San Benito County Master Plan for Aging

WORKGROUP MEETING SUMMARY

Thursday, October 29, 2026 | 1:30–3:00 PM | Zoom

Thank you to everyone who participated in the October 29 meeting. For those unable to attend, this summary highlights updates, key discussions, and follow-up items as we continue advancing the San Benito County Local Playbook.

Workgroup updates

Goal 1 — Housing for All Ages & Stages

- Recent presentations on development activity in Hollister highlighted extensive residential and commercial projects, with relatively limited discussion of senior or affordable housing.
- The group discussed the importance of making older adult housing needs visible to decision-makers. Work on a Senior Housing Fact Sheet was referenced; its status and intended distribution remain to be confirmed.

Goal 2 — Health Reimagined

- Matter of Balance classes in Hollister are underway with eight participants and positive feedback; local volunteer recruitment remains a need.
- Community wellness activities and the Mary Velasco Senior Center schedule continue to be promoted through partner outreach.
- Del Mar Caregiver Resource Center reported continued support groups in Hollister and interest in expanding the San Juan Bautista group. Planned discussion topics include family dynamics, fall prevention, palliative care, and hospice. Lisa from the Santa Cruz Volunteer Center offered to help with a fall-prevention presentation.
- Participants discussed Gavilan College caregiver training costs as a barrier to enrollment and the need for follow-up on potential lower-cost options.

Goal 3 — Inclusion, Equity & Not Isolation

- Tech Help Tuesdays continue to support residents who need assistance using phones and other technology.
- The volunteer network, SBCVolunteers.org, reported 28 participating agencies and 77 registered volunteers as of September 2026.
- Partners reflected on recent community outreach, including the Senior Resource Fair, and emphasized keeping existing activities and services visible and accessible.

Goal 4 — Caregiving That Works

- Partners continue caregiver education and resource sharing through support groups and community outreach.
- Planning for a possible Tacos & Taxes resource fair is continuing, subject to funding confirmation and coordination regarding city partnership, venue permissions, and logistics.

Goal 5 — Affording Aging

- The Financial Resource Guide is being considered as an online, QR-code-accessible resource so information can be updated as programs and eligibility change.
- Partners supported exploring financial literacy and fraud-prevention presentations in places older adults already gather, including housing communities and Spanish-speaking community settings.
- Institute on Aging offered to help distribute information and invite eligible clients to future presentations.

Looking ahead: future of the Local Playbook

- Progress and outcomes: Participants supported documenting accomplishments and challenges, using measurable activity and participation data while retaining broader aspirational goals.

- Service preservation: The group raised concern that programs may be reduced or lost because of funding, facility challenges, or low enrollment. Partners discussed identifying at-risk services and coordinating outreach to support participation.
- Community participation: Suggestions included listening sessions, a possible future summit or forum, and outreach at familiar locations such as faith-based spaces, neighborhood events, and supermarkets to hear from residents not typically reached.
- Pauline Valdivia Center: The group discussed operational challenges and the importance of a reliable community space, along with possible nonprofit, city, and business partnerships to support services and facility needs.
- Playbook update process: Partners discussed reviewing accomplishments, considering emerging needs, engaging policymakers and funders, and determining how priorities might be updated in a future version of the Local Playbook.

Partner announcements

- October 30 activities included downtown Trick-or-Treat Street volunteer outreach and a Halloween celebration at Martha's Kitchen.
- Del Mar Caregiver Resource Center shared plans for a November 11 presentation at the Mary Velasco Senior Center to increase awareness of caregiver support.
- Central California Alliance for Health discussed a January 1, 2027 transition affecting certain members, including planned notices and continuity-of-care considerations. Individuals should consult official Alliance communications for details specific to their coverage.

Follow-up items discussed

- Corey will prepare and share a simple partner reporting worksheet to collect program/activity information, participant counts where available, and outcomes or challenges; individual participant names are not needed.
- Partners can share available participation data and future program schedules for collective tracking and promotion.
- Continue outreach regarding affordable caregiver training, financial literacy/fraud-prevention presentations, and planning for the potential Tacos & Taxes event.
- Explore compiling Local Playbook achievements and identifying current services at risk, as a foundation for future priority-setting and community engagement.

Next meeting

Thursday, January 28, 2027 | 1:30–3:00 PM | Zoom

Meeting connection details are included in the calendar invitation.