



# SENIOR ACTIVITY CENTER COMMISSION AGENDA

**March 16, 2022 at 8:00 AM**

**City Hall, 3rd Floor - Council Chambers, 828 Center Avenue,  
Sheboygan, WI**

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**This meeting may be viewed LIVE on Charter Spectrum Channel 990, AT&T U-Verse Channel 99  
and: <https://www.wcsssheboygan.com/vod>.**

Mission Statement: Providing opportunities to promote wellness, learning, socialization, and recreation for successful aging.

Persons with disabilities who need accommodations to attend this meeting should contact the Department of Senior Services, (920) 459-3290. Persons other than commission, committee, and board members who wish to participate remotely shall provide notice to the Senior Services Department at 920-459-3290 at least 24 hours before the meeting so that the person may be provided a remote link for that purpose.

## **OPENING OF MEETING**

1. Call to Order
2. Pledge of Allegiance

## **ITEMS FOR DISCUSSION AND POSSIBLE ACTION**

- [3.](#) Approval of minutes from the January 19, 2022 Meeting of the Senior Activity Center Commission
4. Senior Services Financial Review
- [5.](#) Uptown Social Annual Report Presentation
6. Program Update & Survey
7. Building Update

## **NEXT MEETING**

8. Next Meeting Date: May 18, 2022 at 8:00 AM

## **ADJOURN**

9. Motion to Adjourn

***In compliance with Wisconsin's Open Meetings Law, this agenda was posted in the following locations more than 24 hours prior to the time of the meeting:***

*City Hall • Mead Public Library  
Sheboygan County Administration Building • City's website*

## MEETING OF THE SENIOR ACTIVITY CENTER COMMISSION - 8:00 AM (Wednesday, January 26, 2022)

*Generated by Joshua Drossel on January 26th, 2022*

### 1. OPENING OF MEETING

Action: 1.1 Call to Order

Meeting was called to order at 8:00am by Chair Rich Miesfeld.

Action, Procedural: 1.2 Pledge of Allegiance

Recitation of the Pledge of Allegiance at 8:00am

**Commission Members Present:** Rich Miesfeld, Jeanne Bogardus, Candace Pitts, John Scholke, Andrew Jakus

**Virtual:** Barb Felde, Sue Garski

**Staff/Officials Present:** Director of Senior Services Emily Rendall-Araujo, Program & Wellness Coordinator Josh Drossel

### 2. ITEMS FOR DISCUSSION AND POSSIBLE ACTION

Action, Minutes: 2.1 Approval of minutes from the November 17, 2021 SAC Commission meeting.

Motioned by John Scholke, second by Andrew to approve minutes from the January, 2022 SAC meeting as listed in Board Docs and previously reviewed. Motion carried.

Discussion: 2.2 AARP Livability presentation – No further questions were brought regarding the livability presentation.

Discussion: 2.3 Financial Review – Financial review was attached to agenda. The majority of the budget is still staffing. The city will be moving staff budget onto the city's budget in increments of 20% every year for the Program Coordinator.

Discussion: 2.4 Program Update – Programs are still going well. DC trip is coming up next which should be a fun time! Looking at adding a walking club when snowshoe ends. Along with walking, looking at other possible outdoor programs. Scott asked if a total number of participants would be provided next time compared to averages of a class.

Discussion 2.5 Building Update – Two weeks are added to the proposed date going into September now. There was a question regarding furniture and where it will be stored. Emily mentioned the new furniture bought will be stored at the new building on the south end in a meeting space area.

### 3. NEXT MEETING

Action, Information: 3.1 Next meeting March 16, 2022 at 8:00 AM.

4. ADJOURN

Action: 4.1 Motion to Adjourn

Motion by Andrew Jakus, second by John. Motion carried at 8:30 a.m.



# Uptown Social

SHEBOYGAN'S HUB FOR  
ACTIVE SENIORS

# SENIOR SERVICES ANNUAL REPORT 2021

# UPTOWN SOCIAL

Uptown Social, formerly the Senior Activity Center of Sheboygan (SACS), is a vibrant organization for active adults ages 55 and older. At Uptown Social, we partner with a diverse group of individuals and organizations to provide programs focused on fitness, recreation, creativity, and travel. Members and guests determine their level of engagement, from attending as little as one event per year, to volunteering to lead a regular program.

