

# L. E. Phillips Senior Center 2024 Annual Meeting

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## Mission

**L. E. Phillips Senior Center is a gathering place for individuals 50+ to maintain independence through access to programming, which develops skills to enhance their social, emotional, and physical well-being.**



# Agenda

**Welcome and Introductions.....Pieter Graaskamp**

**2023 Highlights.....Jackie Minor**

**Financial Report.....Larry Zorn**

**Strategic Planning Report.....Ann Kaiser**

**Looking Ahead.....Jackie Minor & Board**

**Question and Answer Period**

# **Welcome & Board Introductions**

**Pieter Graaskamp**

# Board of Directors

**Pieter Graaskamp, President**

**Bryan Bessa, Vice President**

**Jerilyn Kinderman, Treasurer**

**Doug Mell, Secretary**

**Jim Deignan, Past President**

## **Directors:**

**Jim Bunkelman**

**Mary Mero**

**Emilio Rinaldi**

**Aric Burch**

**Colleen Bates**

**Larry Zorn**

**Janet Lesniewski**

**Sandy Pocernich**

**Denise Wirth**

# Staff

**Jackie Minor, Executive Director**  
**Kristen Hartzel, Program Coordinator**  
**Marilyn Russo, Wellness Coordinator**

**Office Staff - Deb Kragness, Kathi Tollefsen, Bev Lehman**  
**Custodial - Vicki Judkins & Gene Tepiew**  
**Maintenance – Jon Eslinger & Blaine Kessler**  
**Marketing - Kathryn Rowe-Butler**  
**Fitness Instructors - Clarice, Terry, Nan, Steve, MaryAnn,  
Christa, Jeanette, Kathy, Frankie**

# 2023 by the Numbers

- **2,670 Members at the end of 2023**
- **138,970 activities participated in 2023**
- **68,152 Social check-ins (cards, coffee, etc.)**
- **65,853 Fitness check-ins (fitness room/classes, pickleball)**
- **\$19,900 raised from in-house fundraisers**
- **205 Volunteers**
- **10,823 Volunteer Hours**





# 2023 Building Highlights

- **New Sump Pump**
- **New Parking Lot**
- **New Power Door Operator**
- **Rock Steady Boxing Area**
- **Camera System**
- **Elevator Motor Replacement**
- **Women's Bathroom Remodel**
- **New Lighting for the Great Room**

