

**SENIORS ADVISORY COMMITTEE (SAC)**  
**2025 YEAR AT A GLANCE**  
**REPORT**

This year-end report outlines the key developments and progress made by the Seniors Advisory Committee in 2025. Four meetings were held in January, March, June and November.

**SAC Priorities for 2025:**

- Complete the first annual Elders/Seniors Service Awards
- Provide input on Community Vision and Pillars of Sustainability
- Seniors Advisory Committee Bylaw review
- Understand seniors and seniors' issues in the City of St. Albert through participation in community groups, educational sessions and reviewing statistical data. All priorities were met.

Some members of SAC continued to actively participate in the larger community and reported on their engagement.

St. Albert Housing Coalition made up of various stakeholders who work collaboratively to address housing and homelessness issues in our community.

Representing SAC - Steve Friedenthal

Older Adult Working Group, consists of older adults and seniors - serving organizations who meet monthly to identify and address required needs of older adults in St. Albert.

Representing SAC - Lori Jack

These SAC representatives volunteered their time, to be a part of these groups and share their gathered information with the committee. Our Staff Liaison also provided opportunities for learning and updates about senior issues and events.

Key social issues facing seniors in St. Albert: lack of affordable, safe and accessible housing, accessible and affordable transportation to medical and non-medical appointments. Scams and frauds targeted to older adults and social isolation, loneliness and mental health concerns.

Another need or gap in the community for services is subsidized in-home supports like cleaning, yard and home maintenance to age well in place as long as possible.

There are many groups and organizations in our city that are working hard with and for seniors to overcome these obstacles.

**Seniors and Elders Service Program:**

**Background:**

After councils' approved motion to create a Seniors Service Award Program, the SAC and Administration created a vision and program plan.

Most of 2024 actions included preparing the required tools for administering the program such as a landing page with information and application form. A communication strategy was created with insights from SAC. By November 2024 the program was launched to the public with applications due on March 1, 2025.

A range of marketing strategies were used including Gazette ads, paid and organic social media, community banners, posters, Servus Place snap frames and newsletter inserts.

The nominators were able to apply via an online form or by submitting a downloadable form in person or by email. A total of 11 applications were received, all for the category of recognizing exceptional service or contribution to St. Albert over the past five years by seniors (55+).

Each application varied in detail, with candidates assessed based on the criteria rather than compared to each other. While all nominees met the criteria, some stood out, prompting the use of a tiered awards system (Gold, Silver, Bronze). A Gold award signify the highest scoring range based on level of impact, frequency or duration of their service, quality and quantity of those impacted. Silver would have scored in the mid-range and Bronze achieving the minus requirements of meeting the criteria.

The awards were presented to the eleven candidates during Seniors week at the St. Albert Seniors Activity Centre. On June 6, 2025, the candidates, proudly watched by their family members and nominators, were presented with their awards by Mayor Cathy Heron and a "Pub Night menu " was served. All of the members from SAC were present and enjoyed the opportunity of meeting the candidates after reading about them. We all felt proud that we were a part of this special honour.

The Seniors and Elders Service Program will continue to be developed and a top priority for 2026.

### **Looking Ahead**

The Senior Advisory Committee will welcome new members for 2026.

The new SAC FOR 2026 had their first meeting on Wednesday, January 21st. and the priorities for 2026 were set.

- 1) Review the nomination criteria and process for the Senior Service Awards
- 2) Discover additional opportunities for community engagement
- 3) Connect with City Departments and other Advisory Committees
- 4) Increase advisement to Council from a Seniors lens, referencing the Community Vision and Pillars of Sustainability for decision

## **Conclusion**

Thank you to committee members for your hard work and dedication throughout the year. It was a productive and impactful 2025.

My sincere appreciation to the City of St. Albert, Staff, our Staff Liaison Tricia Boonstra, Leg staff of Renee McDonald and most recent Cheryl Wong.

Many thanks to our Councillor Sheena Hughes, an avid listener and when asked, gave her knowledgeable response patiently.

SAC'S new member of council, Sandy Clark, attended our November, 2025 meeting. Welcome councillor.

After four years as a SAC member, I leave with much more knowledge of the workings of our fair City, as well as the challenges many of our seniors meet on a daily basis.

I'm very proud of the project for Seniors and Elders Awards and pleased that I was a part of it.

One request for this committee is, council find more advisory opportunities for SAC. This is a thriving group waiting for another project to work on.

Please find attached a detailed overview in the Year in Detail Report.

Respectfully submitted by:

Sharon Brown, Chair of the Seniors Advisory Committee