## OUR MISSION

Providing opportunities to promote wellness, learning, socialization, and recreation for successful aging.

## OUR VALUES

Friendly  
Respectful  
Inclusive  
Enriching  
Neighborhoodly  
Diverse  
Supportive

# VOLUNTEER LEADERSHIP

The Department of Senior Services/Uptown Social is incredibly dependent on a team of dedicated volunteers. Volunteers guide and direct all aspects of Uptown Social, from daily program offerings to the strategic direction of the organization as a whole.

## Senior Activity Center of Sheboygan Commission

The Senior Activity Center Commission is comprised of Sheboygan residents appointed by the mayor. The Commission drives program offerings and the City of Sheboygan's Livability Plan.

Rich Miesfeld - Chair  
Barb Felde - Alderperson  
Jeanne Bogardus  
Andrew Jakus  
Sue Garski  
Candace Pitts  
John Scholke

## Friends of Uptown Social Board of Directors

The Friends of Uptown Social, Inc. is an independent 501(c)3 charitable organization that raises funds to support the operations of Uptown Social. Approximately one third of the funds needed to operate the organization are procured by the Friends.

Scott Johnston - President  
Alison Petri - Vice President  
Connie Koenig - Treasurer  
Jane Brill - Secretary  
Dana Elmzen  
Laura Gumm  
Andrew Jakus  
Lisa Kraus  
Cesar Lemus  
Rich Miesfeld  
Marilyn Montemayor  
Derek Muench

## Program Leaders

Many of Uptown Social's programs are supported by dedicated program leaders, including:

Jackie Barbeau - Dining Out  
Susan Baumgart - Painting  
Bruce Becker - Pickle Ball  
Jan Brock - Stamp Club  
Jane Doll - Tai Chi  
Jon Doll - Tai Chi  
Mary Ann Dolson - Yoga  
Bonnie Feld - Knitting & Spinning  
Sharon Ferk - Bridge  
Sue Garski - Gardening

Diane Hackbarth - Book Club  
Pat Kevin - Allegro  
Mary Koczan - Raging Grannies  
Ann Kraft - Life in Writing  
Marilyn Montemayor - Cooking Class  
Marliss Nonhof - Ceramics  
Mary Ann Schellinger - Greeting Cards  
Connie Vandre - Mah Jongg  
Mary Wagner - Allegro  
Elaine Zeinemann - Line Dancing

# A MESSAGE FROM THE DIRECTOR

For the Department of Senior Services, 2021 was a whirlwind. At the beginning of the year, we were offering minimal programming in-person at the Deland Park Shelter, with strict safety precautions in place to keep those in attendance protected.

As Covid-19 vaccinations became available to our members, demand for in-person programs increased. Every month, we brought back more and more of our programs from before the pandemic, offering them wherever we could find program space. We spent the spring and summer at the Roosevelt Park Pavilion and moved to the Kiwanis Park Fieldhouse in September, utilizing rooms at the Mead Public Library and City Hall as needed. When City Hall was renovated in 2019, no one expected Council Chambers to be used as a yoga studio or a craft space, but we've taken advantage of any program space available to us!

Behind the scenes, much of our energy was spent on finalizing plans for our new building. This included many hours around the floor plan, the finishes, and the furnishings. We worked

with volunteers and members to ensure that no detail is missed, down to the exact linear feet needed to house our library and the number of tables needed to host an official bridge tournament.

To accompany our new building, the Senior Activity Center of Sheboygan went through a thorough rebranding process in 2021. Recent focus groups indicated that many older adults prefer not to be referred to as "seniors." That fact, coupled with confusion associating this organization with long-term care facilities, led this organization to partner with Dynamic Inc. to lead the rebrand process. Their team guided our cadre of Friends' board members, commission members, and staff through the process to settle on Uptown Social, Sheboygan's Hub for Active Seniors. We are thrilled with our new identity, which we believe makes us more welcoming to all individuals aged 55 and older, regardless of whether they self-identify as seniors or not.

2021 was a big year for the Department of Senior Services, and I can't wait to see what 2022 has in store.