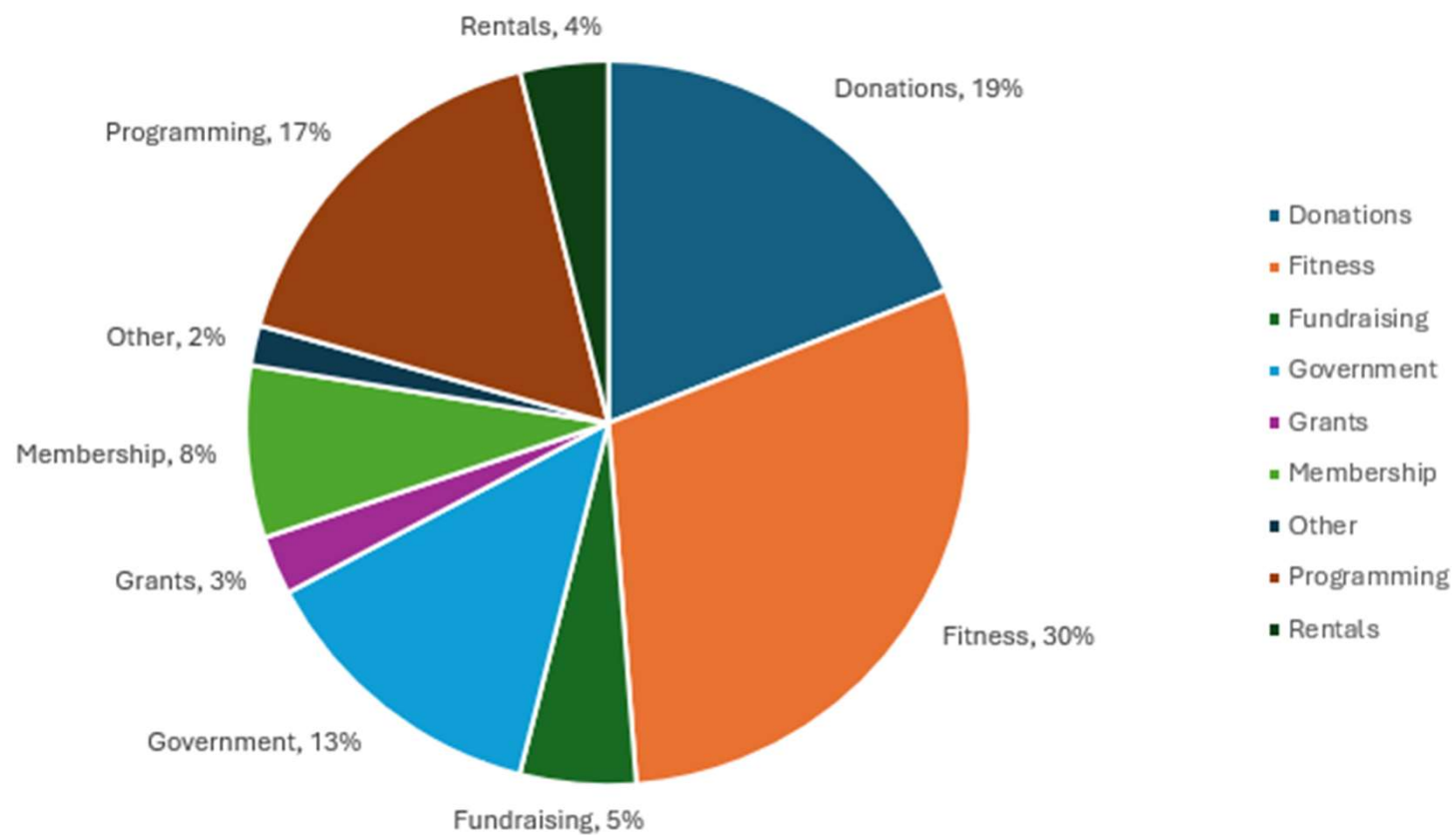


# **Financial Report**

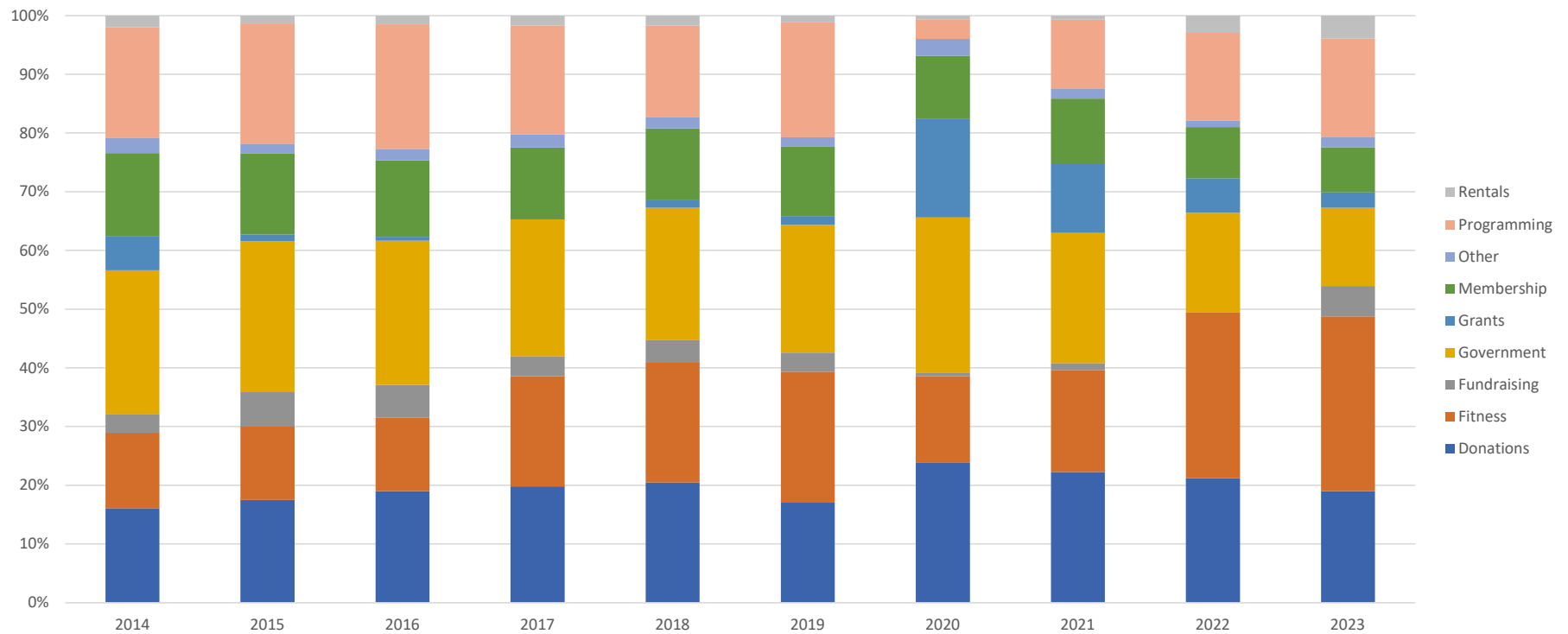
**Larry Zorn**



2023 Income % By Funding Source



# % Income By Funding Source 2014-2023



# L.E. Phillips Senior Center

## Financials through December 2023

### (Unaudited)

#### INCOME

City of Eau Claire	40,200
Eau Claire County	30,000
Friends Donations	65,126
Fundraising (WSM)	25,102
Special Events	2,188
Social Income	12,498
Educational Programs	12,575
Donations	35,203
Grants	13,874
Hospitality	10,364
Membership Dues	40,512
Wellness Program	156,998
Trip Income	52,872
Rentals	20,679
Other Income	<u>9,427</u>
<b>TOTAL</b>	<b>\$527,618</b>

#### EXPENSE

Payroll	180,561
Insurance	17,697
Refuse Service	2,997
Outdoor Grounds	7,422
City Utilities	6,513
Gas/Electric	45,903
Trip Expense	43,796
Professional Services	21,150
Educational Program	3,666
Wellness Program	4,470
Special Events	1,945
Social Activities	299
Supplies	15,588
Maintenance	10,988
Phone/Postage	4,482
Fundraising (WSM)	4,657
Advertising	2,526
Depreciation	134,095
Other Expenses	<u>5,815</u>
<b>TOTAL</b>	<b>\$514,570</b>

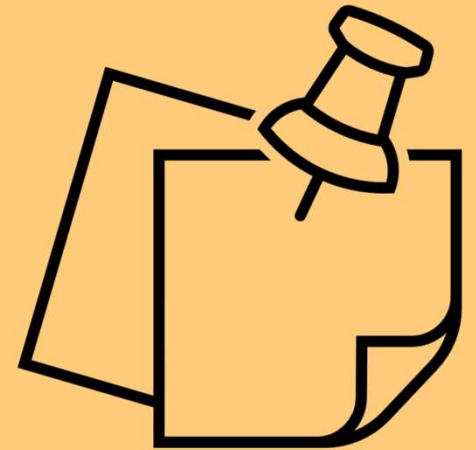
