MINUTES OF THE COALITION FOR SENIOR CITIZENS

155 N. Taylor Street, Fallon, NV 89406
May 12, 2025

Call to Order:

The regular meeting of the Coalition for Senior Citizens was called to order at 3:00 PM on May 12, 2025.

Roll Call:

PRESENT:	Member Karla Kent
	Member Lindsay Larsen
	Member Becky Schelling
	Member Cheryl Venturacci
	Deputy Clerk Crystal Muschetto
ABSENT:	Member Phyllis Peyerl
	Deputy Clerk to the Board Pamela Moore

Public Comments:

Chair Kent asked if there was any public comment but there was none.

Verification of the Posting of the Agenda:

It was verified by Crytal Muschetto, Deputy Clerk, that the Agenda for this meeting was posted on the 6th day of May, 2025, between the hours of 1:00 and 5:00 PM at all of the locations listed on the Agenda, in accordance with NRS 241.

Consideration and possible action re: Approval of Agenda as submitted or revised:

Member Becky Schelling made a motion to approve the Agenda as submitted. Member Cheryl Venturacci seconded the motion, which carried by unanimous vote.

Consideration and possible action re: Approval of Minutes of the meeting held on:

A- January 27, 2025.

The Minutes of the meeting held on January 27, 2025 are presented for the board's consideration and approval.
FISCAL IMPACT: N/A
EXPLANATION OF IMPACT: N/A
FUNDING SOURCE: N/A
ACTION REQUESTED: Accept

Member Cheryl Venturacci made a motion to approve the Minutes of the meeting held on January 27, 2025 as presented. Member Becky Schelling seconded the motion, which carried by unanimous vote.

B- February 10, 2025 - Special Meeting.

The Minutes of the special meeting held on February 10, 2025 are presented for the board's consideration and approval.
FISCAL IMPACT: N/A
EXPLANATION OF IMPACT: N/A
FUNDING SOURCE: N/A
ACTION REQUESTED: Accept

Member Cheryl Venturacci made a motion to approve the Minutes of the special meeting held on February 10, 2025 as presented. Member Becky Schelling seconded the motion, which carried by unanimous vote.

C- February 24, 2025 - Special Meeting.
The Minutes of the special meeting held on February 24, 2025 are presented for the board's consideration and approval.
FISCAL IMPACT: N/A
EXPLANATION OF IMPACT: N/A
FUNDING SOURCE: N/A
ACTION REQUESTED: Accept

Member Cheryl Venturacci made a motion to approve the Minutes of the special meeting held on February 24, 2025 as presented. Member Becky Schelling seconded the motion, which carried by unanimous vote.

New Business:

A- Consideration and possible action re: Discussion and approval of ideas to assist senior citizens.
Board members will provide information and ideas for ways to assist senior citizens and may approve the implementation of ideas.
FISCAL IMPACT: N/A
EXPLANATION OF IMPACT: N/A
FUNDING SOURCE: N/A
ACTION REQUESTED: Accept

Member Schelling raised concern about the difficulty in reaching more isolated seniors in the community. She emphasized the challenge of connecting with individuals who are not already engaged in programs or activities. Member Kent followed up by asking how effective the flyer campaign had been. Member Larsen responded that, while some flyers had been posted, both she and Member Kent acknowledged they received no direct response from it. Member Schelling shared a conversation she had with someone who suggested that identifying isolated seniors might best come through their families, listening to loved ones who express concern or interest in support for their older relatives. Member Kent wondered if such individuals might already be served by Meals on Wheels and Member Larsen asked if they could get a list of those recipients. Member Schelling was not sure about access to that information and Member Kent questioned what the group would do with it if they had it. Member Schelling wondered if those seniors might attend events, if they felt more welcome or had support. Member Venturacci added that it might help to know whether they were physically able to get out at all. Member Schelling noted that recipients of Meals on Wheels are typically homebound but that does not necessarily mean they want to stay home, they may simply need help to leave their homes. Member Venturacci emphasized that many seniors might benefit from extra support, like having a friend or ride, to get out. Member Kent proposed contacting Meals on Wheels to explore whether they could share relevant information. She also pointed out there are two distinct groups: homebound seniors and those who avoid the senior center because they think they are "too young" for it.

Member Kent suggested the group might appeal to the latter group through events at the local movie theater. She proposed including a slideshow before movies to promote the William N. Pennington Life Center and its activities, like exercise classes. Member Venturacci agreed, noting that many seniors might not even know what is available.

Member Schelling introduced the idea of a "Buddy Program," where more active and capable seniors could support those who are less mobile, offering rides and companionship. Member Kent supported the idea and agreed that the theater could be a great place to promote it.

The discussion concluded with an overall interest in building stronger outreach systems, particularly through personal connections, improved communication and creative promotion methods.

In a continued effort to engage more seniors within the community, Member Kent shared a list of upcoming movies offered by the local theater. She explained a cost-saving opportunity proposed by the theater: if the group chooses from the theater's pre-licensed films, they avoid the usual $250 licensing fee. The theater rental fee is $50 for nonprofits but the theater offered to waive that fee if the board agrees to purchase $5 popcorn for each attending senior, provided at least ten seniors attend. Member Kent noted this deal could be a way to attract seniors who do not feel inclined to visit the senior center.

Member Kent suggested selecting a specific day for the movie, which could be the same day and time each month. Member Schelling supported the idea of selecting a consistent day each month. Member Kent emphasized that if the board insists on a film not already licensed, they will incur the full $250 fee. Member Schelling asked whether bringing a personal DVD would help but Member Kent clarified that any movie shown publicly with advertising still requires a licensing fee, unless there is no promotion involved.

