



St. Johns County
Council On Aging

Annual Report

2007

Our Vision:

The opportunity for every person in St. Johns County to enjoy wellness, longevity, and quality of life choices within a strong, healthy community.

Our Values:

- | | | |
|------------|----------------|---------------|
| Leadership | Accountability | Collaboration |
| Diversity | Quality | Integrity |
| Advocacy | Innovation | Empowerment |

Our Board of Directors:

- Joe Boles**, *President*
Jim Gessells, *First Vice President*
Michele Carmines, *Second Vice President*
Hal Holton, *Treasurer*
Doris Tanner, *Secretary*

-
- | | |
|-----------------------|-----------------------|
| Bill Abare, Jr | Steve Harrison |
| Bruce Barber | Dr. Larry Lake |
| Don Blackburn | Art Moore |
| Angela Cox | Denise Moxon |
| Ken Forrester | Len Tucker |
| Lyn George | Jimmie Wells |

Our Staff:

- Cathy Brown**, *Executive Director*
Greta Larkin, *Director of Finance*
Pat O’Connell, *Director of Operations*
Lisa Love, *Director of Transportation Services*
Ruthie Shakar, *Food Services Manager/C.O.A. & Coastal Cafe*
Helen Brown, *Social Services Manager*
Paulette Kozlowski, *Sunshine Center Manager*
Kay Green, *Volunteer Personnel Manager*
Ann Bostwick, *Coastal Home Care Manager*
Elizabeth Chesek, *Program Manager*

From the President

Dear Friends,

The best part about accomplishments comes after the work is done. That's when we get to look back at what we did and yes, admire it a little.

Anyone involved with the St. Johns County Council on Aging has plenty to be proud of, and we hope you will enjoy seeing what we accomplished in 2007. There were huge milestones, like the opening of The PLAYERS Community Senior Center in the Palm Valley area, accreditation for the Coastal Community Center, and the launch of Coastal Home Care.

Other accomplishments were less comprehensive but equally important. After you've had a look at all we've done, maybe you'll decide to join us as we help older people remain independent and active — and enjoying life.

As president of the COA's board of directors, I get to help shape the agency's direction and also to oversee one of the most innovative groups of staff members and volunteers in the country. It's a labor of love. It's also one of the things in my life of which I am proudest.

The COA, quite simply, performs miracles on a daily basis. Caring brings joy to the recipient but also to the provider, and that in itself is a miracle. Having a good meal and being met with smiles are miracles too.

If you would like to be part of our miracle, we'd love to have you. We need your time and we need your gifts. The line for miracles isn't getting any shorter. I'm so glad you're there to help.

Sincerely,



Joseph L. Boles, Jr.



Board President Joe Boles, with microphone, has plenty of help cutting the ribbon for the opening of The PLAYERS Community Senior Center

*"In youth we learn;
in age we understand."*

— Marie von Ebner-Eschenbach

Senior Centers Provide the Setting for All The Good Times

Coastal Community Center Wins National Accreditation



"gus!" is published six times a year by the St. Augustine Record, with information for mature adults provided by the COA

Being recognized as one of the best senior centers in the country is no small feat but the Coastal Community Center did just that in 2007. Accreditation from the National Institute of Seniors Centers (NISC), a constituent unit of the National Council on Aging, is a hard-won honor given so far to only about a hundred of the 15,000 senior centers in America, and just eight in Florida.

Working with a panel of community members, COA staff led by Operations Director Pat O'Connell examined every program and relationship to see how well each met needs. Two important findings emerged. First, 72 percent of the sen-

iors who participate in Coastal Community Center activities report a consistent feeling of good health.

Second, 88 percent said that thanks to the CCC, they know more about the community services and resources available to them, empowering them in their own lives.

According to the NSIC, accreditation "demonstrates outstanding leadership and commitment to quality programs and services to older adults. Accredited centers are commended for their



To celebrate Senior Citizens Month in May, a block party was held on the grounds of the Coastal Community Center

vision, collaborative relationships, outreach programs, wide range of health and fitness programs, and support group programming.”

