



SENIOR CENTER ADVISORY BOARD MEETING AGENDA

TUESDAY, FEBRUARY 18, 2025 AT 9:00 AM

514 S. FIRST ST, WATERTOWN, WI 53094

1. CALL TO ORDER

2. REVIEW AND APPROVAL OF MINUTES

A. Review and approve: senior center advisory board minutes from December 10, 2024

3. REVIEW AND APPROVAL OF FINANCIAL REPORTS

A. Review and approve: preliminary 2024 year end

4. CITIZENS TO BE HEARD

Each individual who would like to address the Committee will be permitted up to three minutes for their comments

5. BUSINESS

A. Review and take possible action: continuation of birthday and new member meal vouchers

B. Review and take possible action: purchase dartball board and supplies

C. Review and take possible action: replace popcorn machine

6. CHAIRPERSON COMMITTEE REPORTS

A. Update Fundraising Committee on current efforts

B. Update Membership Committee on current memberships and renewals

C. Update Community Services Committee on projects/efforts

D. Update Program Committee on program attendance & new programs & events

7. DIRECTOR'S REPORT

A. Update on building projects

8. ADJOURNMENT

Persons requiring other reasonable accommodations for any of the above meetings, may contact the office of the City Clerk at cityclerk@watertownwi.gov phone 920-262-4000

A quorum of any City of Watertown Council, Committee, Board, Commission, or other body, may be present at this meeting for observing and gathering of information only

**Watertown Senior Center
Advisory Board Minutes
December 10, 2024**

1. Call to Order

The Senior Center Advisory Board met in person on December 10, 2024, at 9:00 am. The meeting was called to order by director Andrea Draeger. Present: Betty Jimenez, Cathie Wallen, Kathleen Gillingham, Jammie Belstner, Dawn Justman, Peggy Brown, Mara O'Brien.

2. Review and Approve the October Minutes

Kathleen Gillingham motioned to approve the October 15, 2024 minutes as written. Jammie Belstner seconded. Motion carried.

3. Review and Approve the Monthly Financial Report

Cathie Wallen motioned to approve the October financial report as written. Peggy Brown seconded. Motion carried.

4. Citizens to be Heard

Kerry Kneser gave an update on the Green Bay Packer Foundation grant acceptance on November 21. The Senior Center was awarded \$3,500 for building art.

5. Business

6. Chairperson's Committee Report

a. Update Fundraising Committee on Current Efforts

The bake sale was turned into a holiday cookie box, which will begin on December 17-19. The soup sale is scheduled for January 16, 2025; proceeds will go to a new fitness room tv and support building art. Green Bay Pack Grant will be worked on soon. Raffle license will also be worked on soon. New scrip cards are available and will earn roughly 3-12% back for the center.

b. Update Membership Committee on Current Memberships and Renewals

Regular meet and greets will be scheduled for next year as the last was a great success. Members could be called to renew for next year. We will work to revamp the newsletter and add bios for board members each month, pictures of programs, etc. to advertise for new members.

c. Update Community Services Committee on Projects/Efforts

The suggestion box held a suggestion to create a "spread kindness" effort. Additional ideas for product drives were discussed. All of the Joy Tree tags were taken and will ask for board assistance with this program in the future.

d. Update Program Committee on Program Attendance & New Programs

New ideas for 2025 were discussed to assist with potential rebranding efforts. The evening Knitwit group will be a Center program in 2025.

7. Director's Report

a. Updates

Veteran's Day recap – it was a highly attended event with great catering from Glenn's. The Holiday Party will take place December 17 also with Glenn's

catering. Next year we will only have one ticket and will cancel all other activities that day. The generator will now not be installed until spring. The PA system is currently being installed and will be finished up soon. New bathroom partitions are being ordered and will be installed in the spring, along with new ADA bars. A new building supervisor has been hired and will be trained soon. In 2025 the Park & Rec office will have closed office days every 2nd Tuesday of the month. There may be potential to separate out the Senior Center on social media pages though will discuss more. Updated Center policies for 2025 will be available at the end of the month. Facility use agreements were recently sent out for consistent/ongoing building users.

8. Adjournment

Next meeting is scheduled for Tuesday, February 18, 2024 at 9:00 am. Jammie Belstner motioned to adjourn. Betty Jimenez seconded. Motion carried.

