

City of Lawrence  
**Retiree Attraction Task Force**  
December 7, 2011 Meeting Notes

MEMBERS PRESENT:	City Commissioner Hugh Carter; County Commissioner Jim Flory; Hank Booth; Rosemary Chapin; Kathy Clausing-Willis; Susan Esau; Doug Gaumer; John Glassman; Jerry Harper; Rebecca Holmes; Pattie Johnston
MEMBERS ABSENT:	Judy Wright
STAFF PRESENT:	Cynthia Wagner; Caitlin Stene
PUBLIC PRESENT:	
GUESTS:	Dennis Domer

Third meeting of the Lawrence/Douglas County Retiree Attraction Task Force was held at noon, December 7, 2011 at the offices of the Lawrence Chamber of Commerce.

City Commissioner and Co-Chair of the Task Force Hugh Carter opened the meeting with the introduction of guest speaker, Dennis Domer. Domer provided an overview of his ongoing research on Aging and Architecture at the University, to date this research has encompassed 6 schools across the University and more than 50 individual faculty members. Domer discussed the importance of researching the over 80 million member Baby Boomer generation, a generation that is preparing to or have already retired. We need to understand this generation; they will shape and change the meaning of retirement. Important considerations: the generation is a diverse group, no one cookie cutter answer will fit this generations retirement needs, this group has always gotten their way, they will live much longer than other retirement groups, they have money, they will be looking for encore careers in their retirement, and the generation has expressed the need to lead a meaningful life while in their retirement years. It is important for Lawrence and Douglas County to realize that we have a direct market to attract, University Alumni. National survey results have shown that retired university alumni have expressed a desire to move back to their college town, they wish to return to the carefree lifestyle associated with those years and that place. Retiree's are looking for: amenities, access to transportation, safety, social characteristics (i.e. leisure orientation, continuing care, co-housing). Domer concluded his thoughts by stating that Lawrence and Douglas County cannot avoid the aging generation, we need to start taking action now in order to be prepared. Domer is interested in continuing a partnership with the Task Force.

Task force member Rosemary Chapin added to the conversation with news that she is going to be working with the KU Alumni Association to survey alumni about their retirement needs and desires. The Association has granted access to their database to Chapin to create a survey specifically asking retirement related questions. She is hoping to add questions specifically from the subcommittees to the survey. She will be needing subcommittee questions by mid-February in order to add them to the survey. Typical Alumni surveys get a 20% response rate. This is a great opportunity for the Task Force to gain valuable information to include in their May recommendation document. Chapin has a meeting next week with the Alumni Association, at that meeting she will be gaining more information about the timeline and process for the survey, she will relay this information to the Task Force.

Task Force member and Medical Services, Social Services, Healthy Lifestyles and Volunteer Opportunity Subcommittee Chair Kathy Clausing-Willis provided the Task Force with an update. Clausing-Willis stated that the subcommittee met on November 19<sup>th</sup>, they divided into subgroups based on each area of their subcommittee: medical services, social services, healthy lifestyles, and volunteer opportunities. Each of these subgroups has met and started their work. The volunteer opportunities subgroup has finished their inventory SWOT analysis of current volunteer opportunities in the area. Clausing-Willis expressed concern over the entire timeline of the Task Force recommendation. Hughes stated that for the January Task Force meeting a more defined timeline will be presented by staff. This timeline will include deadlines for subcommittee work.

Task Force member and Financial, Legal, Transportation and Employment Opportunities Subcommittee Co-Chairs Jerry Harper and Susan Esau provided the Task Force with an update. The subcommittee was joined by Robert Nugent, the public transit administrator for the Lawrence Transit System at their last meeting. Nugent provided the subcommittee with information on sidewalks, paths, and street needs for the future. Discussion about the general transit needs for retirees also took place during the meeting with Nugent. The subcommittee continues to work on their inventory. They will be meeting with multiple city and county stakeholders over the next month to discuss safety concerns and retiree's. These stakeholders include: the policy chief, sheriff, and the District Attorney. Esau is working on an inventory of employment opportunities and has contacted local job recruitment and placement agencies for feedback on job needs and opportunities for retirees.

Task Force member and KU, Educational Service and Cultural/Entertainment Activities subcommittee member Patti Johnston provided the Task Force with an update. Johnston reported that the major news from the subcommittee was the KU Alumni survey opportunity that was presented and discussed earlier in the meeting by Chapin.

Task Force member and Housing Subcommittee Chair John Glassman provided the Task Force with an update. Glassman stated the housing subcommittee continues to inventory housing options in the area. Dennis Domer will be attending their next subcommittee meeting to discuss housing and retiree needs specifically. The subcommittee is also working with the U.S. Census Bureau to look for naturally occurring clusters of Retiree's within the area. The subcommittee is currently on track with their inventory and assessment.

Subcommittees are to continue working on the inventory of their area, with reports back to the entire group at the next meeting.

The next meeting for the Task Force was scheduled for Wednesday, January 4, 2012 at noon at the Chamber offices.

The meeting adjourned at 1:10 p.m.