# Strategic Planning Process and Survey Results

**Ann Kaiser**  
**AMK Nonprofit Coaching**



# Initial Meeting with Jackie and Pieter

- **What do you want the result of this process to be? Strategic priorities that will guide the work of the Board and Staff.**
- **What's their perspective on what's working well and where opportunities lie?**
- **What else do we need to know and who else do we need to learn from?**
- **What process will work best to get to that result?**

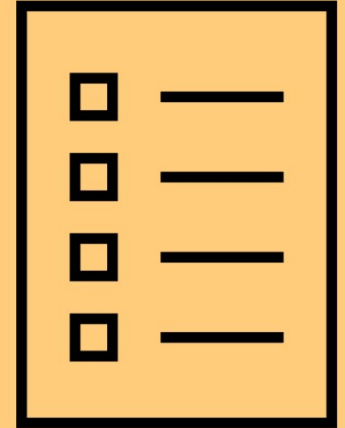




# The Work Plan

## 1. Surveys to hear from a wide variety of stakeholders:

- **Members**
- **Non-members**
- **Staff**
- **Community Partners**
- **Board**



# Member Survey Results

- **Just over 700 letters and 1,815 emails were sent to LEP Senior Center Members. The survey was open for two weeks, 1,129 emails were opened and 773 surveys were completed.**
- **62% open rate; 68% completion rate**
- **Overall 31% return rate**
- **To assist with survey completion, computers were made available at the Senior Center for members without computer access, or for those needing assistance. An additional email reminder was sent after one week, and posters were hung at the Senior Center to remind folks to participate.**

