St. Paul Senior Workers Association

## Saint Paul Senior Workers Association

# Board Meeting Minutes

September 10, 2026 | 8:30-9:30 AM

## I. Upcoming Meetings

**Family Means**

- The recent Family Means presentation was discussed.

**Fall Aging Conference - October**

- SPSWA will have a table at the Fall Aging Conference in October.
- The group will work on updated marketing materials to distribute to social workers and other attendees.
- Members will be recruited to help staff the table and assist with SPSWA outreach during the event.
- Additional recruitment efforts will focus on encouraging more members to become involved and help share the workload of SPSWA activities.

**November - Public Policy Meeting**

- The November membership meeting will focus on public policy.
- The Board discussed the possibility of holding a joint meeting with MSWA.

**December**

- The annual holiday gift-wrapping event is planned for December.

**January**

- Mary Madill is planned for the January meeting.

**February**

- February programming is still to be determined.

## II. Website / Social Media

- The SPSWA website is in need of updates.
- The Board discussed potentially redesigning the website so it can serve as a stronger outreach and membership-growth tool.
- The goal would be to make the website more than simply a source of basic information and instead use it to strengthen SPSWA's overall brand and better communicate with members, prospective members, partners, and other stakeholders.
- Website design, branding, audience, and outreach strategy will be discussed further during the November Board Retreat.

## III. Board Retreat

- The annual SPSWA Board Retreat will be held in November at Hy-Vee in Oakdale.
- Website improvements and possible redesign will be included as a major retreat discussion topic.
- The Board will use the retreat to further discuss outreach, branding, membership growth, and future programming.