

From the President

Lessons from a Village Failure

The Walnut Creek Village closed in February and their leaders shared some of the reasons:

"We did not know enough about the number and kinds of services already available to our target market. We should have emphasized the social aspects of village membership and offered only...services not otherwise available."

In other words, Walnut Creek Village didn't know their audience. One of the first questions a marketer asks is "Who's your target market." Before we launched in 2016 we spent a lot of time studying our community. The end of the village in Walnut Creek reminds us to keep on top of changing needs and attitudes.

The Walnut Creek leaders gave us some good advice which we want to turn into immediate action: "Keep an active list of situations where the village demonstrated value to a member, volunteer or prospect and use them in village publications, brochures, fundraising efforts, as well as membership and volunteer recruiting."

Here's how you can help! If we've created a demonstrated value to you in any way, no matter how small, please contribute to our "value collection." These will be the basis for a KUDOS AND SUCCESSES online page which will be updated regularly. Thank you!

Judy Macias

E-mail info@villageofthecoastside.org
or call 650-440-5030.

Newsletter July, 2019

Coastside Gives - Yes It Does!

This was our third and most successful year participating in the annual May 2nd fundraising effort sponsored by the Mavericks Community Foundation. We are heartened by the generosity of our members and our community, and feel most fortunate to live in such a supportive, close knit area.

The cushion provided by these fundraising dollars will allow us to dream a little bigger on behalf of our members and our older adult neighbors. Thank you to our team members: Chris Orman, Jeanette Ward, Terry Plank, Maureen Szostak and Judy Macias. Most of all thank you to all of you who donated to VOTC during Coastside Gives.

4th of July Parade

Who doesn't love a parade? Particularly in HMB. The Village of the Coastsides will be there ready to march and you can too. Meet at Maureen's orange Mustang in the staging area (see events for details). Some can ride in the Mustang while others carry our banner.



It's a short walk along Main St. 1 PM "wind down" at San Benito House. Great fun! And a spectacular way to promote the Village of the Coastsides.

Who do you recommend?

One of the benefits of VOTC membership is access to resources and services. Whether it's a referral for help with home repairs or maintenance, or help with resources for "Aging in Place," the Village maintains a list of member-recommended vendors.

To keep that information up-to-date, please send us your favorite providers of services. The concierge at 650-440-5030 can help you access specific information. Just call.

Pay It Forward - Volunteer

Being a service volunteer for PLUS members of the Village is a great way to "pay it forward." It's pretty easy - provide a local Coastside ride, run an errand, do a simple handy-person task, or drop in for a visit.

These are just a few of the services we offer - little things that mean a lot. There's nothing quite so satisfying as volunteering, come join our team of volunteers.

Contact the Concierge at 650.440.5030 to find out how and get an application.

VOTC Facebook Page

Each month we review the most popular of the posts from the VOTC Facebook page. These are posts that people "liked" or commented on. This month it looks like people have gardens and laughing on their minds, possibly a little swimming and happiness.

All are welcome to comment and post your thoughts and pictures. Please invite your friends to check us out. If you are not on Facebook you can see these posts on the VOTC website.



Meet Our New Staff Member

Hi! I'm the new administrative assistant for the Village. I joined the Village because I thought I had a lot to offer with my varied background experiences.



I grew up in the farming community of Monmouth, Illinois, and left to join the military after high school. My 21 years military service includes Air Force, Air National Guard, and Navy Reserves.

I've been a resident of California for 33 years, where I worked for the US government contractor as an electrical engineer and as a project manager for Air Force and Navy programs, Bay Area base closures, CalTrans Fastrak installation, and the San Francisco International terminal construction. My husband and I moved to El Granada 23 years ago and have raised 3 kids here.

I'm a sports enthusiast who enjoys running and bike riding on the coastal trail. I am a 'soccer', 'softball', and 'volleyball' mom, often found at one of my kids' games. An avid Giants and Warriors fan, I attend as many games as I can.

