

**CITY OF COOPER CITY  
SENIOR CITIZEN ADVISORY BOARD  
MINUTES OF SENIOR EXPO WORKSHOP SEPT. 24<sup>th</sup>, 2014**

**CALL TO ORDER: 6:58pm**

**ROLL CALL:** present Teri Sullivan, Maxine Nicely, Dave Brundage, Michele Knowles, Howard Meltzer & Sharon Taylor. Not present Elizabeth Villasenor, Gladys Wilson, Susan Fliedner.

**PLEDGE OF ALLEGIANCE**

**GUEST INTRODUCTIONS:** Tabled until the next official board meeting Oct. 8, 2014

**PUBLIC OPEN FORUM (3 minutes per guest wishing to address board):** None present

**APPROVAL OF MINUTES:** Motion made to table approval of board meeting minutes, Guest introductions, New business until the next official board meeting Oct. 8, 2014, duly seconded and approved.

**OLD BUSINESS:** Senior Expo workshop.

1. Honor Flight of South Florida is willing to participate in the Expo and they would like a table if possible.
2. Commission approved \$3,000.00 in the budget for the Senior Expo. This should cover printers cost with funds left over.
3. We want a postcard for mailers and maybe have a banner to hang under the digital marquee.
4. Howard gave a brief summary to bring members up to speed on the overall expo the board has outlined and approved.
5. Expo date is tentatively Saturday 1/10/15 from 9:30am to 1:30pm.

**IDEAS:**

1. Have musical entertainment
2. Have a one page questionnaire created for the seniors which will gather their name and contact info (create a database from this). Maybe tie this to getting raffles tickets.
3. Reach out to High school to try to get senior volunteers to help with Expo, they need community service hours to graduate.
4. Need a vendor sign up sheet created so we can go to local businesses and organizations to advocate their participation and whatever they can donate. This would be advertisement for the business/organization. We need to set a table charge amount if any for vendors.
5. Have doorprizes every 30 minutes or so

6. We should come up with a flyer for Light up to give out to seniors/residents.
7. Try to get Rick Shaw as part of the entertainment.
8. Maybe have a TV or projector screen with pre-recorded messages and activities and have someone who can answer any questions about what is broadcast.
9. Need to get local businesses and local, county and state programs who offer safety tips, medical and insurance or any information for seniors to participate and help to advertise it at their facilities.

**POSTCARD IDEAS:**

1. Discussed what should be on the mailer, many ideas tossed around. We did agree the timeline or schedule of demonstrations/speakers be listed on the postcard.
  - A. Free, Entertainment, Rick Shaw, Food, Fun, Socialize, information were a few tossed around.
  - B. What to call the expo. Senior Lifestyle Expo was a suggestion.

**ADVERTISING IDEAS:**

1. Posters at local vendors in windows
2. Newsletters at HOA's and community happenings boards including pool and tennis center.
3. The golf course
4. On the cities digital Marquee
5. City website, community center on the monthly calendars
6. DRW magazine, JCC
7. Churches and Temples in the city
8. Yard signs
9. Nostalgia magazine (Doris's)
10. Bso
11. And of course our mailers.

Howard is setting up a meeting with Linda and will let everyone know when so we can all try to make it. We all need to come up with a firm idea on what each think as we need to make a decision on the mailer at next couple meetings and workshop.

**NEW BUSINESS:** Tabled until the next official board meeting Oct. 8, 2014

**MEMBER CONCERNS:** None

Motion to adjourn at 8:10pm, duly seconded and unanimously approved.  
 Next workshop will be Oct. 22, 2014 6:30pm at City Hall.  
 Next Senior Advisory board meeting is Oct. 8, 2014 at 6:30pm at City Hall.

  
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 Chair/Acting Chair  
 Signature

10/8/14  
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 Date approved