Donating generous amounts of their time and expertise to the process were Dorothy Israel, Maryann Rawdon, Barbara Vickers, David Hoak, Troy Blevins, Betsy Clarkson, Stephanie Decker, Art Moore, Carolyn Smith, and Patti Harvin.



Members of the St. Johns County Sheriff's Office help serve during an ice cream social

Trout Creek Center Dances to Its Own Drummer (Often!)



Participants at the Trout Creek Center compete in a trivia game

A guest D.J. knows how to get people moving



The most musical of the three senior centers is at Trout Creek Park, in the northwestern part of the county. Performances from the Morse Family, whose five members play stringed instruments, and the Vintage Players, a group of accomplished seniors, were highlights in 2007. But participants don't just like to listen.

As the visit from a volunteer D.J. proved, they like to dance and perform karaoke as well.

One of the biggest projects for those at the Trout Creek center is the annual crafts sale, held each year in time for the holidays. Participants make the items, which in 2007 produced proceeds of \$1,100, all year round.

Field trips for shopping and other events take place three to four times each month. The outlet and regular malls, as well as the World Golf Village Festival of Trees, are popular destinations. Attendance at Trout Creek continued to climb in 2007, as an average of 60 people each Monday, Wednesday, and Friday when the center is open, attend.

The PLAYERS Community Senior Center Opens



Inside, walls feature cheerful quilted wall hangings, made by the center's own quilting guild. A computer lab, with plenty of high-speed machines, lets users go online or take computer classes. The library offers books and periodicals, along with other resources, while the Bookmobile makes a weekly stop.

The most popular spot is the large activity and dining room that overlooks the back porch and woods. Art classes, bridge games, blood pressure screenings, bingo, dance, yoga, prescription assistance, and seminars on estate and trust planning, keeping your home and identity safe, and more were provided here and throughout the center in 2007.

The spacious building was completed in partnership with the PGA Tour and the St. Johns County Division of Parks and Recreation, as well as the St. Johns County Council on Aging. Residents Don and LaVonne Blackburn also pledged to furnish and equip the center.

The residents of Ponte Vedra and Palm Valley received a wonderful gift in 2007: The PLAYERS Community Senior Center. The Florida Cracker style building presents a wrap-around porch that lets participants pull up a rocker and enjoy the tranquil wooded setting in Palm Valley. The main entryway features brick pavers engraved in honor or memory of loved ones, with \$13,000 in first-year proceeds benefitting the center.



Participants enjoy lunch in the spacious dining and activity room



One of the colorful wall hangings produced by the center's quilters

Community members celebrate the center's opening on the wraparound porch



Get On the Bus — The Sunshine Bus!

No matter where you are in St. Johns County, in 2007 you were close to a COA bus.

With additional Federal Transit Administration funding, a new marketing effort for the rural transportation program was launched. Residents in designated rural areas got the word that trips for medical appointments, shopping, employment, and recreation were available. The effort helped advance the COA Transportation Service's goal of mobility for all, regardless of their means.

The Sunshine Bus Line, which is wheelchair and handicapped-accessible, has routes all over the county for one low fare. The Sunshine Bus Line's ridership topped more than 92,000 in 2007 — a 60 percent increase over the previous year! Those who need to go to Jacksonville can also ride the Sunshine Bus to The Avenues area, and get on a Jacksonville Transportation Authority (JTA) bus from there.

Paratransit, or door-to-door, trips in 2007 numbered 101,622. Most were for doctor's visits, dialysis, and other life-sustaining purposes. The increased demand led to the purchase of four Sunshine Buses and six paratransit buses.

Not all the focus in 2007 was on the present. "Meetings with county officials during were very productive," COA's Transportation Services Director Lisa Love said. "There are exciting plans to move the transportation facility to a dedicated site and expand services even more in the near future."