Non-Taxable Revenue	January	February	March	April	May	June	July	August	September	October	November	December	2024 YTD Revenue	Section 3, Item A.
Donations	179.90	89.82	348.57	345.00	799.83	82.75	155.61	87.47	17.36	63.75	1,326.71	530.61	4,027.38	
Memorials	20.00	20.00						1,387.10				100.00	1,527.10	
Green Bay Packer Foundation Grant												3,500.00	3,500.00	
Popcorn/Beverage Donations	21.25	18.24	26.65	62.70	10.00	30.14	14.13	20.66	5.50	10.90	10.20	14.93	245.30	
Trip Commissions													0.00	
WI Lottery Pull Tabs	100.00	186.00	240.50	-268.00	165.50	151.50	177.00	275.50	236.50	-373.00	67.55	74.50	1,033.55	
Bake Sale				538.36								714.00	1,252.36	
Book Sale													0.00	
Soup Sale	449.80												449.80	
Rummage Sale Donations									1,956.90				1,956.90	
Kwik Trip Gas/Scrip Cards	-410.00	100.00	220.00	180.00	140.00	80.00	20.00	180.00	160.00	-160.00	220.00	310.00	1,040.00	
Care Fair Donations		50.00	50.00	200.00	-155.14								144.86	
Holiday Party/Vet											505.00	192.00	697.00	
													0.00	
Total Non-Taxable	360.95	464.06	885.72	1,058.06	960.19	344.39	366.74	1,950.73	2,376.26	-458.35	2,129.46	5,436.04	15,874.25	\$ 15,874.25
Taxable Revenue	January	February	March	April	May	June	July	August	September	October	November	December	YTD Revenue	
Equip Rental													0.00	16,890.30
Greeting Cards	55.93	107.11	87.51	116.11	-173.90	207.58	166.09	59.72	101.42	91.95	55.31	94.78	969.61	
Misc Rev		46.44											46.44	
Total Taxable Revenue	55.93	153.55	87.51	116.11	-173.90	207.58	166.09	59.72	101.42	91.95	55.31	94.78	1,016.05	\$ 1,016.05
Expenses	January	February	March	April	May	June	July	August	September	October	November	December	YTD Expenses	
Lottery/Raffle License												25.00	25.00	
Movies & License/Netflix	825.24	16.34	16.34	16.34	16.34	16.34	16.34	16.34	16.34	16.34	16.34	16.34	1,004.98	
Watertown Daily Times				295.20									295.20	
Spectrum Cable Channels	135.22	135.22	135.48	148.63	148.63	148.63	148.63	148.63	148.63	148.63	148.63	148.63	1,743.59	
Fundraising:													0.00	
Snack Shop Supplies/coffee/popcorn		51.86		191.35	18.73	366.60	109.90		4.80	54.32	79.80		877.36	
Bake sale supplies		34.09		14.76							19.49		68.34	
Soup Bowls/crackers	63.09												63.09	
Rummage Sale									35.20				35.20	
Decorations/candy		104.85	15.09	26.83		12.95		128.17			35.73	6.98	330.60	
Office supplies/cards			6.80				412.95						419.75	
Scrip Cards - RaiseRight											1,265.00		1,265.00	
Program Supplies:													0.00	
Card/wii/game supplies		84.92		30.30				400.00					515.22	
Bingo Expenses					405.00						22.76		427.76	
Promotional Items/giveaways		120.53											120.53	
Joy Tree Gifts													0.00	
Plates, napkins, plastic wear			31.59									34.89	66.48	
Birthday Meals	210.35	90.15											300.50	
Taxi Vouchers	54.00	108.00	90.00	96.00	99.00	123.00	117.00	129.00	105.00	87.00	90.00	177.00	1,275.00	
Program Refreshments										6.89			6.89	
Entertainment				125.00				100.00			600.00		825.00	
Events:													0.00	
Other event meals/supplies	28.99	113.53			831.30			90.94			63.38		1,128.14	
Vets Day Event/Paver										48.77	1,257.64		1,306.41	
Holiday Party											32.99	1,189.82	1,222.81	
Total Expenses	1,316.89	859.49	295.30	944.41	1,519.00	667.52	804.82	1,013.08	309.97	361.95	3,631.76	1,598.66	13,322.85	\$ 13,322.85
Ending Monthly Balance	25,527.99	25,286.11	25,964.04	26,193.80	25,461.09	25,345.54	25,073.55	26,070.92	28,238.63	27,510.28	26,063.29	29,995.45	29,995.45	
Monthly Net Income	-900.01	-241.88	677.93	229.76	-732.71	-115.55	-271.99	997.37	2,167.71	-728.35	-1,446.99	3,932.16	3,567.45	

2024 Membership Report					
Memberships	Base >2022	Inactive	2024 Paid	2024 New	2023 Unpaid
January	688	2			73
February	726	1	606	40	120
March					
April					
May	754	1	647	25	107
June					
July	767	5	663	13	100
August	774	6	675	7	99
September	789	0	692	15	97
October	797	0	701	8	96
November	801	0	705	4	96
December	813	3	728	7	88
Total		18		119	

