



Report to the AAA Nutrition Committee on EMMCA's Meals Sites First quarter 2018

EMMCA operates the following meal sites:

- Monona Meadows Apartment
 - Monday and Wednesday Lunch at noon
 - Goodman caterer
 - Average attendance 22 people
- Messiah Lutheran Church
 - Tuesday Lunch at noon
 - Goodman caterer
 - Average attendance 21 people
- Festival Foods - operated with NESCO
 - Thursday Lunch from 11:00 am to 1:00 pm
 - Festival Foods salad bar
 - Average attendance 36 people
- Cranberry Creek
 - Friday Breakfast from 8:30 am to 10:30 am
 - Cranberry Creek restaurant
 - Average attendance 37 people

Goodman Catering:

- Early this year EMMCA, NESCO and West transitioned from Gaylord Catering to Goodman Catering.
- There have been challenges as we started with this new caterer. Some of these are being resolved, thanks to good communication between meal site coordinators, Angela, Mary and Goodman.
- Some issues are a bit slower to be resolved. We remain hopeful.

Impact of opening Festival Foods on the Messiah meal site:

- The Messiah meal site had been opened two days per week (Tuesdays and Thursdays). Now Messiah is only open on Tuesdays. Many of the seniors who attended Messiah on Thursdays are frail and are not able to make it to Festival Foods.

What Festival Foods has to offer the Madison Senior Meal program:

- This meal site has attracted younger seniors.
- This meal site has attracted a more diverse population of seniors than are at EMMCA's other meal sites.
- This meal site has attracted more homeless or very low income seniors who may be centered in the downtown Madison area.
- The salad bar and soup offers a fresh meal that people can have without ordering. Those who attend like the selections.

Concerns about Festival Food site that need to be addressed:

- Because of the layout of the meal site, it is hard for seniors with high needs to maneuver this meal site.
- Because Festival Foods is an expensive grocery store, most seniors are not using this as an opportunity to do much grocery shopping. The only seniors who use it for this purpose are those who are driving themselves. Therefore, we have not helped seniors with limited transportation have another opportunity to do grocery shopping.
- The Festival Food meal site needs a marketing campaign to attract younger seniors and seniors who are downtown. Many of our typical senior meal site participants are not comfortable at this meal site.
- The Festival Food meal site needs a recruiting effort to attract and keep volunteers. This site requires more work than other sites and our typical volunteers have not always felt comfortable with this meal site.

Trends for March 2018 at Festival Foods

DATE	EMMCA regulars	NESCO regulars	From other Focal Points	Volunteers	New to meal program	TOTALS
3/1/2018	12	10	7	5	1	35
3/8/2018	5	15	6	5	13	44
3/15/2018	8	12	7	3	9	39
3/22/2018	8	8	5	4	7	32
3/29/2018	7	8	13	5	3	36