A Sunshine Bus zips across town



A COA bus awaits riders at The PLAYERS Community Senior Center



Have a seat, but not for long — the bus will be here soon!

The Perfect Recipe for Health, Nutrition, and Fun



Chef Alan McWilliam pleases the crowds at The PLAYERS Community Senior Center with help from Mindy Mathias and Lucinda Kennedy

There's a lot of truth in at least one advertising slogan: "You gotta eat." The COA's Food Services Department recognizes that people must eat but also that if the food is good, they really enjoy it. And Food Services Manager Ruthie Shakar and her staff want people to enjoy it.

Every weekday, they prepare 500 meals, of which about half are home delivered by 200 Meals on Wheels volunteers. An especially welcome gift in 2007 was a late model Jeep donated by Fred Jackson to take Meals on Wheels to the most remote of the county's 17 routes, in Flagler Estates.

On Mondays, Wednesdays, and Fridays, lunch is shuttled to the senior center at Trout Creek. In past years, lunch was also shuttled to Palm Valley. But when The PLAYERS Community Senior Center opened in 2007, a full-service kitchen run by Chef Alan McWilliam opened with it, serving meals daily Monday through Friday.

The popular Coastal Cafe expanded its delicious luncheon menu, and continued to offer fresh sandwiches and salads on site, by delivery to downtown locations, or through catered events.

Studies show that people who share meals with others in a congenial and supportive atmosphere are better nourished and maintain stronger immune systems. The social and intellectual connectedness that comes with enjoying good food together is both relaxing and affirming. The COA's Food Services staff provides the perfect recipe for meals that nourish body and soul.

Eager participants learned how to put together fresh dishes during a cooking class in the Food Services kitchen



"How foolish to think one could ever slam the door in the face of age. Much wiser to be polite and gracious and ask him to lunch in advance." — Noel Coward

Social Services: The 4-1-1 on All Things Senior

If it concerns seniors, there's just one place to go to find out the who, where, what, and how: the COA's Social Services Department, run by Manager Helen Brown.

Most people would prefer to live in their own homes as long as possible, and with a little help, they can successfully do so. That help can be provided or identified by Social Services, including personal care, transportation, homemaking and shopping assistance, abuse prevention, emergency home energy and repair assistance, caregiver respite and support, legal and prescription drug assistance, nutrition...and just about anything else that will keep people independent and active.

The boldest move in 2007 was the opening of Coastal Home Care under the direction of Ann Bostwick, R.N. The new program started in partnership with the United Way, and began offering:

- **Quality in-home care from a professionally managed care team**
- **Caregiver relief and respite**
- **Certified nursing assistants and home health aides**
- **Personal care and homemaking**
- **Sitter/companions to visit, support, and brighten the day**

Volunteer opportunities within Social Services also allowed many the satisfaction of helping others while making new friends.



The staff of the new Coastal Home Care, the home health agency launched in 2007 under the direction of the Council on Aging

Representatives from DuraMed Mobility of Florida unload wheelchairs donated to Social Services



Brighter Days at the Sunshine Center



Sunshine Center Manager Paulette Kozlowski helps participants get ready for a crafts project

A population that is growing older, as is America's and also St. Johns County's, is one that produces people with special needs. The Sunshine Therapeutic Adult Day Center provides a safe, caring, homelike atmosphere for adults with memory loss, stroke, Parkinson's Disease, and other conditions that benefit from directed therapeutic recreation.

Participants enjoy an active day, as well as a tasty, nutritious lunch and snacks. An initial personal assessment is followed by periodic evaluations. Social contact, cognitive and sensory stimulation, field trips and outdoor excursions, physical exercise and activity, creative programs, and songs, music and dancing keep minds sharper and bodies more coordinated. Plus, it's fun!

Caregivers are free to resume or continue work and social schedules, or focus on the needs of other family members and themselves with newfound peace of mind. Everyone benefits.

