

**Billerica COA Board
Meeting Minutes of February 12, 2020**

Minutes reported by Jean Patel Bushnell

BCOA Board Meeting

Wednesday, Feb 12th 2020, 6 PM, 25 Concord Road

Present: Barbara Flaherty, Mary Riley, Rich Carroll, Bill Neeb, John Pellegrino, Steve Strykowski, Phil Doiron, Sandy Schiavo, Kim Conway and Ed Giroux

The meeting was called to order at 6 PM by Board Chair, Barbara followed by a moment of silence and the Pledge of allegiance

The Board welcomed Phil Doiron of Cabot as a new Alternate Member.

We did not have the January Minutes to vote on and plan to do so at the February Meeting.

The Director's Report covering key FY2019 accomplishments and a reiteration of focus areas drew commendations from the Board and some discussion arose about how we promote these facts and impact to the general public. We then again brought up the need for a comprehensive marketing effort focused on image enhancement and promotion of efforts.

Richard Carroll encouraged the Director to find ways to bring different key decision maker segments into the BCOA to educate them on our work and progress.

The report also covered the fact that we need to cover the expenses for mileage reimbursement at the IRTS rate for volunteer drivers that do medical rides and we shall do so in a sustainable manner by charging \$6 each way for medical rides to locations outside of Billerica starting April 1, 2020, a move that was blessed off by the town Manager.

Progress Reports by Strategic Planning AREAS:

- 1) Finance/Fundraising – details of the March 6th first annual black tie bingo fundraiser were covered by Barbara, John and Mary. Doors open at 6 PM, Dinner is at 7 PM and Games start at 8 PM. Jean reported on the Heart to Heart February Mailing. With the

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dedicated help of Bill Neeb and Pat Zapert we were able to construct a mailing list, the best possible from several sources at the BCOA. As we inquired about new lists our selectmen suggested buying a list from the Town Clerk of registered voters for \$20.

- 2) Marketing: we will focus on creating a larger group to construct a marketing plan with some external assistance.
- 3) Building: we are in a hold pattern as Mr. Curran is considering a warrant article for functional overhaul. The Director and Mary Riley is planning to meet Senator Freidman at her Feb Meeting at Panera / Billerica to discuss an earmark to help us with furniture and other aspects to improve the look, feel and functionality of the physical space.
- 4) HR: Rich Carroll shared that he had carefully perused the Collective Bargaining Agreement of the Service Employee International Union Local 888, SEIU; AFL-CIO supplied by the Director and pointed out that Article 28, item 8 states that the Town Manager has the discretion to positively alter the Director's salary. Mary and Barbara shared that when they plus Barbara Wittenhagen had met the Town manager on the topic of the Director's pay they felt that he had recognized it as an issue and wanted to remedy it.
- 5) NOMINATIONS: Rich Carroll will chair this committee assisted by Phil Doiron to define the slate for September. Others wishing to join them in the effort should inform Rich.

The Board/FCOA interface

Has not gone well as per the start of the Black Tie Bingo Event. The Board felt that the Friends were not stepping up to support this first time event and in fact were spewing negativity through several naysayers in the FCOA group. Some of the friends felt they had not been at the table from the start with the BTB event – the Board “ran off with it”. After some fruitful discussions it was agreed that both parties need to sit down and define expectations of joint efforts to advance the BCOA.

Next Meeting: March 11, 6 PM – BCOA, first floor next to pool room.