Friends of Newtown Seniors (FONS)
Roundtable

July 28, 2026, **Discussion Highlights** Newtown Senior Center

Senior Discount Card

Starting Point

Consider the design, implementation, and operation of Newtown Senior Discount Card. For Newtown Seniors and Newtown Merchants. Show the card, get a discount.

The attendees discussed from the perspective of a Card Holder, a Merchant and the administrator (FONS) of the program.

Considerations

Attachment A has questions provided participants as discussion starters about a Senior Card.

Card Holder Perspective

1. There should be no charge for the Card and no face value of the card (Further Consideration: Replacement charge)
2. Name and Signature will be on the Card
3. Can Newtown Registrar of Voters provide the registered voter list in electronic form?
    a. This would enable printing the name on cards
    b. How would be synch this with FONS Constant Contact?
    c. Assumes the FONS Constant Contact will be the master list of people that have been given cards. Can that work?
4. Further Consideration;
    a. Information to have/collect regarding a Card holder.
        i. If cards are produced (by FONS) email, address and other information will be known
        ii. If person signs-up for a card, that information would have to be collected. Some concern about requiring email to go into FONS Constant Contact.
    b. Basic distribution: Include a card with the current 65th birthday cards FONS sends out.
        i. How about people already 66 and older?
        ii. How about prople 65 and over that move to Newtown?

Merchant Perspective

1. Merchants get exposure: Listed on a Sr Discount web site. Other acknowledgement TBD
2. Merchants would define their discount. Not a standard for all merchants

3. Exclusivity would not be offered. e.g. the only nail salon
4. Merchant enrollment would have to be renewed annually
5. Further consideration needed regarding vetting merchants (BBB, Google ratings)
6. Merchants could be removed from the program due to non-compliance. (Need to define compliance)

Administrator Perspective (FONS)

1. Keep track of who is given a card
2. Signing up of merchants by letter with a data base to keep track of contacts and responses
3. Trying to track each use of a card or how often the card is presented to each merchant should not be attempted
4. Possible annual survey of merchants to get some statistics on usage
5.

Flip Chart Items

1. For 65 and older
2. Start slow 10 to 12 merchants
3. First group: Restaurants, Groceries and Drug Stores
4. Defer: Liquor Stores, Medical, Legal and CPA
5. Honor system
6. Letters to merchants vs Personal contact
7.

Next Steps

1. The following individuals volunteered to be the Sr Discount Card Committee:
    - Joan Alexnader
    - Pat Baily
    - John Boccuzzi
    - Vicki Boccuzzi
    - Kevin Corey
    - Danuta Dalessandro
    - Anjana Khurana
    - Mary Lou Laws
    - Anne Marie
    - Frank Monette
    - Kathy Ruzek
    - Beth Young
2. The Committee will meet Wednesday September 23, 5:00 at the Senior Center
    a. Ned S will schedule the room
    b. Joan A will facilitate the first meeting
3. Additional Committee members will be sought

   a. Article in The Bee (NJS)
   b. Senior Center Newsletter (NJS)
   c. FONS Constant Contact (Anne Marie)
4. John B will contact John Voket, Newtown Economic and Community Development about Newtown Merchants.

Attachement A – Discussion Questions

July 28, 2026 **FONS Senior Discount Card**

Newtown Seniors – Newtown Merchants

The Card Questions

1. Will the card have any face value?
2. Will it have a unique number?
3. Will there be an initial charge for the card
4. Include a card in the FONS Happy 65th Birthday cards
5. Will it have an expiration date?
6. Will there be a renewal fee
7. Any relationship between the card and Senior Center Membership
8. Replacing lost (or stolen) cards. How
9. Will we collect information as part of a person getting a card?
    a. What information: Name, email, phone, address, year of birth, Zip, other
    b. Will having an email in Constant Contact be required
10. Does having a card carry any obligation? i.e. don't let a non-Newtown resident use it
11. Will person getting a card have to sign their card
12. Any relationship between having/getting a card and attending a major FONS event (Member Meeting, Soiree, Octoberfest, Speaker series, etc.)
13. Any circumstances that would have us take away a person's Discount Card
14. How does a card holder get a discount: Present their card at the place of business? Go to a website and get a coupon? Wile shopping online?
15. Other

Merchants Questions

1. Of course, Newtown headquartered businesses. What about merchants with multiple locations across the State. Across the region on nation
2. Any type of merchant we will not include
3. Are there preferred types of merchants
4. Should we standardize the discount or let each merchant define their discount

5. Are there any types of or parameters on discounts that would lead FONS to not include such merchant in the discount program. e.g. men only
6. Should we worry about participation in the program being an implicit endorsement or any sort of vetting or background checking.
7. How do we approach the merchants?
8. What do the merchants get for being part of the program
9. 55 and older is about 35% of the population. 65 and over is about 20%. Why would a Merchant want to give a discount to a third of the population? (FONS membership age is 55)
10. Would we enable/encourage/discourage exclusive merchants in the program
11. For what period are the merchants in the program before renewal?
12. Do we need to vet the merchants? If so what rtiteria
13. Are there circumstances where we would take a merchant off our discount program
14. Where ca we get a starter list of merchants to contact
15. Do we want to work with any town department or committee. e.g. Economic Development, Commission of Aging, Parks & rec
16. Are there town organizations we would want to work. e.g. Danbury Regional Chamber of Commerce, SHOP, ...
17. Other

FONS Questions

1. Will we keep track of who was given a card
2. How do we keep track of what merchants have been contacted, by whom and what was the result
3. Do we want to keep track of each use?
4. Do we want to keep track of merchant side of usage.
5. Should there be a Merchant Relationship Manager for each Merchant
6. What could be the relationship[with the Senior Center?. Senior Cener Membership?
7. Do we want to track statistics on discount usage?
8. Do agreements need to be signed between FONS and merchants. Card holders and FONS
9. If we take on this endeavor, should it be:
    a. Start small, toe in the water
    b. Big gang – All out short intense effort to get it off the ground
10. Do other towns have a program like this? What can er learn from them
11. What is the benefit of success to:

a. FONS
b. Seniors
c. Merchants

12. After the start will it be ongoing effort/support or an annual focused effort to refresh card holders and merchants.

Success?

a. Number of Merchants offering discounts: Year 1 ____ Year 2 ____
b. Number of Merchants showing participation in the card: Year 1 ____ Year 2 ____
c. Number of card holders Year 1 ____ Year 2 ____