Wednesday, March 13, 2024

Dear L. E. Phillips Senior Center Member,

The L. E. Phillips Senior Center is going through a strategic planning process to set its course for the next 3 to 5 years. As a part of this process, we are gathering information from a variety of sources, including you, as a current member. Before the end of the day on Wednesday, March 27, would you please complete this survey? It is estimated to take no more than 10 minutes of your time. If there are two Senior Center members associated with this mailing address, please have each individual complete the survey.

There are a number of ways you can participate in the survey; please choose the method that works best for you, and only take the survey once:

1. Type this email address into your browser: [https://www.surveymonkey.com/r/LEP\\_SC\\_Member\\_Survey](https://www.surveymonkey.com/r/LEP_SC_Member_Survey)
2. Go to the Senior Center's web site: [https://www.lep\\_sc.org](https://www.lep_sc.org) On the main web site page you'll find a button to take you to the survey.
3. Scan this QR code with your phone or iPad:
4. Take the survey at a designated computer at the Senior Center; a volunteer or staff member will be there to help you. Watch for signage at the Senior Center to indicate when and where this is available.

Ann Kaiser, owner and consultant with AMK Nonprofit Coaching, is helping to facilitate this process. She will be analyzing and summarizing the data gathered to report to the L.E. Phillips Senior Center Board of Directors and key staff members to be used to develop the 3–5-year strategic plan. The information you share will be anonymous and confidential.

The strategic planning session will take place on April 23. As plans come together, you can expect to see a preliminary report sometime in May 2024.

Thank you very much in advance for your participation in this important survey.

Sincerely,

Jackie Minor, Executive Director


# Non-member Survey Results

- **An email was sent to 1002 email addresses in the LEP SC email system. Almost all of these are former members, others might have participated in an event or program.**
- **The survey was open for two weeks, 448 individuals opened the email, and 59 surveys were completed.**
- **45% open rate, 13% completion rate**
- **6% return rate**


“The L.E. Phillips Senior Center is undergoing a strategic planning process. The Board of Directors is using data from a variety of sources to determine its strategic priorities for the next 3-5-years. You are being invited to participate because your email address in their database indicates you are a non-member; this may indicate that you previously had a membership, or you’ve had involvement with the Senior Center but never been a member.

We’re interested in learning why you do not currently have a membership; please participate as you deem appropriate. Your input will help inform the Senior Center’s future direction. All answers are being compiled by a 3rd party facilitator, AMK Nonprofit Coaching, and all responses are confidential and anonymous. Please participate in the survey just one time, before end of day Wednesday, March 27. “

# Staff Survey

- **7 individuals completed the survey**
  - **Because some staff are very new, Jackie also included staff who recently stopped working at the Senior Center**
- 

# Community Partners Survey

- **Surveys were sent to 10 community partners including Health Department, ADRC, The Community Table, Feed My People, Western Dairyland, Catholic Charities YMCA, Mayo Health System, Red Cross and HMAA.**
  - **4 surveys were completed**
- 



# Questions that were asked in the surveys

- **What do you consider the best aspects of the Senior Center?**
- **Where do you see opportunities for the Senior Center to change?**
  - **Facilities, Membership, Programs, etc.**
- **What needs exist that the Senior Center could address?**
- **What else would you like to see the Senior Center do?**
- **What else do you want us to know?**