The board also discussed creating a survey to better assess the needs and interests of local seniors. In terms of outreach, they identified strategic locations for distributing movie flyers, such as churches and gyms.

Member Larsen suggested that some seniors might want to bring a companion, like a grandchild, to avoid attending alone. Member Kent recommended allowing each senior to bring one guest of any age, with the added incentive of being entered into a drawing or raffle. Member Schelling supported the idea but wanted to avoid large groups of children.

The board considered June 20th as the kickoff date for the new movie initiative and began reviewing film options for that day. Member Kent mentioned reaching out to Glen Perazzo from the theater to clarify logistics, such as whether the board had to stick to a specific time slot or weekend. Mr. Perazzo confirmed they would have access to the selected film for the entire weekend and noted that they would not be charged licensing fees unless the theater itself had paid one. DVD licensing fees are typically $150, while other films could be $250.

Member Kent noted that the theater had over 1,000 movies available, giving the group plenty of options. Member Schelling observed that this variety would help keep costs manageable.

The group decided to prepare flyers by June 20th, in time to promote the upcoming showing of "Wicked" on June 13th. Member Larsen would be responsible for creating the flyer. They discussed designing a welcome sign at the theater to greet seniors, advertise complimentary popcorn and soda, with a note that the event would cost $6 for non-seniors.

Member Kent asked how many flyers should be printed and the group agreed on 50 copies to begin with. They also brainstormed more locations for flyer distribution.

Finally, the board discussed planning ahead for the July 18th movie, with the intention of selecting a title soon and forwarding it, along with flyer ideas, to Member Larsen for design and printing.

B- Consideration and possible action re: Reimbursement to Karla Kent for the annual filing of the List of Officers and Directors for the Business License through SilverFlume in the amount of $410.

Recently, the renewal of the State of Nevada Business License came due. Chair Kent paid for the annual filing of the List of Officers and Directors through SilverFlume and is seeking reimbursement in the amount of $410.

FISCAL IMPACT: $410.00.

EXPLANATION OF IMPACT: The Coalition for Senior Citizens is requied to file the annual List of Officers and Directors with the State of Nevada through SilverFlume.

FUNDING SOURCE: General Fund.

ACTION REQUESTED: Accept

Chair Kent reported that she had paid to file the Annual List of Officers and Directors with the State of Nevada's SilverFlume at a cost of $410. She is seeking reimbursement for the cost.

Member Cheryl Venturacci made a motion to approve the reimbursement to Karla Kent for the annual List of Officers and Directors filed through SilverFlume in the sum of $410. Member Becky Schelling seconded the motion, which carried by unanimous vote.

C- Consideration and possible action re: Approval to pay the Silva, Sceirine & Associates Invoice in the sum of $2,500 for the preparation of the 2023 Form 990 Exempt Organization Tax Return for the Coalition for Senior Citizens.
The board will consider paying the Silva, Sceirine & Associates Invoice of $2,500 for the preparation of the 2023 tax return.
FISCAL IMPACT: $2,500.00.
EXPLANATION OF IMPACT: As outlined.
FUNDING SOURCE: General Fund.
ACTION REQUESTED: Accept

Chair Kent reported that the invoice from Silva, Sceirine & Associates has been received for preparation of the 2023 tax return at a cost of $2,500.00. The board is asked to approve the payment.

Member Lindsay Larsen made a motion to pay the Silva, Sceirine & Associates Invoice in the sum of $2,500 for the preparation of the 2023 tax return. Member Cheryl Venturacci seconded the motion, which carried by unanimous vote.

<u>Old Business</u>:

A- Consideration and possible action re: Discussion and review of the afternoon movie at The Fallon Theatre.
The board will be asked to discuss and review the success of the afternoon movie that was shown at The Fallon Theatre.
FISCAL IMPACT: N/A
EXPLANATION OF IMPACT: N/A
FUNDING SOURCE: N/A
ACTION REQUESTED: Other

See previous discussion.

<u>Reports</u>:

A- Consideration and possible action re: Presentation of the Financial Reports.
Professional Computer Bookkeeping Services, Rhonda Major, has been doing the board's consideration and approval.
FISCAL IMPACT: N/A
EXPLANATION OF IMPACT: N/A
FUNDING SOURCE: N/A
ACTION REQUESTED: Accept

Chair Kent reviewed the financial reports with the board.

Member Becky Schelling made a motion to approve the financial reports as presented. Member Lindsay Larsen seconded the motion, which carried by unanimous vote.

Staff or Board comments regarding matters affecting the Coalition for Senior Citizens:

There were no comments.

Consider Future Agenda Items:

Deputy Clerk Moore had informed the board that she had missed adding a few items to the Agenda because the Minutes were not prepared when the Agenda was finalized. She asked if the board wanted the following items added to the next Agenda: purchase of Bingo card holders, purchase of a phone for the Coalition, and creating a logo for the Coalition.

Deputy Clerk Muschetto confirmed with the board the creation of the logo would be added to the next Agenda.

Establishment of Next Meeting Dates:

The next meetings are scheduled for July 14, 2025, September 8, 2025, and December 8, 2025 at 3:00 PM.

Public Comment:

Chair Kent asked if there was any public comment but there was none.

Adjournment:

The meeting was adjourned at 4:05 PM .

Affidavit of Posting:

Approved: Karla Kent
Karla Kent, Member

Approved: Becky Schelling
Becky Schelling, Member

Approved:
Lindsay Larsen, Member

Approved:
Phyllis Peyerl, Member

Approved: Cheryl Venturacci

Cheryl Venturacci, Member

ATTEST:
Linda Rothery, Clerk/Treasurer

Crystal Muschetto

Crystal Muschetto, Deputy Clerk