

# MAYNARD SENIOR CENTER FOCUS GROUP

Status Report to Select Board  
March 2023

# Time line – 2013

- ▶ 2013 Maynard Community Life Center Committee (MCLCC) Report noted:
  - Clock Tower Place Senior Center inadequate
  - Programs and activities not effective for seniors
  - Demographic trend of significant growth in age 60 and up population
  - Community wide survey indicated interest in having a Community Center in Maynard
- ▶ 2013 Report triggered
  - Hiring full time COA Director
  - Creation of an interim Senior Center located within golf course clubhouse

# Time Line - 2022/2023

- ▶ Demographics unchanged – age 60 and up still fastest growing segment (now 3000+, still growing)
- ▶ Programming and communication success led by full time COA Director has created demand exceeding current space
- ▶ Maynard Senior Center Focus Group (MSCFG) formed to strengthen advocacy

# MSCFG Role

- ▶ **Purpose:**
  - Act as a focus group of concerned citizens advocating for both a short-term and a permanent facility, additional programming, and the budgetary needs of the Maynard Senior Center.
- ▶ **Mission:**
  - Provide additional advocacy for progress on meeting the needs of a documented growing population of seniors in Maynard. In the near term to identify an adequate, safe, accessible space and, in the long term, to advocate for a permanent Senior/Community Center.
- ▶ **Important:**
  - Intended to complement the missions of existing groups with a similar focus, including the Maynard Council on Aging (COA), the COA Director, and the Friends of Maynard Seniors (FOMS), a private, non-profit entity.

# Current Senior Center

- ▶ Net present space available for activities – 1572 sq ft (1932 total–360 storage/office), single room with center support post, movable room divider.
- ▶ To accommodate programming needs, COA stages activities at Elks, Library, Boys and Girls Club plus limited use of Golf course Clubhouse



# Demand – Limits and Opportunity

1. Fitness class size above 8 people requires two sections at increased cost.
2. Enthusiastic seniors did not continue due to restricted space conditions.
3. Activity space limits the number of computers available.
4. Lack of quiet space negatively impacts Yoga and tai chi.
5. Participants in classes with yoga mats limited to half of the number of interested participants.
6. Due to the lack of parking during golf season there are days when programming must be cancelled, or limited seniors attend the activities.

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1. With expanded space, COA estimates easily double, possibly triple current usage

# Senior Health – Value of Socialization

(From Exec. Office Elder Affairs/AARP)

Consistent social interactions help keep people mentally, physically and emotionally fit.

1. Maintains cognitive function. Socialization among older adults can decrease risk of developing dementia and Alzheimer's disease.
2. Longer lifespan. High levels of socialization in seniors help increase longevity.
3. Better fitness. Older adults with diverse social supports are more likely to exercise regularly, sustaining physical, mental and cognitive benefits.
4. Reduced risk of depression. Consistent socialization reduces the likelihood that seniors will experience depression related to isolation and loneliness.
5. Safety. Exercise in a group setting provides an added layer of safety for older adults who require more supervision during activity.