My passion is sewing. I've been sewing since elementary school, while in Girl Scouts, and have taken 4 years of tailoring/clothing construction instruction in high school. I've sewn wedding dresses, prom dresses, suits, drapes, and baby clothes.

My husband, kids, and I attend the Catholic Church, and the kids serve meals with the Table of Plenty program at the Senior Center.

Cathy Conroy

More Facebook



AGING. BETTER.

The Conversation: Your Ideas

Since the beginning the VOTC has been about exchanging ideas and discovering new interests. We started our first monthly "Conversation" in 2015 and now four years later the monthly Conversation meets on the fourth Monday of each month at 1 pm. Our new location is at the Half Moon Bay Library Community Room.



The Conversation is a chance for VOTC members to listen, learn and talk to thought-provoking speakers on topics of interest to older adults. We are always looking for new topics

and speakers.

If you have suggestions for conversations you'd like to contribute to or which you think might be of interest to other Members, please contact Judy. judymacias@comcast.net

Village to Village Network Conference Chicago, Sept. 18-20

The Village to Village Network Gathering (www.vtvnetwork.org) has become the place to learn what is going on around the country and how villages are creatively and enthusiastically responding to the challenges of aging in place.

Judy Macias and Sue Santoro will be joining hundreds of members from Villages across the U.S. at this annual event.

This year's theme is "Connecting Generations." There are still spaces available, for members and non-members. If you would like to be a part of it contact info@villageofthecoastside.org

"Age Friendly Cities" - Global and County Issue

This official World Health Organization, designation identifies cities which enable people of all ages to actively participate in community activities and treats everyone with respect, regardless of age.

On June 14 San Mateo County kicked off an initiative to make three pilot cities - Redwood City, Pacifica and Daly City more age friendly. Sue Santoro, Joyce Logan, Kim Dailey, Judy Macias and Half Moon Bay Mayor Harvey Rarback attended.

Going for Funding

The City of Half Moon Bay once again is offering community service grants to Coastside non-profits as part of the City's 2019-20 priority goals.



The Village of the Coastside has submitted a request for "Planning & Supporting Aging in Place on the Coastside."

This would fund a team (led by Terry Plank - see above) to explore all aspects of the services and resources Coastsiders need to know to stay in their residences for as long as possible to age in place safely.

Funding awards will be announced by the City in July and August.

Join the Aging in Place Project

The new AIP Project is designed to expand choices and improve quality of life for Coastside residents in creating a successful experience of AIP in our community.

We're putting a team together to develop strategies and to identify and provide resources for the retired/semi-retired and pre-retired. The goal is to sustain independence as we age and keep greater control over our lives. If the Project interests you, Terry would love to add you to the Team!

This is a chance to share what you know, what you think needs fixing and what resources you have found or think are needed. Email Terry at terry@coastside.net or call him for more information at 726-0890. Learn more specifics about the Project at Villageofthecoastside.org/



NEW - Book List

villageofthecoastside.org/agingbetterbooks.

Pumpkin Festival

Lots of opportunities for fun and volunteering.

Sign up starts now. Email -

PumpkinFestival@villageofthecoastside.org



VILLAGE OF THE COASTSIDE

July Events - Eat, Play, Parade

4th of July Parade - Meet 11:30/Parade at 12

Meet at Maureen's orange Mustang in the staging area - west of Main Street (Correas St. by the library.) Meet at San Benito House deck afterwards.

Tues. July 9th Village Coffee Break/Breakfast

Spangler's Deli 101 Main St. - 10 AM.



Join Members, guests, volunteers and new friends at this monthly event. No agenda, just get together for conversation! Great opportunity to learn more about the Village. Registration to secure seating.

