

## Meeting Minutes

---

### Introductions and Shared Reflection

- Share your name and the organization or community you are representing.
- Share a time you have experienced good customer service that has made you feel included and welcomed.

### Notes: Customer Service - good and bad experiences

- Friendly, engaging QFC clerk who goes above and beyond (AAB) to make sure you have a good experience
- Open, generous, with time, AAB
- Real Change vendor - built relationship with small talk and friendly questions every day
- German transparency - full cost of a product or service is stated up front - you know what you'll be paying
- Services that are intergenerational, connect people and reaching out
- Post office employee who went AAB
- Customer service that doesn't get in your way, gives you what you want, with an element of sociability
- Flexible, welcoming for strangers - example of nursing mom in antique store
- Pediatrics practice - integrated care approach, listening and trying to understand the full picture of what is going on in the family
- Patience, affability, in face of difficult customers. Example of Momo in the ID as personable owner and staff
- Dim Sum wait staff who is culturally responsive/aware – noticed customer wearing a hijab and was aware that meant they might not eat pork and asked-took time to understand family's needs and preferences.
- Chick Filet gives extra sauce - generous, gracious!
- Hospitality for weary travelers - food, caring, thinking about what they will need in advance
- Bus driver who is friendly, joking and provides great service
- Training staff at business in what good customer service is
- Jury duty coordinator - excellent communicator, enjoys his job, made it a fun experience
- Wheelchair reception/reaction revealed disability bias. Need to speak up to get what you need.
- Dining out with kids is either a welcoming experience or terrifying!
- Comcast - good and bad. On hold for hours trying to get what you need. One tech repair person took time to help get to right people and plan.
- Walmart clerk took effort to help set up new phone and transfer
- Loud restaurant which refused to turn down volume as it was a "party atmosphere"

Age-Friendly Coalition for Seattle & King County  
Friday, February 15, 2019, 10 a.m. -12 p.m.  
Seattle Municipal Tower, Room 4050

- Organizational commitment to customer service is critical - all levels of the organization

---

### Learning Activity – Age Friendly Business

- Age Friendly Seattle Business project
  - This project will have a few components:
    - An Age Friendly Business Tools website with links, resources and self-assessment tools for business owners and managers
    - A business recognition program, which may include an annual award for age friendly businesses and/or a window decal/website decal that businesses can hang to declare their intention to be age friendly.
    - Expansion of the discounts offered through our Gold Card and FLASH Card Discount Programs.
  - The UW Informatics Capstone team gave a presentation on their role in the project.
    - The project focus is developing a fully functioning Age Friendly Business Tools website, including self-assessments, a business tools resource guide and links to the discount program and other resources.
    - PowerPoint will be distributed with the notes and posted on the Coalition website (link).
    - Coalition members were invited to participate in a user group to test and give feedback on elements of the website design and function, including the assessment. This invitation was shared with the listserv.
- Comments and questions on the presentation:
  - Is there an opportunity to contribute to assessment questions? Yes – join the user testing group. RSVP here:  
<https://www.surveymonkey.com/r/AFBusinessFocusGroup>
  - Will there be a non-internet version for people who don't have access or prefer not to complete online? Yes there will be a pdf version of the business tools guide but it will only be distributed on-demand. The site's intended audience are business owners and HR people, assumption is that they have internet access or can get it.
  - Suggestion to target places where people gather - e.g., retail, places where you feel really comfortable. Sarah responded about technical limitations – the focus of this project is to support learning and growth for decision-makers. We do not have the technical capacity to store and display user data so won't be able to list businesses who self-assess for example, but this is a future dream. Plan is to address some of this through targeted outreach for the static cling project.
  - Can we access or share the data to inform other resource directories? We aren't capturing the data unfortunately – balance between getting it off the ground quickly and addressing technical and security concerns. These ideas

## Age-Friendly Coalition for Seattle & King County

Friday, February 15, 2019, 10 a.m. -12 p.m.

