

April 12, 2012

To: Honorable Mayor Strazdas and City Council

From: Ruth Ann Meyer
Senior Citizen Advisory Board chairperson

Subject: 2012-2013 Senior Citizen Advisory Board Goals and Objectives

1. Help to increase new and renewal memberships to 2,000.
2. Help to increase funding for operational support: investigate new ideas and sources of funding in cooperation with the Friends of the Portage Senior Center.
3. Continue development of innovative programming to reach the population of seniors 50 years of age and older.
4. Continue to explore opportunities to enhance marketing and outreach of Portage Senior Center programs and services.
5. Help senior center management to increase the number of volunteer leaders to build current and future programs.
6. Continue to advise the City Council and the Portage Senior Center management on issues and projects pertaining to seniors and the Portage Senior Center.
7. Forward update to goals for FY 2012-13 (November 2012 and April 2013 and recommended goals for FY 2013-14 (April 2013).
8. Present an annual report to the City Council.