Sunshine Center Manager Paulette Kozlowski, R.N. said 2007 saw a unique gift. Steve and Laurie Dewitt donated a 2006 XL 883 Harley-Davidson Sportster motorcycle to be raffled in time for Daytona's Bike Week. The \$16,000 in proceeds benefitted the Sunshine Center.



Everyone admired the motorcycles on display during a road rally staged to promote the highly successful raffle

"It is not how old you are, but how you are old."
— Jules Renard

Connecting Volunteers, Donations, and Seniors — With Care!

Sometimes it doesn't take much to help a senior remain safely and independently at home. It just takes a bit of help — and a lot of caring. That's where Care Connection comes in.

The program matches donated gifts and volunteer services to elders who need them. Minor repairs and installations such as grab bars, yard work to resolve access problems, or referrals to other agencies are all provided. Donations of food, assistive devices, household goods like heaters or fans, protective garments, nutritional supplements, and more are also distributed as they become available.

Volunteers form the backbone of Care Connection, pairing their particular skills with individual needs in the elder community. Care Connection volunteers set their own schedules, and this flexibility attracts individuals as well as groups, companies, churches, couples, and friends.

Care Connection was awarded a \$50,000 grant in 2007 from the Sontag Foundation in Ponte Vedra, which funds medical research along with other social and educational causes. The Sontag grant helped fill the gaps between donations and items urgently needed by seniors.

Another welcome gift in 2007 was a vehicle to transport volunteers and materials to job sites.



Employees of the Serenata Beach Club pause while delivering donations to Care Connection

**James Carter
presents a
truck his
company
donated
to help
transport
materials to
Director of
Operations
Pat O'Connell
and Care
Connection
Coordinator
Ray Franklin**



***"I want to die
young at a ripe
old age." — Ashley
Montagu***

Events Provide Additional Funds — And Fun!



Players line up for the start of the Serenata Beach Club Golf & Gala

Everyone likes to have fun while raising money for a good cause. Volunteer Services Manager Kay Green staged record-setting, successful events in 2007 that provided both fun and funds.

The Serenata Beach Club Golf & Gala continues to be the COA's flagship special event. In 2007, more than \$44,000 was raised to support programs

during the two-day affair.

The Sandbar at Crescent Beach presented another lively "Sandbar Santa" night in 2007, raising \$5,500 for Care Connection. Volunteers delivered the gifts and other items they were able to provide to seniors who needed them, just in time for the holidays.

The Harley-Davidson motorcycle raffle and the brick pavers at The PLAYERS Community Senior Center, described elsewhere in this report, were also highly successful.

Not all the volunteers who got involved in 2007 did so for special events. Approximately 700 volunteers assist in every area of every program at every center throughout the year, allowing the COA to do many times more than it could without their help.



Participants take a break from the gala to consider an item in the silent auction at the Serenata Beach Club



The Sandbar's Santas get together before the 2007 fundraiser



A new bike for a senior's grandchild arrives, courtesy of the Sandbar Santas

The Coastal Travel Club Doesn't Unpack for Long



**Taking a break
from the back
roads of New
England in the
fall of 2007**

The main thing required for “membership” in the Coastal Travel Club is a love of adventure and the desire to get out and see the sights.

Trips both near and far were enjoyed by a growing number of participants in 2007. Within Florida, the Seaside Music Theatre production of “White Christmas” in Daytona, the Mt. Dora Craft Festival, and the Austin Carriage Museum in Ocala were favorite day-trips, along with performances at the Times-Union Center and the Florida Theatre in Jacksonville.

Travelers also took longer journeys. In March, members of the Coastal Travel Club visited Ireland on first international trip. In October they went on “New England Back Roads,” a tour of Boston, Vermont, Maine and New Hampshire to enjoy the fall foliage.