Seattle Municipal Tower, Room 4050

are being captured in our notes for future expansion if resources become available.

- Caution about conflating age-friendly workplace and age-friendly customer service. These will be two separate assessments on the website, with their own associated tips and resources.
  - Is there opportunity for customer reviews? Please let Sarah know if you have connections to Yelp or other crowd sourcing platforms – this could possibly be a Phase 2 project. [Sarah.demas@seattle.gov](mailto:Sarah.demas@seattle.gov).
  - Is there anything that would stop a business from continuing to do the assessment to get a better score. No, however, the upside would be that the business learns something during each assessment, which is the goal!
- Small groups broke out to discuss/consider three questions:
    - How will the project increase or decrease racial equity?
    - How will this program burden or benefit the community?
    - What are ways to minimize any negative impacts that may result (e.g. harm to communities of color, increased racial disparities, etc.)?
  - Notes:
    - Talk about aging from the beginning - all ages, part of life.
    - Deep and specific conversations with communities – “speak the truth so we can deal with it”
    - First Communications/Age Friendly Business Workgroup meeting Monday March 4, 2-3PM.
    - Will there be translation? Outreach to I/R businesses? Suggestion to find out what King County did in that regard for food stickers.
    - How will we hold businesses accountable over time, e.g., if the champion at the organization moves on?
    - Is there opportunity to follow-up with businesses to help them improve? How can we support those who want to? Training?
    - Will there be considerations re: size and type of business?
    - Opportunity to vet throughout the organization - all levels of staff? Ensure it's not just one person's opinion.
    - Questions and feedback from small group conversations:
      - How do assessment questions address racial equity?
      - Are other language translations available? Nuance is important
      - Accountability – going forward?
      - What will follow-up look like?
      - Are there incentives to become more age friendly?
      - Important to track business size, industry, zip code
      - Is there \$ available to businesses to make needed improvements? (ramps, better lighting)
      - Could partner to make improvements (Rebuilding Together)

Age-Friendly Coalition for Seattle & King County

Friday, February 15, 2019, 10 a.m. -12 p.m.

Seattle Municipal Tower, Room 4050

- What about different perspectives from leadership vs. line staff? What is the vetting process?
- Will there be training available to businesses?
- Potential that if people do less well than they anticipated on assessment, they might be discouraged from using the tools on the website.
- Start out working with communities that are actively age friendly, so they can be the champions of the work and further outreach.
- Make it very clear that it is voluntary, no penalties for bad score or not participating, especially for limited English speakers.
- Possible solution – emphasize UW affiliation over the city?
- Will the assessment address the diverse needs of a diverse aging population (i.e. POC, LGBTQ)
- Make sure the language of the website doesn't enforce assumptions about aging = disability. Make sure the two concepts are not conflated.
- Increase racial diversity if we target POC communities in outreach.
- Be transparent so we can be more understanding.
- Approach with an open mind.
- Benefit if we have a strong agenda for specific communities
- Opportunity for intergenerational conversation.
- Target outreach to POC communities through the ethnic newspapers.
- Think about aging as something that happens not just at a certain age but early and all our lives.

---

### Department of Neighborhoods Resource Hub Review

- Irene passed around a sign up sheet for folks interested in helping to review the DON Resource Hub website for age-friendliness. Feedback will be passed to DON staff to hopefully incorporate.
- If interested, contact [Irene.stewart@seattle.gov](mailto:Irene.stewart@seattle.gov) for more info.
- Neighbor Day is May 4 –goal is to get the info back to DON by mid-April so they can speak to improvements by then.