Emily Rendall-Araujo  
Director of Senior Services

# STAFF

## Emily Rendall-Araujo Director of Senior Services

Emily joined the City of Sheboygan as Director of Senior Services in December 2020. Prior to joining Uptown Social, she spent 10+ years in various roles with several local nonprofit organizations, including the Above & Beyond Children's Museum, United Way of Sheboygan County, and Lakeland University. She holds a Bachelor of Arts degree with majors in business management and music-voice performance & pedagogy and a Masters of Business Administrator degree, both from Lakeland University. When she's not hanging out with her favorite grown-ups at Uptown Social, she spends time at home in rural Glenbeulah with partner Andres, children Freddie and Josie, and many four-legged family members.

## Josh Drossel Program and Wellness Coordinator

Josh joined the Uptown Social team in July 2021. After graduating from the University of Wisconsin Milwaukee with a Bachelor's Degree in Kinesiology, Josh worked for the Madison School & Community Recreation department for three years. As a Sheboygan native, Josh moved back to the area and is so glad to be working with Uptown Social members and guests on their health and wellness goals.

## Rachel Conery Program Coordinator

Uptown Social has seen both the beginning and end of many journeys. After three years with US, Rachel resigned in June to pursue other life adventures closer to her hometown in Upper Michigan. Her dedication to our program participants, positive attitude, and fun personality is surely missed. We're grateful for the time she shared with Uptown Social and know she's doing wonderful things as a Physical Education Teacher now.



# THE FIGURES

	2021*	2020*	2019	2018	2017
Total Annual Visitors	7,675	6,083	24,000	47,000	43,000
Unduplicated Annual Attendees	414	292	-	-	-
Total Active Memberships	342	363	719	714	653
Total Attendee Hours	13,187	7,897	-	-	-
Total Program Hours Offered	1,927	1,222	-	-	-

\*2020 and 2021 were not typical years, as we did not have a permanent building space and were operating at reduced program levels due to Covid-19.

# REBRANDING

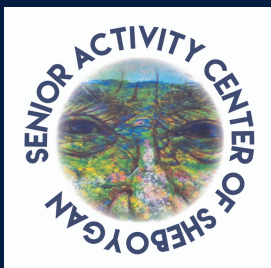
## We Are Uptown Social!

The conversation around developing a new brand identity for the Senior Activity Center began long before 2021. With the transition from old building to new, and growing confusion in the public among multiple organizations with similar names, the timing to work through the rebrand process was finally right.

Using local focus group feedback and a team of dedicated volunteers from the Friends of Uptown Social, the Commission, and the Center, we agreed on goals we wanted to achieve with our new brand:

- A completely unique and recognized brand, not to be confused with other local organizations;
- Clarity that this organization serves active adults age 55 and older, not to be confused with a nursing home or rehab facility;
- A name that can easily be abbreviated or shortened, allowing creative opportunities for marketing and communications.

Being social is at the center of all that we do. Anyone could do an exercise video at home by themselves, or knit in their living room. Why do people spend their time with US? Because we provide the platform to make new friends, to play a game in real life, to be social. And in our new building, everyone will have the opportunity to be social, in Sheboygan's Uptown neighborhood.



## Uptown Social

SHEBOYGAN'S HUB FOR  
ACTIVE SENIORS

# THE NEW BUILDING

## It's Hammer Time!

Following the 2020 discovery of significant system failures and cost-prohibitive repairs needed in our previous building, located at 428 Wisconsin Avenue, we made the decision to purchase and renovate another existing building in a better location. In January of 2021, the City of Sheboygan completed the purchase of the former Save-A-Lot grocery store building, located at 1817 N. 8th Street. After months of planning and a few setbacks, the contract for the renovation was awarded to J.H. Hassinger in December 2021. It is expected that this project will be complete by the end of 2022.

The first phase of construction, scheduled to be completed in 2022, will include a large cafe and dining space, hospitality room, game room, creative studio, dance/activity room, administrative space, and an indoor walking track. This project will help fulfill the required space needs of Uptown Social's programs and provide a more social atmosphere for our attendees.



# PROGRAMING

## Creative

- Ceramics
- Wool Spinning
- Greeting Cards
- Painting
- Knitting
- Writing
- Raging Grannies



## Recreation

- Bingo
- Bridge
- Mah Jongg
- Dining Out



## Fitness

- Allegro
- Yoga
- Body Basics
- Flex and Stretch
- Line Dancing
- Pickle Ball





# TRAVEL

## New Orleans



## Madeline Island



## Door County



# TRAVEL

## Milwaukee Brewers



## Manitowoc & Kohler



## Algoma

