

# Senior Advisory Board

Biannual Update



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# Board Participation

- Engage members and community with programs/events
- Encourage participation through Social Media and word of mouth



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## Senior Advisory Board



- Deborah Hull - Chair
- Beth Ferrell - Vice Chair
- Lynne Dray - Secretary
- Jonette Henderson
- Ruth Fuls
- Wayne Weirich
- Joyce Benoit
- Priscilla Mowinkel
- Matt Rice
- Katie Roberts- Emeritus

# Mission & Vision

- **Mission**- To promote the independence and well-being of older adults in our community through health, wellness, educational, cultural, and recreational services.
- **Vision**- To provide a friendly and active environment with connections through programs and services for older adults within the Farmers Branch community.



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# Membership

- Increasing member base by creative marketing campaigns, and adding value to the memberships (trending higher than pre-COVID numbers)
- Attendance levels have steadily increased and are near pre-COVID levels. All programs have been reinstated at full capacity and new programs have been implemented, with blended options for those possible.



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# Examples of Success

- Monthly breakfast now free to TBC members
- Monday Night Dance now free to TBC members (Avg. 116)
- Almost 100 new members generated directly due to these program changes (since July)



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# Example of Success

- Sponsorships for Game Night exceeded the Boards goal of \$5,000
- Most requested program is offsite trips, which have been reinstated. Recent casino trip was sold-out and more are scheduled
- Century Club (3 since inception of program)



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# Future

- Meet the needs of the senior community
- Trends and programming
- New Health Fair for seniors
- Veteran's Day Revamp



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**Questions?**



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