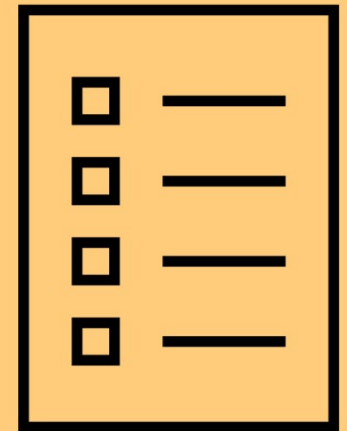
# The Work Plan

**2. Evaluate the surveys for strengths, resources, opportunities, trends.**

**3. Send summarized survey results to Board members for review and evaluation.**

**4. Send raw survey data to Jackie so she and staff can use for future.**

**5. Ask Board members to provide their feedback on priority items.**



# Strategic Planning Day Agenda

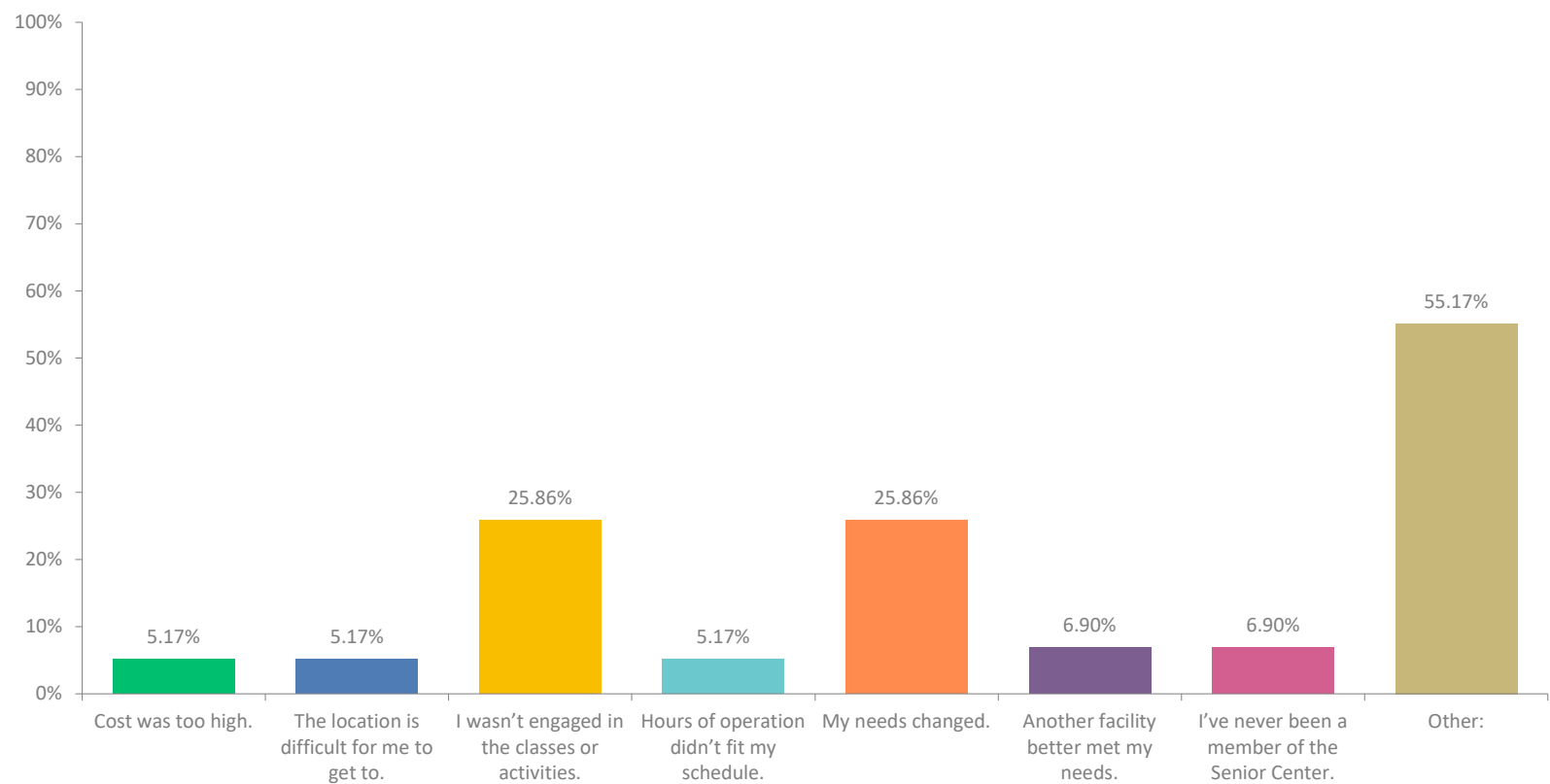
*Survey results were part of every agenda item.*

