



**AURORA COMMISSION FOR SENIORS**

**Monday, April 1, 2019**

**1:00 p.m.**

Aurora Center for Active Adults  
30 Del Mar Circle, Aurora, CO 80011

**MINUTES**

**AURORA COMMISSION FOR SENIORS MEMBERS PRESENT:** Juanita Audre, Chair; Ivy Hontz, Leo Gross, Barbara Schneller and Gloria Shea

**MEMBERS ABSENT:** Jeannie Davis, Vice-Chair; Donita Rafferty and Mario Reza

**OTHERS PRESENT:** Ronald Roulhac, Recreation Supervisor; Lori Sanchez, Recreation Supervisor; and Dawn Booth, Recording Secretary

- I. **CALL TO ORDER:** By Aurora Commission for Seniors Chair, Juanita Audre, at 1:03 p.m.
- II. **INTRODUCTIONS:** – Brittani Ehrhart, Marketing Specialist; and Peggy Burke, guest
- III. **ADOPTION OF AURORA COMMISSION FOR SENIORS MINUTES:** The Minutes from March 4, 2019 were approved with a motion by Ivy Hontz, and a second by Gloria Shea
- IV. **GUEST SPEAKER:** Brittani Ehrhart, Marketing Specialist
  - Brittani Ehrhart describes her role with the city of Aurora and asks the commissioners what kinds of marketing they have tried thus far. After a brief description, Brittani offers to help the commissioners update the A.C.S. rack card and add their information to the website that she manages.
  - Brittani suggests to the commissioners that they set a goal, such as customer awareness. Juanita agrees that most people are not aware of the commission and the commissioners do want that, but they also want to let people know what to do with the information that the commission provides.



- Brittani suggests the commissioners revolve their advertising around specific areas that are being looked at today. She also suggests that the commissioners discuss where they would like to publicize. Barbara Schneller mentions the Senior Forum and Brittani indicates that she can get the information into the Aurora Water Bill. She also suggests that the commission should offer a story through a press release or news story. Ivy Hontz states that she would like to see news stories created when the commission gains a new member or has a shift on the board.
- Brittani suggests that the commissioners discuss marketing topics and stories at their monthly meetings, she tells them to use information that is compelling enough for people to read and remember. Following the meetings, Ronald Roulhac can send the information to Brittani and she will decide what information to try and advertise. She notes that she has no control over what the outside will pick up and promote, or how long they will promote it.
- Barbara Schneller asks if Channel 8 can film the commission in action at the A.C.A.A. and Brittani says yes. Brittani also suggests a reporter ride the bus with a senior and interview them. At the end of the interview the reporter can say, this was brought to you by the Aurora Commission for Seniors.
- Ivy Hontz asks if the commission can announce something on a city web page and Brittani says yes, stating that information going onto the city page stays there. Ivy suggests the commissioners might want to create biographies and add photos.
- Juanita Audrey tells Brittani that the commission would like for her to create a marketing plan and asks if she will be able to do this and present it at the next meeting. Brittani says yes, she will do that. Brittani then asks Ronald Roulhac to send her the Aurora Commission for Seniors by-laws so that she can use them to help with the creation the marketing plan.

## V. LIAISON REPORTS

- Aurora Center for Active Adults:** Ronald Roulhac, Aurora Center for Active Adults Supervisor
- Ronald Roulhac distributes information about the Senior Day at the Capitol to make sure everyone gets the correct information about the revised meeting schedule. In the revision, the meeting will not be at the capitol, it will be at the church across the street.
  - Ronald Roulhac did register to have access to the Legislation Information that was discussed at the last meeting. He did have to use his own name, but anyone can use it. He will have Leo Gross go in first to try it out.



**Legislative Committee:** Leo Gross

- Leo Gross verbally lists the bills that are under consideration, he notes the bills that have passed as well as the bills that have been “lost.”
- Juanita Audrey asks Leo if he will provide a typed list of the information to place on the legislative bulletin board. Leo indicates that he will provide documents in the future, once he becomes more accustomed with the process of accessing and reading the information.

**Arapahoe County Council on Aging:** Barbara Schneller

- Barbara Schneller reports that the A.C.C.o.A group is thinking about moving their meetings to different buildings around town so that more people might become involved. Currently they are meeting at Caley Ridge. A.C.C.o.A. is considering having a few of their meetings at the A.C.A.A. Ronald Roulhac states that, yes, A.C.C.o.A. did contact the A.C.A.A. and will be hosting events at the center once a quarter.
- Barbara Schneller tells the commissioners that the speaker at the last meeting discussed seniors and opioid use. Barbara also distributes a flyer named, “Consider Ready to Work!” which advertises a program intended to assist the elderly getting back into the work force.
- Barbara Schneller reports the Anschutz medical campus is building a new building.

**Senior Circle:** Jeannie Davis and Donita Rafferty – not in attendance

**Transportation Solutions:** Mario Reza – not in attendance

- Ronald Roulhac distributes a document listing the original questions the commissioners asked back in January, about the Senior Resources management of the senior transportation rides.

**Public Relations:** Juanita Audre

- Marketing was discussed today with Brittani Ehrhart and a request was made for a marketing plan to be presented at the next board meeting.

**VI. OLD BUSINESS**

- Ronald Roulhac distributes a draft of the 2018 report and tells the commissioners that Juanita and Jeanne worked with him to create the draft that they were looking at. Ronald then explains the basics of the document and tells the commissioners that the meat of the report needs to be worked on now. The commissioners then go through each item and discuss the details within.



- Ronald asks the commissioners their opinions on the past and future goals of the commission. Leo Gross suggests that they look up the person that presented last February that talked about the housing refund info. Leo wants to support something tangible. Leo wants to move from gathering data, to something else. The commissioners agree that they can move towards that goal for 2019.

**VII. NEW BUSINESS**

- Ronald tells the commissioners that a 2019 Senior Forum meeting was held and two possible meeting dates in October were identified as possible meeting dates. Also, the possibility of having the event at Central Recreation Center vs. the Aurora Center for Active Adults was discussed.
- Friday the 11<sup>th</sup> of October would be the best date and Ronald would like to have the forum here at the A.C.A.A.
- We can have busses at other locations that can pick up people to bring them from outside areas that weren't well represented last time.
- If we have the forum on a Friday we will have access to the kitchen.
- We would like to have additional languages represented at the forum.

**VIII. NEXT MEETING**

Date: Monday, May 6, 2019

Time: 1:00 p.m.

Location: Aurora Center for Active Adults 30 Del Mar Circle, Aurora Co. 80011

**IX. ADJOURNMENT**

Juanita Audre makes a motion to adjourn the meeting and Jeannie Davis seconds it. The motion passes at 2:54 p.m.

Juanita Audre

5/6/19



Juanita Audry, Chair  
Aurora Commission for Seniors

Date

*Dawn Booth*

5-6-19

Dawn Booth, Recording Secretary  
Aurora Commission for Seniors

Date