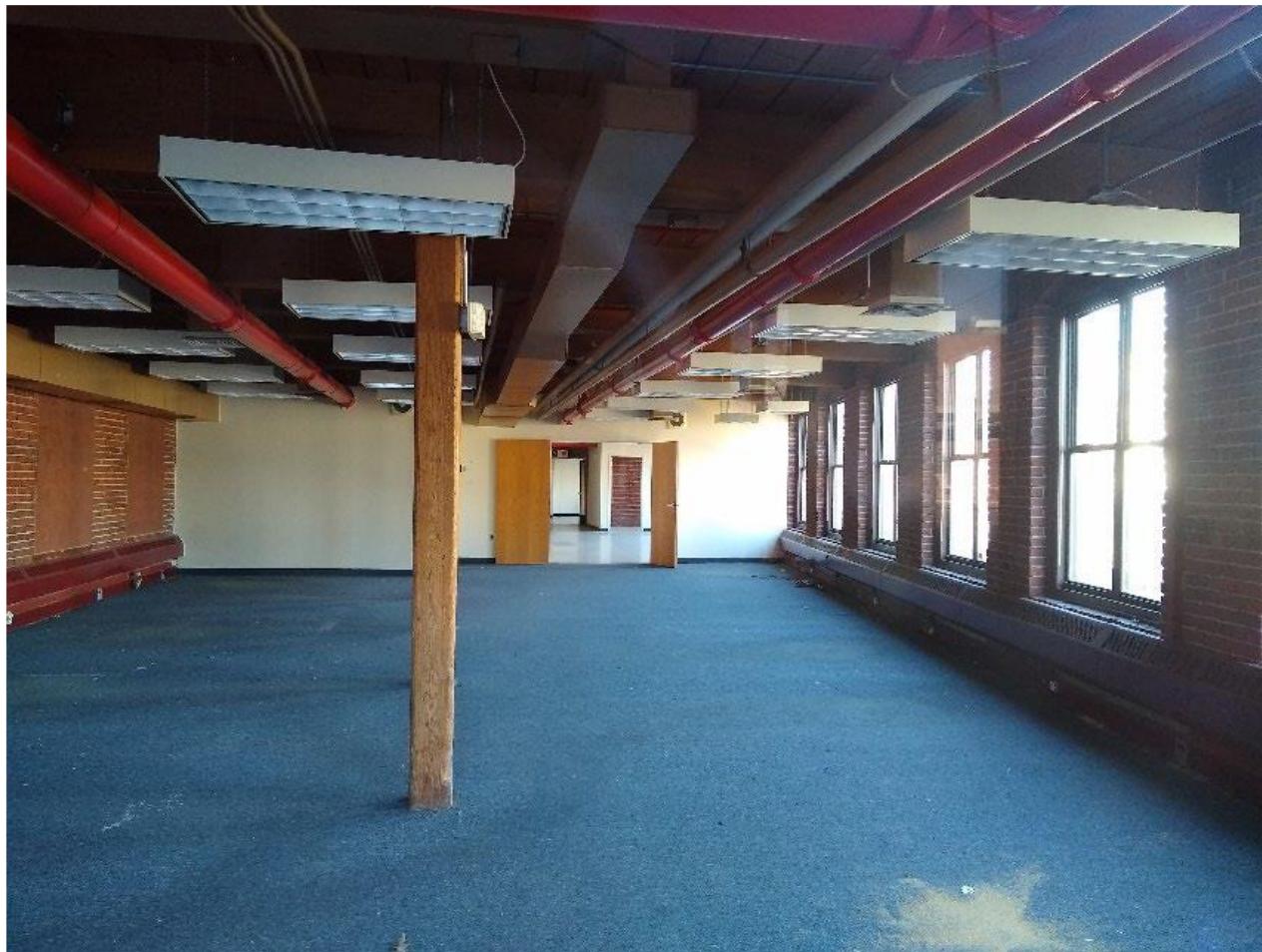
# MSCFG Spaces Evaluated

1. ArtSpace/Fowler School
2. Mill & Main Bldg. 6
3. Mill & Main, Bldg. 12
4. Paper Store, Nason St.
5. Maynard Crossing
6. Emerson Health/Former Walgreen's
7. Imago School
8. 63 Great Road/Business condos
9. Royal Beijing School
10. Assabet Valley BGC
11. Regionalization w/Acton or Stow

**Message – Space opportunities rapidly disappearing**

# Mill & Main Building 6 Ste. 100

- ▶ Building 6 space is 5160 sq. ft. consisting of:
  - One large carpeted room.
  - Two moderate size rooms adequate for active classes.
  - Three rooms suitable for office space/quiet activities/kitchen area/utility use
  - One L shaped space for art or classroom use.
- ▶ Use of fitness center, cafeteria, common space, and outdoor patio w/grills is included in proposed rental agreement.