Thurs. July 11 Cowell Ranch/Purissima Walk- 4 PM Happy Hour - Camerons at 5

Pastoral setting, views of the Pacific, and a gentle grade - about 3.6 miles from one end to the other. Parking at north and south trailheads. Meet at CVS @ 3:30 for carpool or @ entrance to trail 17500 So. Cabrillo Hwy. @ 4:00. Bring hat, sunscreen, water and binoculars! No dogs! Afterwards, Happy Hour!

Mon. July 15 Get Your Game On! - HMB Library 1-3

Learn and play board and card games. Bring a favorite game to teach others or a deck of cards. A great way to expand your circle of friends.

Wed. July 17 Discussion: Challenges and Opportunities of Aging 1-2:30 Lesley Gardens

Exploration of how we're navigating aging in place and remaining independent. Please register.



Fri. July 19 VOTC Friday Night Movies at the Library 6:25-8:30PM - Roma

Oscar winner Alfonso Cuarón in a vivid, emotional portrait of a domestic worker's life in 1970s Mexico.

Mon. July 22 Coastsides Conversations - Alzheimer Association Seminar HMB Library 1-2:30 pm

Program includes: Typical age-related changes; Common warning signs; How to approach someone about memory concern; Early detection, Resources.

Wed. July 24 Coastsides Dining Club - Noon

Spice Me Thai Cuisine, 500 Purissima St.

Fri. July 25: Men's Breakfast Breakfast is at 9:00

Location to be determined.

Tues. July 30 VOTC Day Trip to SF Ferry Building, Farmer's Market/Restaurants

Enjoy the market and have lunch or snacks. 9 AM @Moss Beach PO for carpool to Colma and BART to Embarcadero. Bring your Clipper Card!

August Events - Wine, Watch and Walk

Tues. Aug 6 Village Coffee Break/Breakfast Cafe Society 10 AM

Monthly event - No agenda - Just getting together for conversations. A great opportunity to learn more about the Village! s Meet Villagers. Registration is appreciated to secure seating.

Thurs. Aug 8 Coastal Walk- Devil's Slide Trail - 1PM

Walk along Devil's Slide Trail. Meet at Moss Beach PO at 12:45 for casual carpool or meet at south parking lot of Devil's Slide to walk the non-strenuous 1 mile stretch of paved surface.

VOTC FRIDAY NIGHT MOVIES AT THE LIBRARY Aug 16 6:15 - 8:30 PM Feature: Bohemian Rhapsody



A foot-stomping celebration of Queen, their music and extraordinary lead singer Freddie Mercury. The film traces the rise of the band and its revolutionary sound.

Come early to get your popcorn and socialize with new and old friends! Bring a guest!

Tue. Aug 20 Sanchez Adobe Museum Outing & Lunch at Moonraker Restaurant 10:30 AM & Noon

Explore Pacifica's historic Sanchez Adobe Museum. Join the group for lunch at noon at Rockaway Beach in Pacifica.

Wed. Aug 21 Discussion: Challenges and Opportunities of Aging 1-2:30 at Lesley Gardens

See description from Wed. July 17.

Aug 22 5 PM Via Uno on Hwy 1



Francesco will pour and we will taste - appetizers included. Wine tasting is one of our most popular events so reserve early. **Space is limited!** \$25 per person at door! See website for additional details.

Mon. Aug 26 Village Coastsides Conversation - Foot Care - 1 - 2:30 at Library

An important step in proper foot care is to know what things can go wrong, how they happen, and how to treat and prevent them.

Irwin Cohen, DPM (offices in Half Moon Bay and Mountain View) has been a podiatrist for 40 years. He'll discuss essential foot care, risk factors of age and answer questions about foot problems.

Wed Aug 28 Dance Night Odd Fellows Hall 7-9 PM

Dance to tunes from the 60's at the Odd Fellows hall. DJ Nancy will take requests and spin tunes including Motown and Rhythm and Blues.

No partner needed to join in the fun.

Full and continually updated events list available at villageofthecoastside.net