

SENIOR CENTER ADVISORY BOARD

Tuesday, February 17, 2026

9:00 a.m.

The Senior Center Advisory Board met on the above date and time. The following members were present: Betty Jimenez, Dawn Justman, Peggy Brown and John Wanke. Also present: Andrea Draeger.

1. Call to order.

The meeting was called to order at 9:05 a.m.

2. Review and approve minutes dated December 16, 2025.

Betty Jimenez moved to approve the minutes as presented, seconded by Peggy Brown, and carried by unanimous voice vote.

3. Review and approve the monthly financial report.

John Wanke moved to approve the 2025 year-end and January financial reports as presented, seconded by Dawn Justman, and carried by unanimous voice vote.

4. Citizens to be heard.

None.

5. Chairperson's committee reports

Update from the Fundraising Committee on current efforts.

The board reviewed the annual fundraising and event list. Upcoming fundraisers include 50/50 raffles, with proceeds planned for projects such as flower pots, the Veterans Day party, the holiday party, and fobs/tags for members. A recap of recent fundraising efforts was provided, including the cookie boxes and soup sale, which generated approximately double the amount raised last year due to increased fundraising activities. The board discussed raising the soup sale price to \$5 next year.

Additional discussion included potential use of a locked refrigerator in the snack shop area, a possible brat fry on June 12, and sharing sponsorship letters with board members. Members discussed coordinating with potential sponsors who may also support Bentzin Family Town Square events. Sponsorship letters and a press release were sent out, along with emails requesting bingo sponsors.

Update from the Membership Committee on memberships and renewals.

The committee discussed exploring a new system for member check-in using recreation software and fobs or tags with barcodes that could be scanned when entering the building. The board discussed whether members would be willing to purchase the fobs or tags.

Membership coupons are still available at the Chamber for new members, along with scholarship information for those needing assistance. The board also discussed the possibility of hosting a spring open house and coordinating it with the June brat fry.

Additional discussion included the potential for prorated memberships beginning in October, allowing memberships purchased late in the year to roll over into the following year. Staff also plans to calculate the value of membership by reviewing direct and indirect costs in order to evaluate future membership fee structures and better communicate the value of membership.

Update from the Community Services Committee on projects and efforts.

The board discussed additional community drives that could be coordinated with assisted living facilities or other community organizations, potentially in the spring. Possible donation drives

could include food items, school supplies, or items for the humane society. Volunteers could assist with delivering donated items.

John will contact the humane society and food pantry and expressed interest in organizing tours of these facilities when donations are delivered. The board also discussed connecting new members with John to assist with volunteer efforts.

Update from the Program Committee on program attendance and new programs and events.

The committee discussed highlighting programs both on the hall bulletin board and in the newsletter, potentially featuring one program each month.

Yahtzee attendance has been low, and the board discussed moving the activity to Mondays or discontinuing it if participation does not improve. The Gold Star Self-Defense class for women will run again in March. The board also discussed the recent active shooter training and noted that if offered again, it would be helpful to include more information specific to the Senior Center building and the needs of senior participants. Additional program discussions included a potential Cinco de Mayo party, the upcoming birthday party, and implementing a \$5 guest fee beginning in May since there is not a sponsor this year (birthday participants would still attend free). Upcoming activities also include spring break programming, four family nights, and four day trips.

The board discussed possible partnerships for programs such as a UW–Madison Badger Talk presentation or musical performance, as well as a technology program through the library focused on topics such as ordering books online or using digital resources.

The board approved using the poster board in the hall to feature Senior Center activities. Photos from the recent brunch will be displayed in April, and the birthday party will be featured in March.

The possibility of creating a baking committee was discussed, which could meet Monday, Wednesday, and Friday afternoons or on weekends when the facility is not rented.

The board requested an update on snack and soda sales performance in the office area and asked whether attendance at movie showings is currently being tracked.

The board requested that staff review the bylaws to determine whether only members may vote in board elections and to consider potential revisions to the bylaws in 2027. The board also discussed reaching out to Jammie Beltsner and recruiting an additional member-at-large.

6. Director's report.

An update was given regarding building-related items and facility updates.

7. Adjournment.

Peggy Brown moved to adjourn at 10:39 a.m., seconded by John Wanke, and carried by unanimous voice vote.

Next meeting date: Tuesday, March 17, 2026.

Respectfully submitted,
Andrea Draeger
Senior Center, Enrichment, and Office Manager

Note: These minutes are uncorrected, and any corrections made thereto will be noted in the proceedings at which these minutes are approved.