



Staff Report

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TO: Mayor and City Council
THROUGH: Keith Stahley, City Manager
FROM: Center 50+ Advisory Commission

SUBJECT:

Center 50+ Advisory Commission 2023 Annual Report

Ward(s): All Wards
Councilor(s): All Councilors
Neighborhood(s): All Neighborhoods
Result Area(s): Welcoming and Livable Community

SUMMARY:

The Center 50+ Advisory Commission 2023 Annual Report (Attachment 1) highlights activities, programs, services, and large volunteer efforts offered at Center 50+.

ISSUE:

Receive the Center 50+ Advisory Commission 2023 Annual Report.

RECOMMENDATION:

Information only.

FACTS AND FINDINGS:

Ron Rubel, Center 50+ Advisory Commission 2023 Chair, will be at the City Council meeting to present highlights of the Commission’s annual report.

1. Strategic Operations Plan

Since 2007, Center 50+ has been implementing a Council-approved Strategic Operations Plan. The Center 50+ Advisory Commission, staff, and volunteers continue to implement action plans,

programmatic changes, and expansion of partnerships in support of this guiding plan.

Strategic philosophies of the plan include:

- Stability and vitality,
- Collaboration,
- Cutting-edge programming, and
- Senior leadership

2. Center 50+ Advisory Commission 2023 Annual Report

The Center 50+ Advisory Commission 2023 Annual Report focuses on how these strategic philosophies are implemented. These strong and well-established guiding principles were key in the Center's ability to pivot and respond to changing community needs during the pandemic and then transition back to a "new" normal. Center 50+ leadership has remained laser-focused on following the principles of the Salem Senior Center Strategic Operations Plan. The principles were further reinforced with the development of the Age Friendly Salem Initiative.

3. Age Friendly Assessment

The Center 50+ Advisory Commission has been creating and implementing elements of an action plan (Attachment 2) in response to the findings of the Age Friendly Assessment 2018 (Attachment 3). Although some of the work was put on hold during the pandemic, other items were launched with urgency to combat isolation and loneliness for our senior population. The lessons learned the last several years have been the foundation for the Center's work this past year. Center 50+ is upstream healthcare, rooted in a proactive approach to community building and care, all based on partner collaboration, volunteer workforce, and a fully engaged patronage.

BACKGROUND:

The Senior Center Advisory Commission was created in 1994 to act as an advisory body to Council on issues pertaining to the Senior Center, serving as a point of reference for concerns of the senior population (person fifty years and older). In 2016, the Senior Center Advisory Commission was renamed Center 50+ Advisory Commission to reflect the facility name change.

Since 1976, Center 50+ has been fulfilling its mission to support the lives of older adults and serving as a focal point community resource. Center 50+ is a recognized leader in the community, promoting resources accessible by the community. Through this mission, Center 50+ works to fulfill the City Council goal to create a *Welcoming and Livable Community*.

Attachments:

1. Salem Center 50+ Advisory Commission 2023 Annual Report
2. Age Friendly Salem Action Plan 2023
3. Age Friendly Salem Assessment Report 2018

