



Deputation to
Midland Town
Council
December 11,
2019

BY LARRY FERRIS, CHAIR

MIDLAND SENIORS COUNCIL

Agenda

- UPDATE TOWN COUNCIL ON THE ACTIVITIES OF THE MSC
- REQUEST BUDGET TO SUPPORT OUR WORKPLAN

Members (appointed by Town Council)

Larry Ferris (chair)

Deborah Dion-Smith (vice-chair)

Frieda Baldwin, secretary

Barb Knechtel

Bryde Desroches

Judy Contin

Judy Clapperton

Diane Enns

Christine Johnson (Simcoe Muskoka District Health Unit)

Cher Cunningtham (Councillor)

Meetings are held at 10 AM on 3rd Thursday of the month in the Council Chambers and are open to the public

MSC Mandate

Working within the scope of Simcoe County's vision for an Age Friendly community:

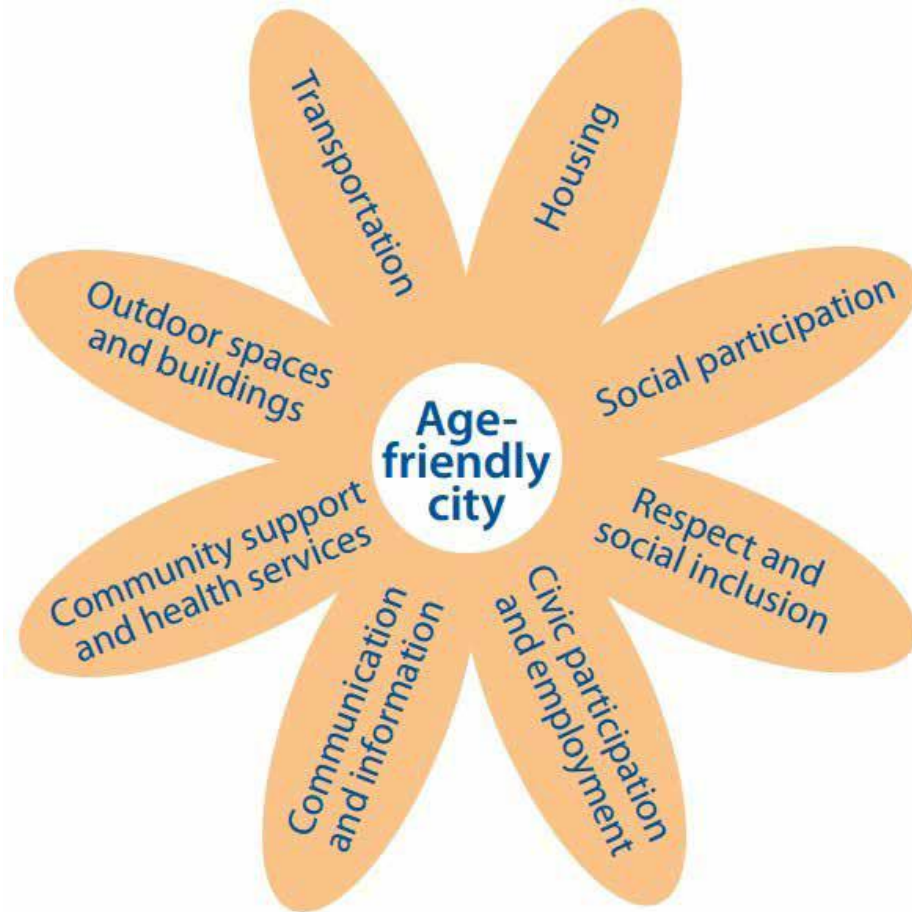
- Gather information about local services for Midland Seniors
- Be the hub of knowledge for both the providers and the users
- Determine the gaps in services for Midland Seniors
- Recommend, advocate and/or act for the improvement and enhancement of services and modes of delivery of communication to Midland Seniors

MSC Goals

Building an Age Friendly Midland

Assist the Town in establishing and maintaining a healthy and sustainable community of seniors guided by the recommendations for an Age Friendly municipality

County of Simcoe AF focus



Housing

Transportation

Outdoor Spaces and Buildings

Community Support and Health Services

Communication and Information

Civic Participation and Employment

Respect and Social Interaction

Social participation

Progress to date

- Declared June as Seniors Month and hosted Annual Seniors luncheon on June 12, 2019 (sponsored by Chartwell, LeClair Cremation and King's Place) and conducted survey
- Advocated for free transit service for seniors in June (not approved as yet)
- Invited various speakers to MSC meetings to educate ourselves. So far, we heard from:
 - Mayor Stewart Strathearn on Affordable Housing
 - Members of the North Simcoe Specialized Geriatric ServicesWe also invited other staff to come and discuss Housing and Transportation
- Applied for 2 grants (1 successful, 1 still waiting)
- Had a booth at the Askennonia Health Fair (very well attended)
- Started a MSC Facebook page (100 followers so far)

MSC at Askennonia Health Fair



June 2019 luncheon survey results

- 73 responses
- Approx 50% indicated that there is a lack of affordable housing options for older people in Midland
- 22 out of the 73 respondents indicated that Housing deserves the most attention
- **"Affordable"** housing was a main concern

County of Simcoe AF grant

- Applied for grant to conduct an Age Friendly Needs Assessment
- Confirmation received that grant for just under \$10,000 has been approved
- No matching funding from Town of Midland was required
- Timeline: Dec 2019 to Dec 2020
- Township of Tay received similar grant
- MSC agreed to cooperate with Township of Tay to conduct Needs Assessment, provided results and recommendations are kept separate.
- Township of Tay has been notified of our intention to work together, waiting to hear back on next step.

Ontario New Horizons grant

Applied for funding to sponsor free transit for seniors
No response yet.

Age Friendly Business designation

3 Midland businesses are being awarded the above designation

Presentation is scheduled for December 12, but names of award recipients are not publicized yet

MSC would like to be invited to announcement ceremony

MSC Budget request

Asking for \$6,500:

\$1,500 to host 2020 Seniors Luncheon
(save the date of June 10, 2020)

\$5,000 to start implementing recommendations from Needs Assessment and/or contribute to the updating and distribution of the Township of Tiny Directory of Senior Services, which will be updated to include all of North Simcoe municipalities