---

### Work Group Report-outs

- Housing – next meeting is Thursday, 3/28, 1-2:30 PM, location TBD. Moving forward on our two projects – Housing Advocacy Landscape research and Mapping the scope of existing housing resource clearinghouses.
- Transportation and Public Spaces – next meeting Tuesday, March 12, 8:30-1:00 a.m., SMT 4096
- Communications: the group is focusing on Age Friendly Business (see above), and next meeting is Monday, March 4, 2-3:00 pm

---

### Info / Share Announcements

Age-Friendly Coalition for Seattle & King County

Friday, February 15, 2019, 10 a.m. -12 p.m.

Seattle Municipal Tower, Room 4050

- Age-Friendly Seattle Coffee Hours on 3rd Thursday of the month at the Central Building – [Feb. 21 - Elder Abuse and Fraud Prevention](#); [March 21 Seattle Fire Department](#), [May 16 - DON director](#).
- February is Black History Month - encouraged people to participate in many opportunities available this month. The [NW African American Museum](#) has a lot of activities, including one from Coalition member Edna Daigre who will share the Sevilla Ford story - Seattle-raised dancer who went to Cornish but had to leave to dance classical ballet.
- 2/26 at 4pm -- Movies for grownups with AARP, Age Friendly and DON – [Free screening of Won't You Be My Neighbor, Mr. Rogers documentary at the SIFF Egyptian Theater](#).
- 2/27, 11:30-1:30 at Centilla Cultural Center, 2601 17<sup>th</sup> Ave S in Beacon Hill - Office of Housing is hosting a discussion on preference policy - which is a proposed anti-displacement strategy. [RSVP here](#) if you plan to attend.
- GenPride shared 3 events - all FREE – see their [Facebook page](#) for more info:
  - [Graying of HIV/AIDS on 2/27](#)
  - [2/28 at 6:30 pm Heart healthy](#) eating and lifestyle event
  - [Mid-day matinee on 3/3 - screening of Moonlight](#)
- Brent Butler will share slides from his trip to Africa – pecha kucha style on 2/28 from noon to 1pm, Seattle Municipal tower Room 5876.
- [Alzheimer's Conference March 8](#), with a pre-conference event the evening of March 7 featuring Allen Power, MD.
- Pike Place Market Walking Audit data analysis opportunity on March 15 - will go through photos gathered at June and Oct audits to categorize and identify themes. Join us! More info on location and timing coming soon.
- [Ashton Applewhite](#) will be in town in March - several opportunities to see her.
- [Neighbor Day is May 4](#) – will combine with Older Americans Act Month to host a forum on social isolation. Irene is looking for volunteers to serve on a planning committee and will send more info via email, or contact her at [Irene.stewart@seattle.gov](mailto:Irene.stewart@seattle.gov).
- Petition circulated re: deportation of a contractor who works with Rebuilding Together. For more info, contact Caleb at [cmarshall@rtseattle.org](mailto:cmarshall@rtseattle.org).
- Sounders will have Age-Friendly Seattle Day in partnership with AARP on 9/15 - more to come!

### Upcoming Meetings and Events

Please add your ideas for future Age Friendly Coalition meeting topics and locations:

<https://www.surveymonkey.com/r/TG9553H>

- **Age Friendly Business Focus Group #1:** Wednesday, February 27, 3:30-5:30 p.m., UW Campus, Olegard Library, Room 224.
- **Communications Workgroup / Age Friendly Business Project:** Monday, March 4, 2:00-3:00 p.m., SMT 5135

Age-Friendly Coalition for Seattle & King County

Friday, February 15, 2019, 10 a.m. -12 p.m.

Seattle Municipal Tower, Room 4050

- **Transportation and Public Spaces Workgroup:** Tuesday, March 12, 8:30-1:00 a.m., SMT 4096
- **Pike Market Walking Audit – Data Analysis Workshop:** Friday, March 15, 2019, Seattle Municipal Tower (SMT) 4096, time TBD. Note: This meeting will take place in lieu of regularly scheduled Coalition Steering Committee.
- **Housing Workgroup:** Thursday, March 28, 1-2:30 p.m., location TBD