

SENIOR CITIZENS ADVISORY BOARD
Minutes of May 5, 2008 meeting
Coral Gables Youth Center

MEMBERS		J	J	A	S	O	N	D	J	F	M	A	M		APPOINTED BY
Catherine Fahringer		-	-	E	P	P	P	P	S	P	P	P	P		Mayor Donald D. Slesnick II
Norma Lemberg		P	P	P	P	P	E	P	P	P	P	P	P		Vice-Mayor William H. Kerdyk, Jr.
Annie Betancourt		P	E	P	E	E	P	A	P	A	P	E	P		Comm. Maria Anderson
Dr. William Schiff		P	P	P	P	P	P	P	P	P	P	P	P		Comm. Rafael "Ralph" Cabrera, Jr.
Frank Lynn													P		Comm. Wayne "Chip" Withers
Ginger Jochem		-	-	P	P	P	P	P	P	P	P	P	P		City Manager David Brown
Carol Brock		P	P	E	E	P	P	E	E	P	P	P	P		Senior Citizens Advisory Board

A = Absent

C = Cancelled

E = Excused absence

P = Present

N = No quorum

R = Recessed

S = Sick

STAFF:

Paul Hunt
Senior Services Coordinator

Anastasia Smith
Recreation Specialist – Senior Programs

GUESTS:

Adam Rosenblum
Vice President
Marketing & Sales
The Palace

Katie Kreter, Citizen

1. Norma Lemberg, Chairperson, called the meeting to order at 5:08 p.m. and welcomed everyone to the meeting.
2. Introduction of new Board member – Norma Lemberg introduced Frank Lynn, who was appointed to the Board by Commissioner Withers, and who is taking Josefina Cabrera's place on the Board. Frank Lynn gave a review of his extensive history with Coral Gables and the greater Miami area. He said he is looking forward to working with the Board. Norma Lemberg said we are delighted to have him on the Board.
3. Introduction of Guest – Norma Lemberg introduced Adam Rosenblum, Vice President of Marketing & Sales for The Palace in Coral Gables, who showed the Board the new renderings for the project. He said that the building plans

have changed a little since they bought the Melody Inn site. The building is the same height but a little wider. The location is on Andalusia between Douglas and Ponce and will have about 240 apartments. They are trying to maximize the number of one bedroom apartments and minimize the number of studio apartments; 20% will be assisted living and the remainder will be independent living facilities. He said they leased 3,000 square feet of space for their Sales Office, which will house a model one bedroom apartment and will be located at 16 Miracle Mile. It will be until the end of the year before they get into that space. He said all negotiations are complete with the City and they are waiting for a copy of the executed contract. He said they will get the land from the City around the first of the year. They are completing the design process and they will soon be sending it off for permitting. They will be breaking ground in January or February of next year, and anticipate the project will be completed in the first quarter of 2011. He said they will start leasing apartments in January of 2009 and the first 90 days will be reserved exclusively for Coral Gables residents and their families. Norma Lemberg asked about the parking garage and how the parking was going to be at the entrance to the building from the parking garage, and are they going to have retail stores downstairs? Adam Rosenblum said they plan to have retail stores on the ground floor of both the main building and the parking garage. He said they are trying to move the parking garage entrance from the east end to ease the parking and traffic problem. He said a valet service will be used for parking for residents. This service will be available for non-residents as well. The Board thanked Adam Rosenblum for the update, and also for his assistance in obtaining a very generous donation from the Palace Corporation for sponsoring the reception for our Art Show last year and for agreeing to do it again this year.

4. Approval of Board minutes from April 7, 2008 Board meeting – A motion was made and seconded to approve the Board minutes of the April 7, 2008 meeting, with the following amendment:

Under item 5, paragraph 5, “Report of Fred Couceyro”, the last sentence should read: In the future, any meetings or discussions related to the Senior Services Division should include Paul Hunt.

5. Approval of Board absences for May 5, 2008 Board meeting – All members were present for the meeting.
6. Report on Art Show Meeting – Dr. Schiff

Dr. Schiff said we need to find money for the upcoming Art Show and we need a foundation to push the funds through. He said Paul Hunt was asked to check with the Coral Gables Community Foundation to see if they could accept funds

used by various groups within the City. Paul Hunt said it doesn't look like they will be able to help us. Carol Brock then suggested contacting Mr. Kirk Landon to see if funds for senior events might be funneled through The Kirk Landon Foundation. She will talk with Mr. Landon. Paul Hunt said that he talked with Luanne Santangelo about possibly channeling the funds through the War Memorial Association at the Youth Center. There was also discussion about setting up a Trust Account.

Dr. Schiff said that Carol Brock was successful in getting the Senior Art Contest announcement on the front cover of the latest issue of the *Golden Gables* booklet. He said there is also an Art Contest Entry Form on Page 10 of the same booklet. There is now a new novice category, and the entry form now states that the applicant must be a resident of Coral Gables.