- **Why is LEPSC so important to the community**
- **Review identified needs, including facilities plan**
- **Consider opportunities, including financial status**
- **Consider future contingencies**
- **Develop vision for success**
- **Action planning to achieve success**
- **Process for hardwiring the work**

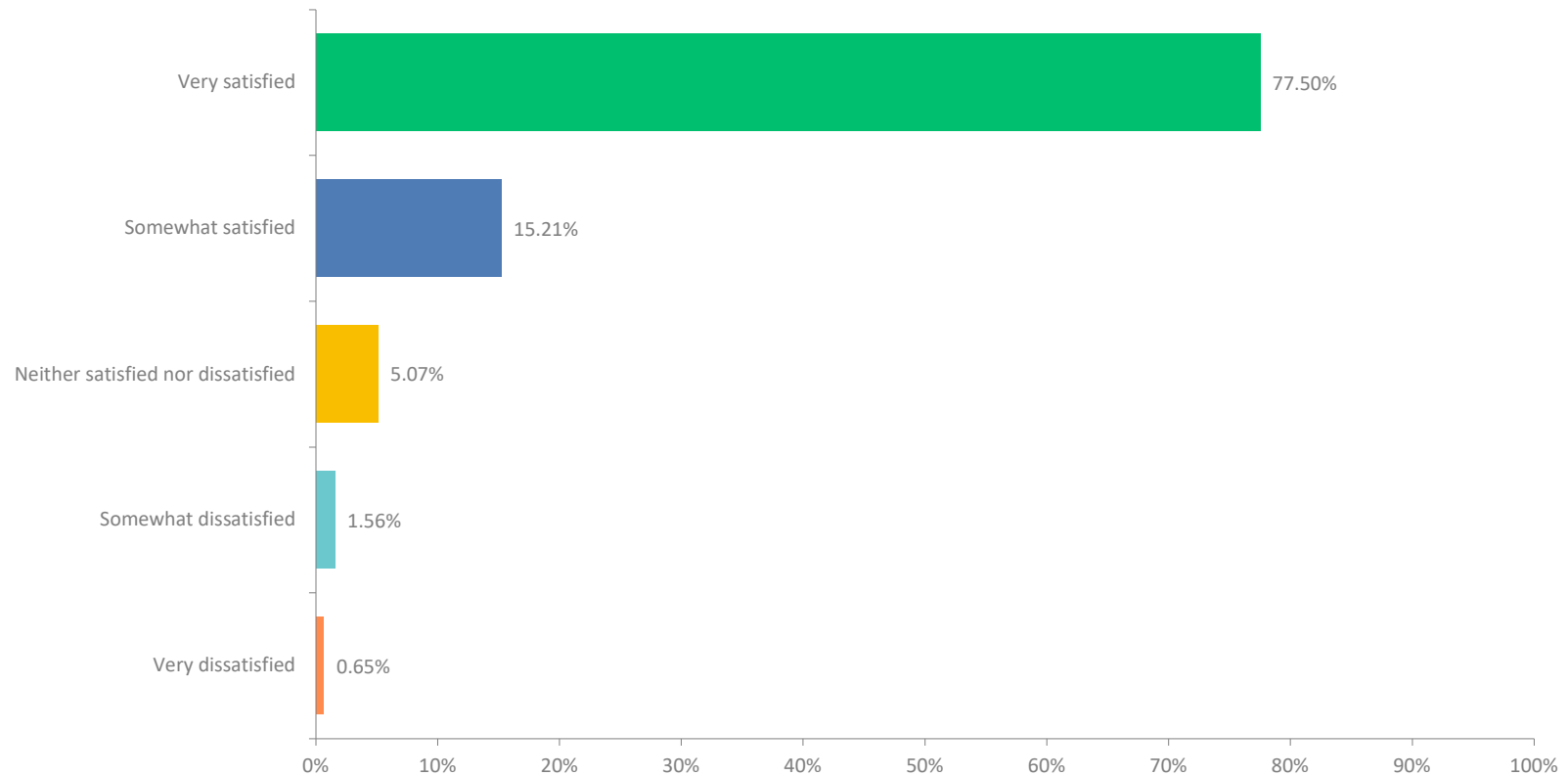
**Outcome: Develop 3 Year Strategic  
Vision for L. E. Phillips Senior Center**



