



---

# ALLEGAN COUNTY COMMISSION ON AGING

---

3255 122<sup>nd</sup> Avenue, Suite 200  
Allegan, MI 49010  
269.673.3333 - Office  
877.673.5333 – Toll Free  
269.673.0569 - Fax  
<http://www.allegancounty.org>

## **COMMISSIONER**

Jim Storey

## **ELECTED OFFICERS**

### **Chairperson**

Larry Ladenburger  
(Senior Representative)  
269-673-6200  
Allegan

### **Vice Chairperson**

Richard Butler  
(Member at Large)  
616 902-0046  
Plainwell

## **SENIOR MEMBERS**

Mary Campbell  
269-655-8000  
Pullman

Lue Phelps  
269-870-3710  
Plainwell

VACANCY

## **MEMBERS AT LARGE**

Sally Heavener  
616-355-3494  
Holland

Patricia Petersen  
616-644-8059  
Allegan

Jo VerBeek  
616-403-9319  
Hamilton

## **STAFF**

Jen Garcia  
269-686-5144  
Director

Katie Cole  
269-673-3333 x2495  
Senior Services  
Counselor

Ashley Dever  
269-673-3333 x2498  
Senior Services  
Counselor

Teresa Galloway  
269-673-3333 x2497  
Administrative  
Assistant

## **COMMISSION ON AGING MEETING - AGENDA**

**Wednesday, November 20, 2024 | 9:00 am – 11:00 am**

**Zimmerman Room, Human Services Building**

**3255 122<sup>nd</sup> Avenue – Allegan, MI**

**[Public Zoom Link](#)**

**CALL TO ORDER:**

**PLEDGE OF ALLEGIANCE:**

**CONFIRMATION OF QUORUM:**

**CHAIRMAIN REMARKS:**

**ROLL CALL:**

**COMMUNICATIONS:**

**APPROVAL OF MINUTES:** October 16 COA Minutes

**PUBLIC PARTICIPATION:**

**APPROVAL OF AGENDA:**

**PRESENTATIONS:**

---

## **ADMINISTRATIVE REPORTS:**

- Director's Report
- Financial Reports
- 2024 COA Marketing Plan: Laura Hosler, GreenStreet Marketing
- 2024 COA Planning Calendar
- Action Items Log

---

## **ACTION ITEMS:**

### **DISCUSSION ITEMS:**

- Strategic Planning & Meeting Agenda for December 4
- COA Board Vacancy & Recruitment
- Senior Workgroup Update & Recommendations for Senior Group Engagement

### **FUTURE AGENDA ITEMS:**

### **SUBCOMMITTEE REPORTS:**

- Policy & Procedure Committee: S. Heavener/J. VerBeek
- Senior Services Workgroup: P. Petersen/M. Campbell./ R. Butler/J. Habetler (public participant)
- AAAWM Board of Directors: M. Campbell
- AAAWM Advisory Council: J. VerBeek

### **ROUND TABLE (COA MEMBER TIME):**

### **ADJOURNMENT:**

**Next meeting: December 4, Meeting & Strategic Planning  
9:00 AM–1:00 PM; Zimmerman Room**

# Allegan County Commission on Aging



3255 122<sup>nd</sup> Avenue, Suite 200  
Allegan, MI 49010  
269.673.3333 - Office  
877.673.5333 – Toll Free  
269.673.0569 - Fax  
<http://www.allegancounty.org>

**Chairperson: Larry Ladenburger**  
**Vice Chairperson: Rich Butler**

## **COMMISSION ON AGING - MINUTES**

Chairperson Larry Ladenburger called the meeting to order at 9:00 A.M. on October 16, 2024

Pledge of Allegiance, Roll call

The Commission on Aging met in the Zimmerman Room of the Human Services Building.

### **ROLL CALL:**

**PRESENT:** Commissioner Jim Storey, Chairperson Larry Ladenburger, Vice-Chairperson Rich Butler, Lou Phelps, Mary Campbell, Sally Heavener, Jo VerBeek

**OTHERS:** Director Jen Garcia, Teresa Galloway, Liz Barnette from AAAWM, Laura Hosler from GreenStreet Marketing

**ABSENT:** Pat Petersen

### **COMMUNICATIONS:**

Director Jen Garcia mentioned the materials provided on the communications table: Senior Medicare Seminar hosted by Sally Heavener, ACSS & Southwick Insurance; Area Agency on Aging Caregiver Skills Training and Dementia Caregiver Workshop; and the Allegan County Veteran Stand Down flyer.

### **APPROVAL OF MINUTES- ADOPTED**

Approval of minutes moved by Sally Heavener, supported by JoVerBeek. All in favor, motion carried.

### **PUBLIC PARTICIPATION:** None

### **APPROVAL OF AGENDA- ADOPTED AS PRESENTED**

Approval of the agenda moved by Sally Heavener, supported by Vice-Chairperson Rich Butler. All in favor, motion carried.

