

**Fluvanna Partnership for Aging (FPA)
First Strategic Planning Meeting
April 18, 2015**

Meeting Notes

Introduction

The first strategic planning meeting of the Fluvanna Partnership for Aging was held at the Chairman Debbie Foreman's house on April 18, 2015. The meeting began at 9:30 am and ended at 1 pm. A draft Mission, draft Vision, SWOT analysis and some beginning Goal setting were accomplished. The following are the notes from that meeting. FPA participants were Chair Deborah Foreman, Vice-Chair Bobbi Gallo, Secretary Stephanie Fick, District representatives Dorothy Payne and Amy Kirchner, JABA representative Emily Daidone, Fluvanna County Parks and Recreation representative Jonathan Pace, Chamber of Commerce/Meals on Wheels representative Joe Chesser.

Strengths, Weaknesses, Opportunities and Threats (SWOT)

The information below reflects the SWOT analysis.

Strengths

Diverse geography and organizations
Focused
Dedicated participation
Experience
Better supported
Action-oriented

Weaknesses

Funding
Mission?
not an integrated approach
"jello lens"
ages not diverse in our plan
not integrated communication at
County level
Not in tune with related agencies
Charlottesville-based approach
Message and marketing
Follow through on Options
Counseling

Opportunities

Positive messaging
"own it"
Specific, Concrete message and outcomes
High value
Church community
Partners
Education

Threats

never implementing
old mindsets
funding
organizational overlap
confusion as to responsibility
unclear roles/overwhelming
little collaboration

“political winds”

Mission Statement Development

Following are the keywords expressed by participants as integral to the overall Mission of FPA:

| | |
|----------------|----------------------------|
| Advocacy | inform |
| Aid | coordinate |
| Support | focus |
| Collaboration | responsibility |
| Communication | intergenerational approach |
| Empower | community infrastructure |
| Implementation | |

Participants worked through several versions of a draft Mission statement before agreeing on a draft as shown below:

The Fluvanna Partnership for Aging is committed to advocating for and raising awareness about community multi-generational services for Fluvanna County citizens.

As this was a draft, participants expressed concerned about some gaps or missing ideas they may see in the above draft Mission statement: These are outreach, who are we working for, support services availability, and aging citizens.

Vision Statement Development

Following are the key phrases participants expressed as integral to the development of a Vision statement:

All citizens of Fluvanna County have the resources they need...
Reciprocal relationship with the citizens
Source of information for citizens
Serve as a link to other resources
Everything knows everything
Sustainable structure

Participants contributed to the draft Vision statement shown below:

We envision all Fluvanna County citizens having complete knowledge and access to information and services for aging in place. We envision a sustainable county infrastructure with strong reciprocal relationships with its citizens.

Goal Setting Efforts

Participants were placed into one of two groups. A recorder was selected. They were instructed to develop Goal statement beginning with an “action” verb. These Goal statements reflect both the Mission and Vision. In some cases, strategies or action steps were discussed and added below the draft Goal ideas.

- 1. Keep citizens informed through routine maintenance of community resources and guides.**
 - Newspapers, advertising
- 2. Establish an educational process to keep citizens informed of media services and volunteer opportunities**
 - Neighborhood meetings
 - Expos and fairs
- 3. Better understand available community resources to better inform citizens**
 - Attend community gatherings
 - Understand agency goals and plans to better support and share with citizens
 - Collaborate with groups like TRIAD to better effectively work together
- 4. Encourage “Aging in Place”**
 - Prioritize community needs such as transportation, housing, health, finance care giving, personal aide
- 5. Sustain the PFA**
 - Identify needs to the Board of Supervisors
 - Quarterly update on PFA actions and recommendations
 - Market PFA
 - Identify a “brand” to add weight and influence
 - Recommend service requests and projects
- 6. Build relationship with the Board of Supervisors through routine communication and information sharing**
 - Schedule invitations to group meetings with PFA

Goal Statement Summary

Several of these Goal statements are similar and will be consolidated prior to the May 18 presentation.

“Parking Lot” Additional Information

The following are a few ideas that came up during discussion. These ideas may represent additional goal setting concepts.

Take a regional approach
Create web site with “one stop shop”
Senior “amber alert”

Next Steps

The second meeting of the FPA strategic planning group will occur on April 28 at Chairperson Deborah Foreman’s home from 4 pm to 6 pm. A full FPA meeting including agency partners and other stakeholders will occur on May 18 at the Fluvanna County Library. A presentation will be made of the FPA draft strategic plan and input will be welcomed.