# Non-Members: Why did you decide not to renew your membership? Check all that apply.

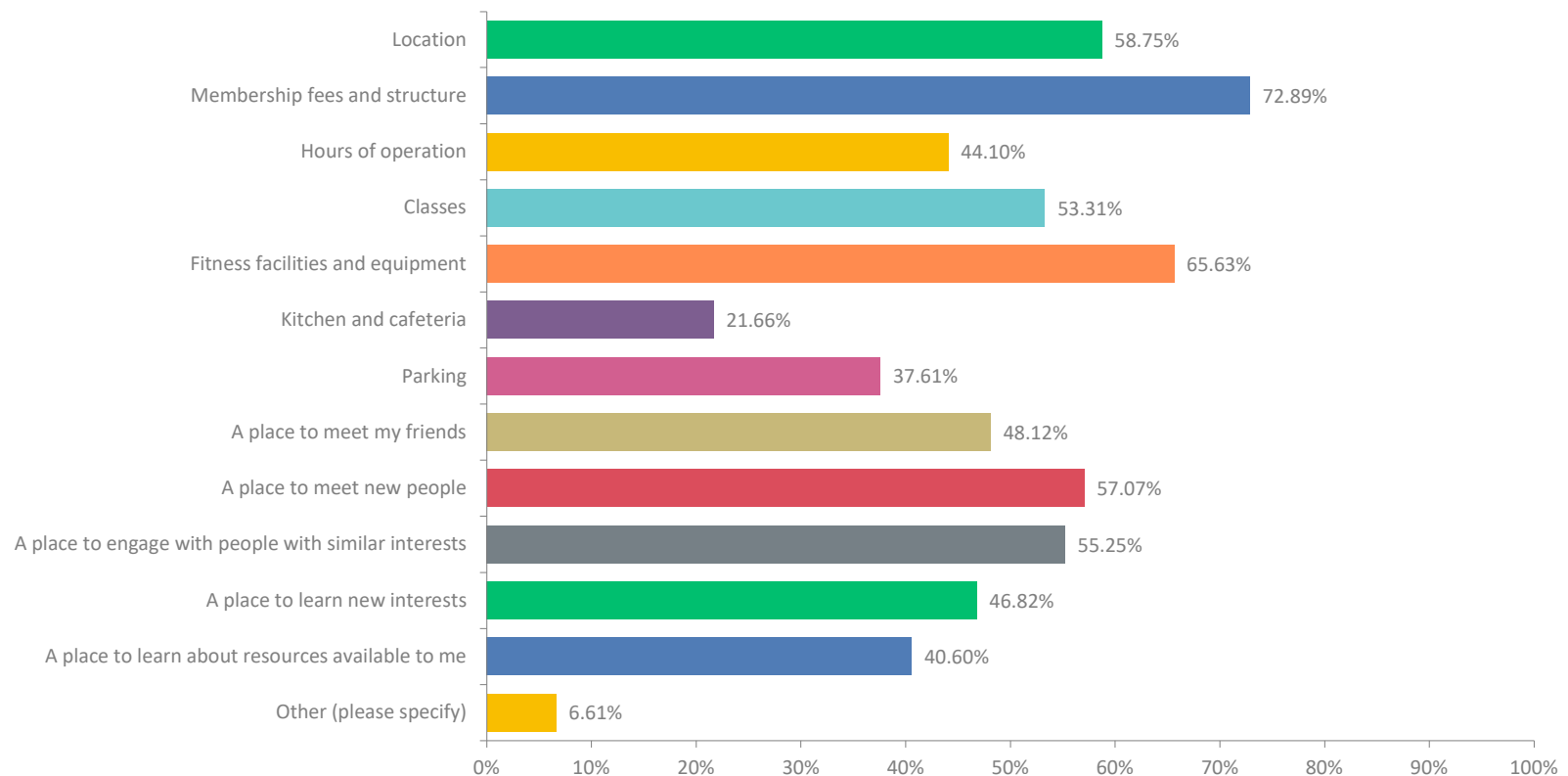


## Members: Overall, how satisfied or dissatisfied are you with the Senior Center?





## Members: What do you consider the best aspects of the Senior Center? Select all that apply.



- **High level of member engagement and satisfaction**
- **Value of membership for cost**
- **Facilities - welcoming, spacious, clean**
- **Excellent fitness facility and equipment**
- **Great classes and programs**
- **Great place to socialize, meet new people, learn new interests**
- **Skilled staff, management, instructors, volunteers**

