

Allegan County Commission on Aging



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ATTACHMENT A – MAY MINUTES – 4 PAGES

COMMISSION ON AGING - MINUTES

Wednesday, May 17, 2023

10am– 12pm

Zimmerman Room, Human Services Building

3255 122nd Avenue, Suite 200 – Allegan, MI

Public Zoom Link:

<https://us02web.zoom.us/j/82375478232?pwd=NnNsUEhwZnhWVlFPNjAvNkRZNjkzZz09>

CALL TO ORDER: Meeting called to order at 10:03 am by Chairperson Larry Ladenburger

PLEDGE OF ALLEGIANCE:

CONFIRMATION OF QUORUM

ROLL CALL:

PRESENT: Dean Kapenga (Virtual), Larry Ladenburger, Stuart Peet, Lou Phelps, Mary Campbell, Pat Petersen, Sally Heavener

ABSENT: Alice Kelsey

OTHER: Sherry Owens, Maria Hawk, Dan Wedge, Laura Hosler

COMMUNICATIONS: None

APPROVAL OF MINUTES: Larry proposed revision of April's minutes. Rich and Sally will submit their recommendations for updates. Sherry asked to receive all updates by Friday, May 26th.

- Motion: "Table the approval of the April 2023 minutes until our next meeting in June." Moved by Pat Petersen. Supported by Sally Heavener. All in favor: 7
Opposed: 1. Motion carried.

PUBLIC PARTICIPATION:

APPROVAL OF AGENDA: Moved by Stuart Peet. Supported by Rich Butler. All in favor. Motion Carried.

PRESENTATIONS (Attachment F): Laura Hosler from Greenstreet Marketing on Allegan County Senior Services Newsletter. The options presented varied in size and cost. Laura gave examples of content to be featured, the design and layout of the proposed newsletter, and the breakdown of costs for mailing.

Mission Statement

"Dedicated to serving Allegan County seniors by developing and coordinating services that support their independence, maintain their dignity, and preserve their quality of life"

LARRY: Asked if the cost is similar per designs presented.

Cost is outlined in Attachment F

LAURA: Allegan County is over 17,000 senior households. Postage is the biggest cost.

RICH: Primary focus is electronic distribution. Secondly, is creating a database to hold all contact information of our target audience

PAT: Would like to see both paper and electronic versions

LAURA: Stated the newsletter could be sent out in an e-blast service through something like MailChimp, and a second avenue would be Facebook to link newsletter. It would be housed on Allegan county's website.

SHERRY: With an e-newsletter we just have the cost of creation, and the cost of sending it over an online service. Will COA be doing both? Email and snail mail?

STUART: What is the cost to doing an email versus the mailer?

LAURA: Stated the only cost associated with the email would be her costs for creating the template. There would be no postage costs like the costs outlined in the presentation.

RICH: I'm looking at the future and now? We have home addresses but not email addresses. I think our ultimate goal is an electronic version.

LAURA: Suggested to do a mailer. Make sure it's not a dateable piece so it lasts and have a piece in there that says if they want to continue to receive the letter to submit their email.

SALLY: Mentioned that there is not room in the budget to implement a new mailer but maybe amend a postcard mailing we have allotted for to create this newsletter mailer.

LAURA: There could be a place in the postcard to promote an electronic newsletter. They will have a link to go and enter their email address.

LARRY: Asked Laura to have a draft of the proposed postcard for the June meeting.

SHERRY: Will have the survey to collect emails ready at the next meeting

SALLY: Asked Laura to update the media plan for the next meeting and asked if the postcard mailers should all go out at once.

LAURA: Said senior services can send them all at once. Mailings were only split before to not overwhelm the senior services team.

SALLY: Asked what kind of permissions would be needed to utilize data from ServTracker. Mentioned adding a question to service intake allowing email address to be used to send a newsletter.

For the June 21st meeting, Laura will bring a postcard, Sherry will show what the database collection will look like.

