minutes from our meeting on the CoA website in the future.

New Business:

Savery suggested that we might consider double checking on firms in the area, if necessary.

The representatives of TSM Design arrived and were introduced to the Committee. Savery gave a brief overview of how the Committee came into existence and what we hope to accomplish through this survey. Mainly a survey that will be inclusive to all Seniors 55 and over and it has to be Carver specific. It is to deal with expanding the programs that the Council on Aging already provides.

Nancy Urbshat and Janet Bennett handed out copies of their proposal which included a history of their company, their qualifications, companies and towns they have worked with and their approach and process they would follow in developing a survey for the Town of Carver.

Janet proposed a discovery session with a target audience or focus group of 10 – 12 members of the community. The final survey would be paper based and online accessible. Design a campaign to get the

message out and stress the value of participation for the success of the future of the plans. Nancy would assist with the analysis and statistical data and transform the numbers into a narrative of the lives of Seniors in Carver and provide a base to build a quality of life for the future. Stephen thanked Nancy and Janet for coming and asked them to wait downstairs.

We briefly discussed how we would pick a focus group of 10 – 12 people to assist us in crafting our survey. Each member would ask two people from Carver to join the group and bring the names to our next meeting. We discussed how to reach the snowbirds through a virtual presentation. No resolution was reached at this time.

Ken Morrison had to leave the meeting at 10:05

The fee for TSM Design is \$15,000. A motion was made by Savery Moore to accept the proposal from TSM Design. It was moved and seconded by George Callahan to accept the proposal for hire. This was voted in unanimously.

Savery Moore made a motion to set our next meeting for January 15, 2019 at 9am. This was seconded by Pat Henderson and approved unanimously.

Savery Moore then made a motion to adjourn the meeting at 10:18am. This was seconded by George Callahan and approved unanimously.

Respectfully submitted

Joanne Nelson

TSM DESIGN was established in 1985. In 2005 Nancy Urbschat became the agency's owner and principal. They are based in Springfield and are a virtual company. Nancy has 30 years of a marketing background. Janet Bennett is their Marketing Director with 10 years of a marketing background. She would be the primary contact for this project. TSM is 100% woman owned and SDO Certified by the Commonwealth of Massachusetts.

TSM Design Approach:

Discovery – learning about Carver, our current services and our future goals. Set up a discovery session in order to reach the desired outcomes.

Survey Development – set up an electronic survey as well as a paper based survey for people who do not have access to a computer.

Survey Pilot – Deliver the survey to 3 – 5 stakeholders to test the survey to ensure clarity and flow of information. Be sure it is not intimidating and open ended.

Survey Marketing & Distribution – Establish the means to encourage Carver residents 55+ to participate.

Survey Analysis, Report & Presentation – Analyze the results and prepare a presentation of the findings.

Report Presentation – TSM Design would present the findings at a public meeting.

