



FARMERS BRANCH
TEXAS

Senior Advisory Board Year-In Review

City Council Meeting | November 18, 2025

Requested By: City Council



Senior Advisory Board – Year in Review

Overview

- 1** Board Members/ Attendance Percentage
- 2** Engagement and Community Involvement/Outreach
- 3** Measurements of Success/Division metrics
- 4** Future Goals/Plans for the Board

Senior Advisory Board



Board Members

Matt Rice, Chair; Deborah Long, Vice Chair; Debra Krusehart, Secretary; Deborah Hull, Mary Creason, and Everardo Oviedo as regular members; Rick Cathey, Alternate 1; Marsha Valenti, Alternate 2. Emeritus – Katie Roberts and Ruth Fuls.

Attendance Percentage

84% Attendance rate for the fiscal year.

Encourage Participation

Board members encourage participation through social media, printed materials, and word of mouth throughout the city.

Strategic Focus Area Outcomes

C.2 Provide Attractive, Unique, and Connected Spaces for Community Interaction.

Community ENGAGEMENT



Serving the Community

Members of the Senior Advisory Board serve throughout the community and volunteer with many different organizations to serve and engage our residents

Engagements:

Members of the Senior Advisory Board actively engage with the community by volunteering at events such as the Fishin' Fun Day and Veterans Day Celebration, participating in Metrocrest Chamber activities, Civic League of Addison/Carrollton/Farmers Branch, supporting the Fire and Police Departments through service at their academies, contributing to the Citizens on Patrol program, and staying involved in their local churches.

Community Involvement

- ✓ Farmers Branch Fire Department
- ✓ Farmers Branch Police Department
- ✓ Metrocrest Services
- ✓ Farmers Branch Women's Club
- ✓ St. Andrews Church
- ✓ Farmers Branch Parks and Recreation Events
- ✓ Friends of the Historical Park
- ✓ Farmers Branch Firehouse Theater

Measurement of Success



Grand Re-Opening

The Branch Connection returned programming to The Branch Connection in May 2025 and hosted our Grand Re-Opening in June 2025.

Members

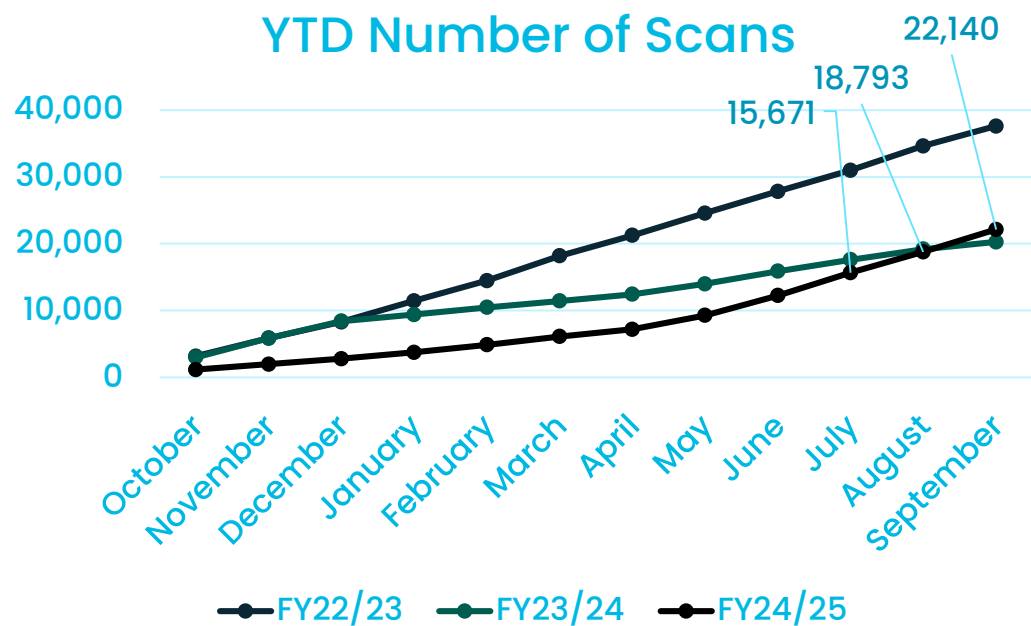
The Branch Connection serves over 1,400 active members and is a 15% increase from the previous fiscal year.

Net Promoter Score

The Branch Connection has an 83 net promoter score from our members. A net promoter score over 70 is considered exceptional.

Program Participation

Since returning to The Branch Connection program, and program participation has increased by 13% from the previous fiscal year.



Future Goals



Continue Community Support

Remain actively involved in serving the community through dedicated volunteer efforts, including participation in Parks and Recreation events, Metrocrest Services, the Fire and Police Departments, and other local organizations. These partnerships allow us to give back, support important community programs, and help enrich the lives of those we serve.



Increase Program Offerings

As part of our commitment to enriching the lives of our members, we will continue to develop and introduce meaningful programs, building on the seven new programs launched since our return to The Branch Connection.



Member Connections

Continue the increase in membership that will have a positive reflection not just towards program participation but also in social aspects amongst members as well. Keeping us all connected.



Questions



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