

## **Minutes of the ASEF-PSOM Executive Council Meeting September 13, 2018**

**Present:** Judith Aronchik, Peter Bloch, Janet Deatruck (by invitation) Lois Evans (PASEF), Jeffrey Field, Fred Frankel, Joel Greenberg, Susan Heyner, Sue Kramer, Jon Lindstrom, Anna Meadows, Jeanne Myers, Ana Lia Obaid, Yvonne Paterson, Martin Pring, Neville Strumpf (by invitation)

**Absent:** Mike Cancro, Howard Goldfine, William Hansen, Rob MacGregor, Brian Salzberg, Jim Saunders, Marvin Steinberg, Peter Wilding, Donald Young

The meeting was called to order by Greenberg at 12:10 p.m. Introductions round the table were made and minutes of the June 5, ASEF Executive Council were approved.

Greenberg then asked Neville Strumpf to present information on a proposed Continuing Care Retirement Community (CCRC). He mentioned that ASEF had been involved with an earlier attempt to envisage such a facility, but the University had declined to support it, citing the number of facilities that exist around Philadelphia.

Strumpf explained that two factors have changed; first, there is more interest in an urban CCRC, and second, Kendal, a well known Quaker, non-profit is interested in participating with Penn in such a venture.

Paul Rozin contacted Strumpf, along with other faculty in PASEF who have exhibited interest; A group met with Sean Kelly, CEO of Kendal. Craig Carnaroli proposed a serious market research initiative. Such a survey was sent out to ASEF, PASEF, 25 year club members and alumnae. The consultant, Brooks Adams also had focus groups to investigate the need for independent living/continuing care etc. They proposed that an income of \$75,000.00 or more would be needed per applicant. Prospective sites included two on Chestnut, near 36<sup>th</sup> St. The surveys garnered an 8% response rate that was considered very good. The focus groups also had a high rate of interest (>65%),

The next step will be to validate programs, pricing and initial development. The precise role Penn would play needs definition;

Kendal likes partnerships with Universities; has three ongoing, but the concept would be driven by Kendal and their philosophy. Although the University hasn't agreed so far, what is envisaged is a tower, 28-30 stories with lower areas in retail, with apartments ranging from 750 – 1700 sq feet. Fees would be based on square footage and probably would be of the standard non-refundable entrance fee plus monthly costs. There would probably be 200 units on offer. No construction would be started until 70% of the units have been sold. Discussion ensued regarding the area of space around the building, whether focus groups had been informed of financial details, time frame and possible exclusions. Also, will Penn-associated people have preference? Strumpf emphasized that the University has not yet given a 'go'. Another aspect is that ASEF and PASEF could get space in the building which would greatly enhance their operations.

**Programs and Special Events:** Paterson said she's running out of ideas for Healthy Aging. Suggestions should be emailed to her. Future talks, (October 23 and November 13) are listed on the website. The Spring excursion will be to the Constitution Center. The two biggest functions are in Spring; the Special Lecture and the Emeritus Function. Kramer emphasized that planning has to go well in advance of these events.

Craig Carnaroli will give the Fall Lecture on October 4 "Penn Innovation".

**PASEF:** Evans reported that PASEF's volunteer activities include a High School in West Philadelphia as well as the Public Library at 40<sup>th</sup> and Walnut. They also hope to expand the offerings to faculty who are considering retirement. They are also planning a panel discussion of people who are currently living in CCRC's.

Respectfully submitted,

Susan Heyner, Ph.D.  
Secretary Treasurer