ADMINISTRATIVE REPORTS:

Sherry presented the Administrative Reports

Director's Report:

- Sherry asked members about Goal #1 - "Improve Process with BOC" and what can be done to improve the process.
 - Larry: Stated the COA has fallen out of the BOC and Administration's loop. He feels there is a disconnect between the board of commissioners and the commission on aging
 - Sally: Are all procedures being followed? How does information flow from the board to administration to directors?

- Dan Wedge: Leading up to an event it is helpful to look at the end goal, and work backwards. Look at the steps that take place up to the event. With the example of the millage vote time, the board would have had the information earlier to provide feedback.
- Larry: Another example is the survey the Board released to Allegan County and Senior Services was not included.
- Dan: That is a national survey. The questions on that survey are asked across the country. The county pays extra to add custom questions. The national survey was first utilized in 2019 and the county plans on releasing the survey every 3 years. The data is available in the website.
- Sherry will send an email with the link and data that supports senior services.
- Dan: The BOC receives two different documents before each meeting: administrative updates that show ongoing discussions across the county and a commissioner inquiry section that is information that goes to the board from county members with specific information and questions.
- Dean: Stated that as a commissioner he brings anything important from the COA to the board. If there is a resolution or a motion that needs BOC attention, he is an advocate for the COA and takes the information to the board. There needs to be a motion to take information to the board. The general information does not get much attention at the BOC level.
- Sherry: Will have the latest Administrative Report at the next meeting.

-Financial Report (Attachment C)

- PERS billing issues resolved
- Sally: Asked about the number of Home Delivered Meals clients that became Meals on Wheels clients due to frozen meal status
- Sherry: In the process with the first batch no numbers yet
 - ACSS Team is now tracking HDM clients referred to MOWWM due to frozen only requests going forward
 - This data will be listed in the Financial Report going forward.

-COA Calendar (Attachment D)

- Pat: Asked about a travel meeting. She suggested the location of Milestone Senior Services
- Sally: Suggested a meeting at Community Action. Would like to know more about Community Action's services
- Sherry: Suggested discussing a travel meeting in June and recommends CAAC so they can observe the meal drop off

-Action Items Log (Attachment E): None

DISCUSSION ITEMS:

1. **Contingency Plan- Transportation (Attachment G)**

Sherry proposed contingency plan for transportation service that aligns with the plan for HDM (Service Agreement with Meals on Wheels that states within one week of request, MOWWM will provide frozen meals to millage clients at the current MOWWM unit rate until such time as normal operations can resume. She stated that Allegan County Community Action has a volunteer driver pool and they are agreeable to a similar agreement

Motion: “Recommend the county enter into a service agreement with Community Action of Allegan County to provide transportation services in the event there is a disruption of Senior Services transportation services.”

- Moved by Stuart Peet, supported by Sally Heavener. All in favor. Motion carried.

2. Review of P&P for Transportation (**Attachment G-Appendix J**)

- a. Policy and procedure adjustments for Transportation
 - i. Sherry recommended a few amendments which are noted within Attachment G (Appendix J)
 - ii. Sally mentioned push for volunteer drivers and asked how that progress is going
 - iii. Sherry stated that is a future item to discuss. There is talk of incentive for volunteer drivers, for retention. That is still ongoing.

Motion: “Accept the modifications and changes made in Appendix J.”

- Moved by Pat Peterson, supported by Stuart Peet. All in favor. Motion carried.

NOTE: PERS and Adult Daycare are the services left to discuss contingency plans

3. Boomer Bash (**Attachment H**)

- a. Sherry: Encouraged COA members to pass out flyers.
- b. The day of Boomer Bash, COA members will be assisting with registration table and the Senior Services table

4. Newsletter: For June meeting:

- a. Draft of proposed post card with link to repository survey
- b. Review of the repository data base

NOTICE OF APPOINTMENTS: There is still an open seat for the Area Agency on Aging of Western Michigan Advisory Council.

FUTURE AGENDA ITEMS:

SUBCOMMITTEE REPORTS:

AAAWM Board of Directors- Stuart Peet gave an update

AAAWM Advisory Council- There is an open seat for this Advisory Council

ROUND TABLE (COA MEMBER TIME): None.

ADJOURNMENT: Mary moved to adjourn at 12:22pm. Rich supported. All in favor.