**PRESENTATIONS:** Jason Owen & Polly Zwolensky from Connect America gave a virtual presentation on the PERS device ACSS will be offering in 2025; Mini On-The-Go. Liz Barnette from AAAWM was in person to talk about AAAWM purpose, available services for seniors, and the role they play in providing services for Allegan County seniors.

### **ADMINISTRATIVE REPORTS-**

#### **DIRECTOR'S REPORT –**

Director Jen Garcia shared information as presented

#### **FINANCIAL REPORTS –**

Director Jen Garcia shared information as presented

### **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”

## 2024 COA MARKETING PLAN –

Director Jen Garcia shared information as presented with Laura Hosler from GreenStreet Marketing. A postcard mailer will be sent out to Allegan County residents ages 35+ the week of Thanksgiving advertising ACSS services with a call to action to sign up for the 2025 ACSS E-News.

## 2024 COA PLANNING CALENDAR –

Director Jen Garcia shared information as presented

## ACTION ITEMS LOG –

COA MEETING	ACTION ITEM	ACTION TAKEN	DATE SENT TO ADMINISTRATION	ACTION TAKEN	STATUS
7/17/2024	Recommend adding November 20 to 2024 meeting calendar; Strategic Planning to occur in December	Approved	N/A	N/A	COMPLETE
6/26/2024	Recommend looking into AAAWM grant funding to expand caregiver resources & training for Allegan County	Approved	N/A	N/A	In-Progress
6/26/2024	COA Accepted Stuart Peet's resignation from COA and AAAWM Board of Directors Effective 6/26/24	Approved	7/25/2024	N/A	COMPLETE
6/26/2024	Recommend accepting the FY25 AAAWM Annual Implementation Plan as presented	Approved	6/26/2024	N/A	COMPLETE
6/26/2024	Recommend continuation of Generations contract amendment to cover transportation costs under COA	Declined	N/A	N/A	COMPLETE
6/26/2024	Recommend 6 month contract extension at current unit rate for Generations/Adult Day Services	Approved	N/A	N/A	COMPLETE
5/15/2024	Meeting Time Change to 9a - 11a; Revised on COA Calendar & County Website (public meeting notices)	Approved	N/A	N/A	COMPLETE
4/17/2024	Recommendation to grant exception to Adult Day Care contract so as not to require Generations to pay to transport participants via Allegan County Transportation. Valid thru contract of June 30, 2024.	Approved	N/A	N/A	COMPLETE
3/20/2024	Approved 2024 COA Marketing Budget Allocation	Approved	N/A	N/A	COMPLETE
2/21/2024	Recommend continuing marketing work with GreenStreet at Option 2 level (not to exceed \$10k)	Approved	N/A	N/A	COMPLETE
1/17/2024	Officers elected: Larry Ladenburger, Chair; Rich Butler, Vice Chair	Approved	N/A	N/A	COMPLETE

## DISCUSSION ITEMS:

MMAAP Community Support/Insurance Agency Partners – Changes coming to Medicare in 2025.

Strategic Planning Survey, December 4, 9:00a-1:00p

Review COA terms expiring 12/31/24:

- Jo VerBeek, appointed to fulfill Alice Kelsey's original term
- Rich Butler
- Lue Phelps

*\*Members interested in renewing their COA term are asked to submit their application [online](http://www.allegancounty.org/Jobs). ([www.allegancounty.org/Jobs](http://www.allegancounty.org/Jobs))*

Vacancy remains for COA Senior Representative; Interested candidates are requested to submit their application online following the same process as current COA members who are renewing.

## NOTICE OF APPOINTMENTS:

Mary Campbell, AAAWM Board of Directors; Mary has stepped down from her role on the AAAWM Advisory Council for her appointed seat on the Board of Directors. Jo VerBeek will remain on the Advisory Council as the Allegan County COA Board representative.

## FUTURE AGENDA ITEMS:

- Recommendation to Board of Commissioners: Adult Day Service & Essential In-Home Support providers for service expansion
- Recommendation to Board of Commissioners: COA Board representative
- Strategic Planning survey results/planning for December 4

## SUBCOMMITTEE REPORT:

-Policy & Procedure Committee: S. Heavener/J. VerBeek; Work has been completed for Adult Day Service and In-Home Support contracted provider expansion. Meetings are currently on hold during year-end contract renewals and RFP process. Policy & Procedure manual review will begin again in January with plans to simplify and streamline the manual with ACSS operations.

- Senior Services Workgroup: M. Campbell/R. Butler; Virtual meetings are being held with this committee and key contacts for senior groups is being gathered.
- AAAWM Board of Directors: M. Campbell
- AAAWM Advisory Council: Jo VerBeek shared information as presented in her written report.

**ROUND TABLE (COA MEMBER TIME):**

- Sally Heavener shared information on an upcoming Medicare Seminar on October 24 at CitytoShore in Holland, hosted in partnership with ACSS and Southwick Insurance Group.
- Lue Phelps will not be able to attend the December 4 Strategic Planning session.

