



Wednesday, February 26, 2025
1st FBR
Moncton City Hall
1:00 p.m.

MINUTES

SENIORS ADVISORY COMMITTEE

Present: Payson Rowell, Chair
Winston Pearce
Terri Allen Schoenfield
Councillor D. Bourgeois
Councillor Crossman, on line
Mike Richard
Sandra Wallace
Ellen Jeffries, Community Development Officer, Seniors and Youth
Betty Peacock
Eileen Whyte
Lillian Surette

Absent: Susan Plewes

1. CALL TO ORDER

2. ADOPTION OF AGENDA

The agenda was accepted as circulated.

3. ADOPTION OF MINUTES

Motion: That the minutes of January 29, be adopted as circulated.

Moved by Winston Pearce

Seconded by Mike Richard

MOTION CARRIED.

4. UPDATE FROM THE CHAIR

The Chair reported that Claude Laviolette submitted his resignation leaving a vacancy on the committee. Ms. Jeffries noted that she would advise the Mayor's Office of the vacancy, adding that a recruitment campaign will be undertaken.

5. PROPOSED 2025 ACTIONS, OUTREACH INITIATIVES AND PRESENTATIONS

Ellen Jeffries gave a PowerPoint presentation based on the survey she forwarded the committee asking for ideas of initiatives they wished to see in place for this year. Some of the key points are highlighted as follows:

- 1) **Addressing social isolation** - considered essential along with and improving access to community resources (discussion on barriers, i.e. transportation and access to information). It is hoped that some of the suggested activities will address the issue of isolation.
- 2) **Community Outreach opportunities** - Educational Presentations, i.e. - Cybersecurity and online safety, presentation re: Moncton's heritage, Codiac Transpo (use of transit app) (urban rural rides), Seniors Nutrition

3) Presentation to Council – June 1st

Ms. Jeffries noted that the suggested activities are consistent with the Recreational Master and Social Inclusion Plans.

Discussion ensued with the following points noted:

CODIAC TRANSPO

- The need for training by Codiac Transpo on their app was stressed. Eileen Whyte suggesting that bus service must be more user friendly as some bus trips are 90 minutes. Sandra Wallace suggested consideration to the fact that many seniors do not have cell phones.
- Councillor Bourgeois sent an email to Angela Allain, Codiac Transpo, who confirmed that bus stops are located at various senior residences and nursing homes in Moncton, including Shannex.

SAFETY AND FRAUD

- Winston Pearce suggested that shredding be included as a consideration under the umbrella of identity fraud

EDUCATIONAL PRESENTATIONS

- Possible locations were identified including, but not limited to: Resurgo Place, Tankville School, Joyce Avenue Hub, Peoples Park Tower, 1111 Main Street during lunch hour (provides easy access for seniors by bus).

Ms. Jeffries reviewed the events for the year as follows:

- May 7 – Youthfest- volunteer opportunity for committee
- June 1 - Intergenerational Day
- July and August – offering fitness classes in Riverfront Park and aqua fit and senior swims

- June 2 – presentation to Council
- June - Seniors Month - promotion of activities and adding direct programming - working with partners to hold events;
- October 1 – International Day of Older Persons
- November– Holiday Open House
- December - Intergenerational meal with Youth Advisory Ctee.

Ms. Jeffries encouraged the committee to submit any further ideas to her. Terri Allen Shoenfield suggested making more use of the Moncton Library.

Councillor Bourgeois reported that a sub-committee of the Social Inclusion Committee is establishing a Facebook page to promote awareness of social issues which could include seniors' events and information.

The question was raised regarding the Committee's past action plan as to whether items discussed were accomplished. Ms. Jeffries noted that the plan is evolving to create activities more specific to the committee. Mike Richard commented that presenting an annual report was effective in terms of illustrating the accomplishments of the committee.

Discussion ensued on the presentation by the Chair in June with Payson Rowell agreeing to prepare a report. He noted the presentation could include an introduction of the committee, its history and some of its accomplishments. (2 – 3 points). Councillor Bourgeois added that presentations to Council are generally five minutes, however, councillors can ask questions which could prolong discussion.