2023 Membership Report					
Memberships	Base >2021	Inactive	2023 Paid	Section 3, Item A.	
January					
February	690	9	534	32	135
March	690	2	568	15	120
April	699	0	581	11	118
May					
June	709	2	591	6	118
July	715	0	598	5	117
August	740	5	628	24	112
September					
October	761	6	652	22	109
November	766	1	657	4	109
December	773	0	665	7	108
Total		25		126	

Membership Statistics						
	Total Member-ship	Men	Women	New Members	Avg Age	Deceased
2024	813	222	591	119	77	12
2023	758	205	553	126	77	31
2022	645	177	468	136	77	21
2021	680	195	485	62	77	30
2020	613	169	444	47	77	12
2019	694	184	510	103	76	21
2018	694	192	502	97	75	28
2017	698	202	496	134	74	21
2016	661	191	471	103	75	23
2015	658	190	468	130		11
2014	609	180	427	91		15
2013	598	167	431	101		24
2012	605	173	432	70		20
2011	636	179	457	109		7
2010	670	189	481	144		
2009	619			91		

Greeting Card Sales										
	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015
January	59	111	46	0	70	45	137	65	92	124
February	113	57	56	2	91	96	178	135	181	173
March	63	106	58	0	32	62	150	154	177	229
April	122	63	108	11	0	136	118	120	163	185
May	70	106	75	5	0	71	147	145	117	196
June	178	90	90	28	1	108	166	119	157	158
July	76	70	88	49	0	78	106	100	85	148
August	63	60	50	80	3	65	115	150	104	142
September	107	74	95	58	2	74	77	127	106	138
October	97	93	83	36	2	90	75	106	115	140
November	57	90	70	85	11	95	119	170	98	99
December	100	138	140		0	121	128	219	99	134
Total	1,105	1,058	959	354	212	1,041	1,516	1,610	1,494	1,866
Avg/Mth	92	88	80	32	18	87	126	134	125	156

MEMO

Parks, Recreation, and Forestry Department

To: Senior Center Advisory Board

From: Andrea Draeger, Director of Senior & Enrichment Services/Office Manager

Date: 2/18/2025

Subject: Review and take action: continuation of birthday and new member meal vouchers

Background

In the past, the center had provided new member meal vouchers to new members. This has not continued since COVID, and we may consider to return to this practice to welcome new members. The center also currently distributes meal vouchers for birthdays. There is a new vendor for senior dining (whom the center works with to also supply voucher meals) and the prices have increased from \$5.80/meal to \$8.50/meal.

Budget Goal

Maintains a safe and healthy community, with an eye toward future needs and trends

Financial Impact

Increased deduction from the general fundraising account if approved to continue.

Recommendation

Review and take action on replacing the popcorn machine.

Motion: Approve a new popcorn machine from Paragon Industries.

MEMO

2025 Operational Goals

The purpose of our operational goals is to identify, prior to the budgeting process, what work the city intends to achieve in 2025. The goals should align with our mission. Not only will the operational goals inform budget prioritization, but they will also guide the creation of the 2025 Department Work Plans.

Present a budget that (in no particular order):

1. Invests in the strategic planning and maintenance of our city buildings
2. Proactively maintains and improves our parks and infrastructure to ensure safety, quality, and equity
3. Supports employee retention and growth, while also evaluating operations and the associated staffing
4. Fosters community growth by assessing opportunities, stakeholder input, environmental needs, and modern code and policy priorities
5. Maintains a safe and healthy community, with an eye toward future needs and trends

MEMO

Parks, Recreation, and Forestry Department

To: Senior Center Advisory Board

From: Andrea Draeger, Director of Senior & Enrichment Services/Office Manager

Date: 2/18/2025

Subject: Review and take action: purchase dartball board & supplies

Background

Over the past couple of years a dartball board and supplies were on loan to the center to gather interest in the game. The loaning member would like to reclaim their board and supplies, thus necessary for the center to purchase a board and supplies or discontinue the game.

Budget Goal

Maintains a safe and healthy community, with an eye toward future needs and trends

Financial Impact

Estimated cost for board, stand, and darts is about \$500.

Recommendation

Review and take action on the purchase of a dartball board and supplies.

Motion: Approve the purchase of a dartball board and supplies.

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Parks, Recreation, and Forestry Department

To: Senior Center Advisory Board

From: Andrea Draeger, Director of Senior & Enrichment Services/Office Manager

Date: 2/18/2025

Subject: Review and take action: replace popcorn machine

Background

The popcorn machine is currently failing and needs a new kettle, glass seals, and spring assembly. The total for replacement parts would equal \$598.67. A new 8oz popper is \$622.70 from Paragon Industries. Badger Popcorn price would be \$819.

Budget Goal

Maintains a safe and healthy community, with an eye toward future needs and trends

Financial Impact

This item could be fundraised for separately or subtracted from the general fundraising account.

Recommendation

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Motion: Approve a new popcorn machine from Paragon Industries.

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