



**COTTAGE FORUM**  
**Monday, July 10, 2017**

Carol Holzman opened the meeting by welcoming everyone. She confirmed that there is an Afternoon Exchange scheduled for tomorrow and that today's meeting addresses cottage living.

She said that one thing that was on her list to announce is that we are planning to install automatic doors on the back of the East and West Wing entrances by the elevators. Chuck is on vacation this week but will be back next week to start working on them.

She received a PMI today about some shrubbery that needs to be trimmed. She wasn't sure where it was located but will have someone take a look at it. Elsie Gould said that outside of her bedroom window, three-fourths of the window is covered by a planting. She said that it's not good for the bush to have so much trimmed off of it. Carol Bishop said there is only one type of bush that has overgrown. Lois Nickerson said that she would like to suggest a program for maintenance of resident's shrubbery, maybe once a month or so to keep the areas around the cottages cleaned up. She suggested that a staff member call and review what the resident would like to have trimmed or cleaned up and that the process could be inserted into the regular program. Some residents call Alan in Maintenance when they need something trimmed and he passes the message along. Carol said that we will take the issue to the Building & Property Committee. Jane Lord said that she likes the idea of communication between the residents and the groundskeepers so they don't trim things that residents don't want trimmed, etc. Jim Bazzoli said that when his bushes needed trimming, he stopped JoAnn and she got them cleaned up. He said that Cottage #2 also needs some trimming done. Carol said that the trimming is usually scheduled in the Spring and Fall. Jim added that the best time to do it is when the tools are sharp!

Barbara Reed in Cottage #35 asked if porch cleanings have been finished, because theirs has not been cleaned. Carol said that they have finished but theirs may have been missed as it was about the time they were moving in. She will make sure it gets done.

Tony Manyak in Cottage #26 said that when there's a heavy rain, there is lots of water near the foundation of their cottage and asked if the units are ever checked for mold. Carol said that some units had a humidifier in the crawl space. She will ask Chuck to check and see.

Jane Lord reported that she noticed some worms in her house once after we had a lot of rain.

Lois Nickerson said that we used to have the window wells open in the summer and closed in the winter. She hasn't seen anyone clean them out and some need attention. Carol said she will let Chuck know and have him take a look.

Carol Bishop said that she has mold that grows on the baseboard in her master bathroom. Housekeeping sprays it but it comes back. She said she believes the molding was only primed and never painted when it was installed.

Jim Bazzoli said that we need to look at the cracks in the driveway again.

Lois said some sidewalks are lifting up. She was told that some she planted too close to the sidewalk, but it has been 10 years ago.

Dick Cleaveland asked Carol if she had any ideas of why we have trouble selling cottages. Carol said that people are looking for apartments versus cottages. She said the average age of new residents is 86-88 and believes that people want to be close to the community for dinner and events. They don't like walking and like the convenience of being close. Dick asked if price is a factor. Carol replied that price is always a factor and that we didn't raise the entry fees in April.

Elise Gould said that another topic that came up when she was out in the community was that the food here was dreadful. Carol said that lots of people do like the food and we try and please most of the residents.

Gil Kaufman said that some people want to know more about Cadbury but then it turns out to be people wanting more information about Cadbury at Home and said there is some competition there. He asked what we can do to encourage younger couples to move in and that Cadbury at Lewes is not a nursing home. Jean Woolley agreed that the perception is that of a nursing home and that Marketing needs to get the message out that we're young. Carol said that Georgiann Deist, AL Admissions Coordinator, has resigned and we've hired Tina Foskey to fill the position. Tina filled in as our Social Worker for a period of time and she will focus on outreach and promoting Assisted Living. We have changed her title to Sales and Outreach Coordinator. Springpoint will do a lot of the back office advertising and sales research, so the Director of Sales and Marketing and Sales Coordinator can make more phone calls.

Dick Cleaveland asked if Cadbury has a Facebook page. Carol said that we do. Dick said he will spread the word as it can improve visibility. Carol Bishop said advertising in the Cape Gazette is free. We should be able to get something in every week. She said that a picture of the chorus hadn't been taken or a picture of the coloring group. Carol Holzman said that we hired a firm, Goldman & Associates, to work on our printed material.

Mary Agnes Manyak said that with respect to the food, residents can go to the Bistro and pick up what they want, i.e., a salad or side of vegetables, etc. There are fewer options in the Dining Room and that's not mentioned in the Resident Handbook.

Dick Cleaveland said he did a search for the Cadbury Facebook page and nothing came up.

Tom Reed said we need to target our marketing on the younger crowd, where the need is greater. Carol said that there are some changes taking place and there will be some inspiring new thoughts with Springpoint. Jim Bazzoli asked if they will focus on the cottages. Carol said she is looking forward to the affiliation and that some of Springpoint's CCRC have cottages, so they have some experience in that area.

Frank Dynan asked if any incentives were still in effect. Carol replied that there weren't any right now and that they are good for a period of time. We will continue to offer incentives from time to time.

Pat Nye said there appears to be a gap in services for the residents that want to be in a cottage, but are less mobile. She suggested offering transportation at times other than just dinner, such as exercise, programs in the afternoons and lunch. She said "club homes" are hot. She noted that an addition of a staff member to provide transportation may be beneficial.

Elsie Gould suggested having brochures available at places where visitors to the area may pick them up, like the Welcome Center/Rest Stop in Smyrna. We could edit our big brochure to something smaller and less costly.

Lois Nickerson said that most of the people that live here came from within a 20 mile radius. Many are locals or have children that live here. We could also put brochures in the best restaurants. Carol said that we held two marketing events for adult children and both were canceled due to lack of interest.

Carol thanked everyone again for coming and told residents if they had any after thoughts to stop by and see her, call or send her an email.