



Staff Report

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Date: 4/12/2021
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TO: Mayor and City Council
THROUGH: Steve Powers, City Manager
FROM: Center 50+ Advisory Commission

SUBJECT:

Salem Center 50+ Advisory Commission 2020 Annual Report

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

ISSUE:

The Center 50+ Advisory Commission annual report to City Council.

RECOMMENDATION:

Information only.

SUMMARY:

The 2020 Salem Center 50+ Advisory Commission Annual Report (Attachment 1) highlights activities, programs, services, and large volunteer efforts offered at Center 50+ during the COVID-19 pandemic.

FACTS AND FINDINGS:

Rebekah Smith, Center 50+ Advisory Commission President, will be at the City Council meeting to present highlights of the Commission’s annual report.

1. Strategic Operations Plan (SOP)

Since 2007, Center 50+ has been implementing a Council-approved Strategic Operations Plan (SOP). 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. **2020 Center 50+ Advisory Commission Annual Report**

The Center 50+ 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. The long-term development of the SOP and the more recent Age Friendly Salem Initiative led to the Center 50+ pandemic response, and the results reported in the 2020 Annual Report.

3. **Age Friendly Assessment**

The Center 50+ Advisory Commission has been creating and implementing elements of an action plan in response to the findings of the 2018 Age Friendly Assessment (Attachment 2). 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.

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 (persons 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 a positive, active image that heightens and enhances awareness of senior programs, services, and 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 Annual Report 2020
2. Age Friendly Salem Assessment Report