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Councillor Bourgeois suggested that the process commence with two or three priorities, i.e. isolation. He added that the Social Inclusion Committee will be conducting a survey regarding social inclusion which could include questions on seniors' isolation. In terms of comparatives, the committee now has Ellen Jeffries who has been assigned this committee.

Discussion ensued on the results of the survey which will be presented to Council in March. The online survey received responses from 460 respondents. The public consultations held throughout the city experienced positive turnouts. One of the most popular activities gleaned from this exercise was walking, especially in a group format.

Ms. Jeffries continued the presentation by reviewing the proposed schedule for the meetings which was revised as follows:

March 26th:

- Presentation from the NB Human Development Council on their Moncton Neighbourhood Profiles (Draft – Not yet public)
- Presentation on the results of the Seniors Programming Review engagement by Aloma Jardine

April 16th – Strategic Planning Session

April 30th – Presentation by Codiac Transpo / Active Transportation / Rural Rides

May 28th - TBD

June 25th – TBD

6. REPORT FROM ADMINISTRATION

Ms. Jeffries submitted the following updates:

- Highlighted the updated seniors' website www.moncton.ca/seniors. Committee members were invited to submit any feedback they may have.

- During July and August, the Recreation Department will be offering free outdoor classes for seniors Tuesday mornings. The department is also working with partners to offer aqua fit classes with designated swim times for seniors in the City's outdoor pools.
- Codiac Transpo has launched their growth strategy which is available at LetsChat.ca until March 12th. They are holding information sessions today at Champlain Place 4 – 6 p.m. and March 5th at NBCC from 12 – 2 p.m.
- Youthfest will be held May 7, 2025. Committee members are invited to volunteer at this event which sees students from 5 area high schools attend presentations, break out sessions, and a mock council meeting. Please contact Ms. Jeffries if you are interested in volunteering.

Discussion ensued on Councillor Bourgeois' suggestion for a five-year action plan. Ms. Tucker noted that this could be taken into consideration for the future, adding that some initiatives will take time.

Betty Peacock reported on a free Saturday & in school program for Grades K - 5, [Bee Me KIDZ](#), which is currently offered in Saint John, St. Stephen, Fredericton and Sussex. program for children and parents held on Saturdays. She agreed to forward the information to Ms. Jeffries.

7. ROUNDTABLE

Sandra Wallace reported that a presentation is being made by Dennis Cochrane to City Council in Private Session regarding the 1010 St. George Street Seniors Centre proposal. She noted that if the motion is approved, the group will become a not-for-profit entity and apply for charitable status and review the design of the 10,000 square feet to ensure activities are included. It is hoped it will be ready for Christmas.

Concern was raised that no Plan B was in place. Mike Richard noted possible options that could fill some gaps. Sandra Wallace did not believe those options dealt with social isolation.

Monica Tucker noted that the issue has not proceeded to Council noting that other proposals have been submitted. She highlighted that the City has hired a full-time coordinator, and regardless of the decision, coordination of activities will continue as part of that role. She will also be working with other groups that continue to meet the needs of seniors.

Councillor Bourgeois felt the big picture should be presented regarding seniors needs, based on the survey, with the question as to whether there should be a seniors' centre with an intergenerational feature or whether both centralized or decentralized services could be accommodated. This committee has submitted a recommendation in favor of 1010 St. George Street and he stressed the importance of including it in the report to City Council.

Winston Pearce advised that he has resigned from the MLCC board and delivered the cheque for the \$35,000 remaining to the Mayor's Office. Monica Tucker noted it is part of the proposal for 1010 St. George Street.

Ellen Jeffries agreed to follow up with the City Clerk regarding Conflict-of-Interest forms.

8. NEXT MEETING

- March 26, 2025

9. ADJOURNMENT

Motion: That the meeting adjourn.

Moved by Mike Richard

MOTION CARRIED.

The committee adjourned @ 3.35 p.m.

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**Respectfully submitted,
Marcia King, Recorder**