# Mill & Main Building 6

6 Mill & Main  
Suite 100

Square Feet 5,160

## Option A

Term (years) 5  
Annual Rental Increases 3%  
Free Rent (months) 9  
Tenant Electric Charge-psf \$ 1.75  
Tenant Improvement Allowance \$ 129,000 \$ 25.00 psf

	Year 1	Year 2	Year 3	Year 4	Year 5
psf	\$ 19.50	\$ 20.09	\$ 20.69	\$ 21.31	\$ 21.95
Rent	\$ 100,620	\$ 103,639	\$ 106,748	\$ 109,950	\$ 113,249
Tenant Electric	\$ 9,030	\$ 9,301	\$ 9,580	\$ 9,867	\$ 10,163
Free Rent	\$ (82,238)				
Total Rent	\$ 27,413	\$ 112,940	\$ 116,328	\$ 119,818	\$ 123,412

## Option B

Term (years) 10  
Annual Rental Increases 3%  
Free Rent (months) 12  
Tenant Electric Charge-psf \$ 1.75  
Tenant Improvement Allowance \$ 180,600 \$ 35.00 psf

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
psf	\$ 19.50	\$ 20.09	\$ 20.69	\$ 21.31	\$ 21.95	\$ 22.61	\$ 23.28	\$ 23.98	\$ 24.70	\$ 25.44
Rent	\$ 100,620	\$ 103,639	\$ 106,748	\$ 109,950	\$ 113,249	\$ 116,646	\$ 120,146	\$ 123,750	\$ 127,462	\$ 131,286
Tenant Electric	\$ 9,030	\$ 9,301	\$ 9,580	\$ 9,867	\$ 10,163	\$ 10,468	\$ 10,782	\$ 11,106	\$ 11,439	\$ 11,782
Free Rent	\$ (109,650)									
Total Rent	\$ -	\$ 112,940	\$ 116,328	\$ 119,818	\$ 123,412	\$ 127,114	\$ 130,928	\$ 134,856	\$ 138,901	\$ 143,068

\*\*\*Note: Analysis does not include any expenses over the base year required to be paid by tenant in the proposal

# Summary

- ▶ Primary focus – Provide seniors a larger space to meet demand for increased programming and services

# *Aging in Maynard, MA: A Community Needs Assessment*

- ▶ Conducted by the
- ▶ Center for Social and Demographic Research  
on Aging
- ▶ Gerontology Institute at the University of  
Massachusetts Boston

- ▶ (Note: Agreement with UMass exempt from provisions of Chapter 30b  
Uniform Procurement Act)

# Develops a demographic profile of Maynard's senior population

- Assessment engages with a large variety of community members.
- Answers the question: What senior residents need to age well in Maynard.
- Surveys all residents age 55+.

# Maynard Aging Assessment Includes Three Local Planning Sessions

1. Tailoring the survey specifically to Maynard.
2. Interviewing local interest groups.
3. Presentation of survey analysis prior to public release.

# Value Added by Independent Assessment

- ▶ The Center for Social and Demographic Research on Aging:
  - Objective third party.
  - Experts in gerontology and community engaged research and have methods of ensuring high response rates and involvement with a wide range of residents.
  - Their repository of strategies and ideas that they have accumulated from their work with 75+ other Massachusetts communities allows them to deliver a report that includes guidance not just about needs, but action to address those needs.

# Maynard Senior Center

## Key Organizations Membership

<u>Council on Aging (COA) Board</u>	<u>Maynard Senior Center Focus Group (MSCFG)</u>
• Paul Guthrie, Chair	Peg Brown
• Diane Wasiuk, Vice-Chair	Paula Copley
• David Hull	John Cramer
• Mary Mitzcavitch	Lisa Dahill
• Jan Rosenberg	Armand Diarbekerian
<u>COA Director</u>	Ellen Duggan
• Amy Loveless	Diane Gauthier
<u>Friends of Maynard Seniors (FOMS)</u>	Mark Koenig
Officers:	Jack MacKeen
• Mary Ann Bassett, President	Jen Picorelli
• Open, Vice President	Deb Roussell
• Deb Roussell, Treasurer	
• Trish Kwartler, Secretary	
Directors:	
• Linda Cetrone	
• Paula Copley	
• Liz Drury	
• Helen Micciche	
• Teresa Shaw	

# Seniors in Maynard – 2023

- ▶ Provided by: Office of the Town Clerk
- ▶ Source: Maynard Annual Census 2023
- ▶ Definition: Per COA guidelines, Age 60 and over
- ▶ As of March 6<sup>th</sup>:
  - 2999 Senior Residents
  - 29% of population (2999/10388)
  - 36% of registered voters (2999/8379)