

**Memorandum**

**To:** Mayor and Council  
**From:** Tom Baker, Town Administrator  
**Date:** October 20, 2015  
**Re:** Augustana Care Focus Group List

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**Purpose:** The purpose of this item is to determine 10-12 participants for the November 3<sup>rd</sup> Focus Group.

**Background and Discussion:** During Council's 2015 Retreat, we brainstormed a list of possible names for a Focus Group session with Kathy Kopp on November 3<sup>rd</sup>. In order to develop this list without raising expectations or creating misunderstandings, it will be helpful for you to contact the person you nominated to determine if they are available for an afternoon meeting on November 3<sup>rd</sup>. During your conversation you may be asked what type of questions will be asked by Ms. Kopp. Below are a list of questions that Kathy Kopp, CFO Augustana Care, will ask in the focus Group session, which may help when you speak with prospective Focus Group members so they can understand what will be expected of them during their session with Kathy.

Kathy Kopp said, "Here are some of the questions that I would like to explore with people."

1. What are the most important issues facing older adults in the area/community?
2. How likely is it that an Older Adult would move to New Castle for Housing or Services from other areas? What areas would people move from?
3. What Capacity is in the Community to support a project for Older Adults? (Financial , Volunteers, workers)
4. What type of Housing for Older Adults do you think is needed in the community?
5. What Challenges exist in New Castle to building or providing services to Older Adults?
6. Do you think a Capital Campaign could be successful in this community? At what level?

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**Request:** Ms. Kopp would like 10-12 participants in the Focus Group. Can we agree on 10-12 from the list below?

**Augustana Care  
Focus Group  
Brainstorming List**

<u>Name</u>	<u>Passion</u>	<u>Passion and Financial Means</u>	<u>Faith Community</u>	<u>Understand Problem and Demand</u>
Lee Price	X		X	X
Jeff Gerber	X		X	
Kathy Whitaker		X	X	
Kent Jolley	X	X		X
Jeanne Jolley	X	X		
Amy Gerber	X		X	
Dr. Bevins	X		X	X
Mari Riddile	X		X	X
Mike Weertz	X			X
Dr. L. Krauth		X	X	X
Ross Talbott Family	X	X	X	X
Judy Martin				X
Jo Anderson	X			
Becky and Steve Rippy	X			x
Eric Williams Family	X	X	X	X
Robin Vega			x	