

October 12, 2021

Lisa Marsilio

Dear Lisa,

On October 6 and 7, twenty studio dwellers gathered via zoom to share our perspectives on life at Kendal. Discovering that we have a great deal in common, we would like to share with administration and residents our perspectives as a contribution to the reflections ongoing as we approach our 50th Anniversary.

While the affordability of Studios is the reason we are able to be here, we were also drawn to the simplicity and sustainability of small units. We use less heat or air conditioning, usually depend on community washers and dryers, have very small refrigerators and no ovens, and require minimal time from housekeeping. We like the compactness and efficiency of studios and find the three season rooms essential to our happiness. Many of these benefits likely are true of one bedroom units as well, especially when they are shared by a couple.

We are delighted to see that studios are again being marketed as an option at Kendal. Since the early 1990's there has been a steady decline in the number of both studios and one bedroom cottages. Although we have been assured that these units will continue to be some part of what Kendal offers, the combining of the two smallest living spaces decreases the availability of the most affordable units on campus. Our research indicates that originally there were 80 one bedrooms and 48 Studios. Currently we believe there are 48 one bedrooms and 25 studios (2 of these are vacant). Like so many Kendal residents, we would like to see much greater cultural and racial diversity across *all* sizes of cottages.

Observing the larger world in which we live, we see our nation struggling to address the growing imbalance of distribution of wealth to the few, while failing to assure fair compensation or opportunity to the vast majority. Kendal may be reflecting that reality by moving, with current marketing strategies, towards larger units. Can it still claim, as does its value statement, that it honestly seeks "to make our communities affordable, to the extent possible, to a range of economic capabilities...to serve people from a spectrum of economic means, to minimize economic distinctions, and to preserve an egalitarian spirit"? (pages 3 and 13 of Values and Practices booklet). Quite simply, studio living is the most visible way that Kendal fulfills its stated values of simplicity, diversity and sustainability.

It is questionable whether our children and grandchildren will accumulate the wealth to afford any of the units available at Kendal. As the world becomes more conscious of the necessity for significant changes in life style required by the worsening environmental crisis, there may well be a need for more, not fewer, small units for sustainable living. Could Kendal, already a groundbreaker in “untying the elderly”, become part of the solution in this uncertain economic and environmental future we are facing?

Studios won’t fill themselves; they require a different kind of marketing than the current, resort-style, pitch to the affluent. We came here because Kendal made it possible, but also because it offers much more than just continuing care. It offers purpose and community: an opportunity to continue to be of value, using our skills and knowledge and experience to create a meaningful life for ourselves here. These are values shared by others like us who don’t yet know of this simple living opportunity or of Kendal’s commitment to economic and cultural diversity. We ask you to include our voice in your reflections on Kendal’s future directions.

Sincerely,

Lelia Calder	#120	Marty Carroll	#114
Barb Smith	#146	Marion Heacock	#95
Nicole Hackel	#160	Barb Parsons	#15
Sally Palmer	#134	Libby Rupp	#193
Dorothy Flanagan	#126	Lee DeWoody	#107
Judith Downing	#185	Janet Bisbing	#205
Edith Clark	#30	Cindy Duncan	#101
Gale Jordan	#177	Ellie White	#130
Suzanne Noble	#173	Mary Porter	#53
Barbarajene Williams	#156	Jerry McCammon	#83
Jamie Fleetwood	#98		

cc:

Ed Plasha, CFO

Helene Quinones, Director of Sales and Marketing

Seth Beaver, Senior Director of Resident and Community Affairs

Betty Warner, KRA President

Ruth Greenbrger, KRA President-elect

Tom Paxson, Kendal resident on the KCC Board

Larry Kirwin, Kendal resident on the KCC Board Property Committee

Ernie Kimmel, Kendal resident of the DCC Board Long-Range Planning Committee