**“THE BEST OF LEPSC”**  
**Survey Highlights**



# **Strategic Planning & Looking Ahead**

**Jackie Minor**

# Facilities

- Develop & maintain capital budget and capital schedule
- Develop & maintain an annual ongoing facilities upkeep plan



# Finance & Fundraising

- **Create a capital funding plan, based on facilities work**
- **Create an investment and endowment strategy**
- **Create a fundraising committee**





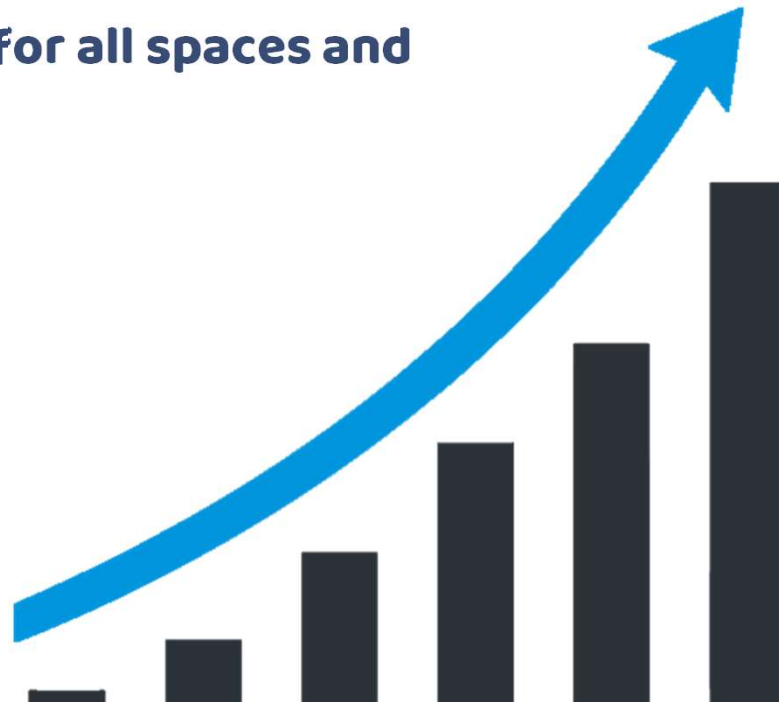
# Staffing



- **Attract and maintain appropriate staffing levels to support the mission, vision and values of the Senior Center**
- **Staffing needs assessment in response to other work groups: integrating volunteer use**

# Capacity & Growth

- **Determine class needs for future growth; appropriate use of space**
- **Determine the capacities for all spaces and configurations.**



# Programs & Community Outreach

- **Develop an annual program plan that addresses the needs of members and the community.**
- **By 2027 10% of all members will be representative of underserved / underrepresented populations; increase awareness of LEPSC with underserved populations.**
- **By 2027 25% of the Board will represent underrepresented/ underserved populations.**
- **See the Senior Center represented in other organizations / initiatives in the community.**

# Save the Date!

## Senior Resource Fair

- **Tuesday, September 17, 8:00-2:00 pm**
- **L.E. Phillips Family Foundation match**
- **Over 50 booths registered**
- **Raffle!!!**
- **Craft & Bake sales**

L.E. Phillips Senior Center Second Annual

## SENIOR RESOURCE FAIR

Tuesday, September 17, 2024 from 8 am - 2 pm

- Visit over 50 booths showcasing area resources and opportunities for adults.
- Enjoy a tour of the Senior Center.
- Shop our craft, bake sale or enjoy lunch.
- This event is **FREE** and open to all ages!



1616 Bellinger Street  
Eau Claire, WI 54703  
Call: 715-839-4909

Visit: [lep-sc.org](http://lep-sc.org)



Proudly Sponsored By:



# Gratitude

**Gratitude is taking a moment to reflect on how lucky you are when something good happens, whether it's small or big.**

# Questions & Answers



**Thank you to Assisted Living Advisors  
for sponsoring the refreshments & gift  
basket! And to Jean Romanshek for  
donating the garden stake.**