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Marketing and Communication Advisory Committee Meeting

Wednesday, March 13 @ 2:30 p.m.

Village Hall, 2nd floor Committee Room

AGENDA

1. Call to Order
2. Discuss Age-Friendly Plan with Shorewood Connects and Senior Resource Center
3. Discuss Walk Shorewood Initiative
4. Adjournment

DATED at Shorewood, Wisconsin, this 7th day of March, 2019.

VILLAGE OF SHOREWOOD

Sara Bruckman, CMC/WCMC, Village Clerk

Should you have any questions or comments regarding any items on this agenda, contact the Manager's Office at 847-2702.

It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information; no action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice.

Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals.

Planning process is underway to make Shorewood an even better place for all ages

According to the World Health Organization, “An age-friendly world enables people of all ages to actively participate in community activities and treats everyone with respect, regardless of their age. It is a place that makes it easy for older people to stay connected to people that are important to them.”

Who wouldn't want to live in a community like this? Shorewood does many wonderful things for its seniors, benefiting people of all ages, e.g., providing green space, sidewalks, community events, an accessible business district, health and recreational programming, etc., but there are a few areas where we could improve. Shorewood began the process of identifying these areas when the Village joined the AARP Network of Age-Friendly Communities in 2017. After conducting a phone survey via AARP and having volunteers from the Village's Elder Services Advisory Board follow up with “pop-up polling” this past summer at the Shorewood Farmers' Market, Coffee & Bagel's, and City Market, 4 areas have been identified to help focus our efforts in the next 3-5 years: creating more housing options for people with moderate incomes; improving safety for pedestrians on sidewalks and at crosswalks; developing more neighborhood connection activities and programs; and increasing awareness/use of the Shorewood Senior Resource Center to help seniors find and gain access to health and supportive services.

All of us are stakeholders in creating a plan for Shorewood; it does not fall on Village government alone to develop and implement the plan, but to Shorewood's residents old and young, schools, community organizations, civic leaders, etc. The Elder Services Advisory Board and Shorewood Connects are holding discussions in January and February with some of the key stakeholders to generate ideas about strategies in each of the four priority areas. A gathering will be held in later March to look at possible strategies and to determine where there is consensus to move ahead, identifying those willing to help lead the effort. The plan as a whole will be reviewed by the Village Board in the spring, before submission to AARP. Then the work really begins!

Follow along as we post information on the Shorewood Senior Resource Center website and in the Village Manager's Memo, and join us in making Shorewood a more livable community for all.