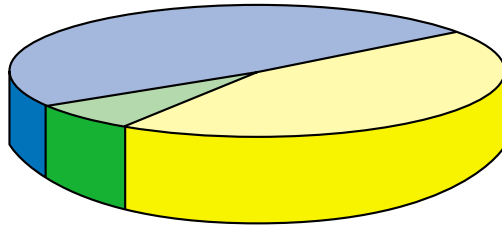
The beauty of the Christmas season was enjoyed in Texas, as Coastal Travel Club members visited San Antonio’s Fiesta de las Luminaries along the Riverwalk, took an authentic Tex-Mex cooking class, visited a dude ranch in Bandera, and toured the Alpine German settled town of Fredericksburg.

Travel Coordinator Bernice Patrino plans the trips, with help from suggestions by the travelers themselves. Trips are open to adults of all ages, and meals, accommodations, and transportation are provided.



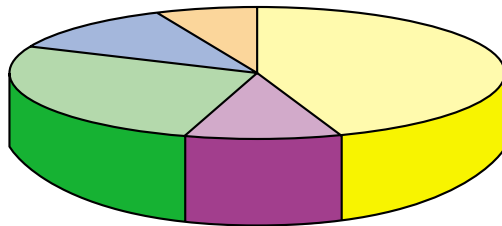
**The view from the window
during San Antonio’s
Fiesta de las Luminaries
along the Riverwalk**

2007 Revenue Sources



Support & Donations:	13.00%
Federal, State, and Local Grants and Contracts:	51.00%
Program Income and Service Fees/Miscellaneous Revenue:	36.00%
Total:	100.00%

2007 Resource Expenditures



Transportation Door-to-Door:	42.00%
Sunshine Bus Service:	15.00%
Social Services:	26.00%
Senior Centers (St. Augustine, Trout Creek, Palm Valley):	11.00%
Sunshine Center Therapeutic Adult Day Services:	6.00%
Total:	100.00%

"In spite of illness, in spite even of the archenemy sorrow, one can remain alive long past the usual date of disintegration if one is unafraid of change, insatiable in intellectual curiosity, interested in big things, and happy in a small way." — Edith Wharton

From the Director

Dear Friends,

Trust.

That one little word is at the core of everything we do and each person, whether staff member or volunteer, embodies it. So what does “trust” mean to us?

If we say it, it's going to happen. We do what we say we will do. We keep our agreements.

During 2007, we found out what it means to be trusted.

Early in the year, we began a comprehensive review, with help from residents of our area, of the Coastal Community Center. We identified what we were doing right, and thought of new ways to do things even better.

We were rewarded with accreditation by the National Institute of Senior Centers (NISC), a constituent unit of the National Council on Aging. Only about 100 of the 15,000 senior centers nationwide share this honor.

Folks in the northeastern part of the county showed they trust us too. The beautiful PLAYERS Community Senior Center was opened, in partnership with St. Johns County's Division of Parks and Recreation. Now seniors in Ponte Vedra and Palm Valley have a new, spacious activity center where they can meet, take classes, play cards and games, dance and exercise, and dine together Monday through Friday.

Finally, the members of the public and our elected officials showed they trust us to use funds wisely and efficiently. During the county's annual budgeting process, commissioners heard from residents, through visits, phone calls and letters, including letters to the editor, that they value and support the COA.

The seniors who use the facilities and receive our services trust us the most. They know every person here is committed to something bigger than themselves. They trust us to treat them with dignity and respect, and to appreciate them for their unique contributions. We honor this trust most of all.

Warm regards,



Cathy Brown
Executive Director



From left, Cathy Brown, Board President Joe Boles, and The PLAYERS Championship's Charlene Shirk open The PLAYERS Community Senior Center

***“Live your life and
forget your age.”***

— Norman Vincent Peale



St. Johns County
Council On Aging



COUNCIL ON AGING

180 Marine Street
St. Augustine, Florida 32084
www.stjohnscoa.com • coa@aug.com

Phone: (904) 209-3700 • Fax: (904) 209-3654



The Council on Aging is a 501(c)3 non-profit organization which receives support through the United Way, Department of Elder Affairs, Northeast Florida Area Agency on Aging, St. Johns County Board of Commissioners, and private donations. Your donation helps us to help others.