7. Discussion on Sponsorships – Carol Brock

There was discussion about seeking sponsorships for senior events including the Senior Art Contest. Carol Brock said that she and Anastasia Smith are working with Luanne Santangelo on a sponsorship package for distribution to Coral Gables businesses requesting their assistance in funding senior events and informing them of the advantages to their businesses in sponsoring such events. Carol Brock handed out copies and reviewed the details of the sponsorship package with the Board. She asked that Board members e-mail their comments to her. Carol Brock said she will meet with Maria Rosa Higgins-Fallon in Public Affairs to see what she is incorporating into her sponsorship package. This item will be on the agenda for discussion at the next meeting.

8. Report on monthly activities – Anastasia Smith

Anastasia Smith has consolidated the monthly flyers sent out covering various senior events at the Adult Activity Center into a single, comprehensive monthly Senior Activities Calendar. The Dancercise Class had 27 people enrolled in April and now has 20 in May. The catered lunch is averaging out at about 18 people. We had 10 people registered last month for Spanish Class, this month we have 5 so far. For the theater trip, we have 17 people signed up. We are now planning for the Senior Fashion Show in December. The Fire Department will be doing free blood pressure screenings the second Monday of the month. We are waiting for Information Technology to set up the computers for the computer classes. Our volunteer instructors are ready to go. On June 2nd a representative from the County's Election Office will be available to instruct seniors in the use of the new voting machines. We are getting ready to start our summer classes. The Adult Activity Center will be closed June 9th through June 20th for UBC's Summer Camp for their kids.

There will be no Lunch & Lecture in June due to the Center being closed. There was discussion about allowing seniors to register for classes at the Adult Activity Center when there is staff there for the Morning Coffee Club and showing this information on the monthly Senior Activities Calendar. Anastasia Smith stated that we do take registrations at the Adult Activity Center and she will look into setting specific registration hours at the Center.

9. Report on taxi progress – Paul Hunt

Paul Hunt reported that Commissioner Cabrera had arranged for a meeting with the City Manager and the owner of one of the taxi companies located in Coral Gables. Unfortunately the taxi owner was not able to attend the meeting and Commissioner Cabrera is attempting to reschedule the meeting. Paul Hunt described the program he is familiar with in Boston. Their coupons are sold to seniors at a 50% reduction. The senior then uses the coupons basically like cash and the taxi companies agree to receive the coupons as cash. The used coupons are then processed so the taxi company receives full value. In Boston the program is supported through the medallion fees paid yearly by the taxi companies. However, Paul Hunt proposes that perhaps the county transportation tax fund might be an appropriate funding mechanism in Miami-Dade County. He estimates that a full, county-wide program might cost \$250,000 per year but would provide not only a very substantial, 24 hour/ 7 days per week transportation alternative to residents over 65 years old but would also have other benefits such as reduced automobile accidents involving seniors.

Norma Lemberg suggested talking to Coral Gables Taxi Company to discuss a possible arrangement for transporting senior citizens with them. Paul Hunt said it would be difficult to set up an agreement with a single company because the other companies would protest such an agreement. However, he did agree to call the taxi company and speak with them.

10. University Baptist Church Lease – Norma Lemberg said she spoke to Fred Couceyro this morning. He said they were to have met with the Church on or before May 2nd in regard to renewal of the lease. He said he has heard nothing from the Church and the pastor is out of town. Fred Couceyro will be trying to set up a meeting Wednesday and he will advise Carol Brock and Annie Betancourt when the meeting is set. Since Carol Brock will not be available for a couple of weeks, she asked Ginger Jochem to represent her at the meeting. Paul Hunt was asked to e-mail a copy of the Lease Agreement to members of the Board, which he will do Tuesday morning.

11. Election of New Chair – Norma Lemberg said she has been Chair of the Board for three years and recommended that the Board elect a new Chair. After discussion, the Board made the following recommendation:

The Senior Citizens Advisory Board recommends that Carol Brock assume the responsibilities as Chair of the Board. The recommendation was unanimously approved by the Board.

On behalf of the Board, Carol Brock thanked Norma Lemberg for the tremendous amount of work that she has put forth in helping not only the seniors in Coral Gables, but seniors throughout the County as well. She said Norma has spent a lifetime helping people. She is certainly an asset to this community, and the Board is grateful for her service.

12. Discussion on summer meetings – Norma Lemberg

Norma Lemberg said we did not meet at the Youth Center last summer because of the noise and parking problems associated with Summer Camp. Since the meeting in June is before Summer Camp starts, we can meet at the Youth Center in June and then decide next month if we want to hold our July and August meetings at the Youth Center.

13. Date and time of next meeting – The next Senior Citizens Advisory Board meeting is scheduled for **Monday, June 2, 2008**. The meeting will start at **5:00 p.m.** and will be held in the **Conference Room at the Youth Center, located at 405 University Drive**.

14. The meeting adjourned at 7:15 p.m.