**ADJOURNMENT UNTIL November 20, 2024**

Motion to adjourn by Jo VerBeek supported, by Vice-Chairperson Rich Butler. All favor, motion carried. The meeting adjourned at 12:12 P.M. Next Meeting November 20, 2024 from 9:00 AM - 11:00 AM in the Zimmerman Room at the Human Services Building.

DRAFT

## Commission on Aging - Director's Report November 20, 2024

### Strategic Initiatives

- **Senior Services Targeted Marketing:** I'm pleased to share that our targeted service line marketing has been gaining traction as reflected in our service delivery metrics. PERS referrals and new clients have increased substantially (601 clients in June to 739 in Sept); Ashley Dever continues to do a stellar job managing PERS referrals and connecting new clients to this emergency service provider. Clients we have mentioned the new On the Go Mini PERS device to are excited to learn about the technology and smaller design.

### Provider Updates:

Current In-Home Support provider contracts (Atrio, Help at Home, HomeJoy) have been renewed (1/1/2025-12/31/2026) at the newly contracted rate of \$36.00 per unit rate hour. RFP work is in process for provider recruitment to expand the contracted provider pool in an effort to decrease waitlist times (currently 3-4 months) for seniors. Providers servicing Allegan County that will be included in the letter of intent solicitation include, but are not limited to, Anchor In-Home Care, Leaves Personal Care, Comfort Keepers, Seasons Home Healthcare, Pure Home Healthcare, and Elders Helpers. The service solicitation will also be shared on the Allegan County website when completed.

Home Delivered Meals (HDM) continues with no waitlist. Milestones has faced challenges with their sealing machines which was remedied for a short time period, but this concern has recently resurfaced. ACSS has been reimbursed for un-deliverable meals due to broken seals and continued quality control is taking place between Milestones and Community Action. Milestones has taken preventative action and is keeping communication lines open with a proactive approach to unforeseen issues. Supply chain issues for liquid nutrition are ongoing; remediation meeting with Milestones is being scheduled and secondary sources are being explored. An item for 2025 HDM service delivery discussion is the program qualification of "senior is no longer driving". This program qualification has been in place since the start of the HDM with Allegan County Senior Services as a preventative measure to ensure financial stewardship of the millage funds. This is a difficult qualification for our contractor and Senior Service Counselor to monitor and enforce; funds have been sufficient in the HDM program for growth over the past year. I would like to recommend the COA add this item to their Strategic Plan agenda in December. Possibly a HDM overall discussion on senior preferences, frequency, and outcomes.

Adult Day Services (ADS) at Generations continue with a short waitlist of participants waiting an average of 5-6 months for program entry. Generations has hired another program coordinator to assist with intake, assessments and programming. ACSS's goal is to renew our current provider prior to 12/31/24 and move forward with an RFP to expand service providers at the agreed upon current unit rate for contract years 2025-2027.

Senior Transportation continues with steady service delivery. Opportunities to increase volunteer driver pool and senior trips are being initiated. Ongoing discussions between Allegan County Transportation (ACT) and ACSS regarding best opportunities to increase senior ridership have increased awareness. For the recent Presidential Election ACT offered free rides to the

polls for seniors. In recent discussions with Tammy Chapin, program coordinator for Senior Transportation, she has requested assistance in identifying a back-up scheduler that could step in if Tammy needed time off for any reason. At this time, Ashley Thompson in ACT is the only trained backup for Senior Transportation.

#### **Provider Quality Audits: November**

ACSS contracted millage provider annual quality audits will look a bit different than in years past. The Senior Service Counselors, Ashley Dever & Katie Cole, along with myself will make on-site visits to our service providers seemingly unannounced or scheduled, during the month of November. Previously, ACSS annual quality audits would be individually scheduled out with providers allowing time for the providers to clean up files and/or address any issues or gaps. The goal of unannounced quality audits is to ensure that our senior service millage client rights and responsibilities and our policy is being followed, practiced, and understood. The audits this year will allow more quality time with contracted providers to understand industry trends, address similar obstacles, and discuss ways we can better serve our millage clients together.

#### **CXM/ServTracker Legacy**

The ACSS team has met to review the status of CXM database transition. PERS and HDM service lines have been transitioned successfully and Ashley Dever is working within the new online CXM system. Adult Day Services has also transitioned successfully and Katie Cole has gained access to the new system to learn her way around. Training is ongoing with staff as we work to build best practices within CXM for our team and our contracted providers to utilize the system. In Home Supports service line will transition in Q1/Q2 2025. Provider conversations around the new online CXM system and user management will occur during the Audit discussions in November. ServTracker Legacy remains open and accessible with no termination date announced at this time.

#### **- Outreach & Important Meetings:**

- 10/2: Meeting with Casco Township Senior Services Committee & Van Buren Senior Services team for Casco Township senior services transition 1/1/25
- 10/9: Grand Ravines Senior Housing presentation and onsite referral assistance with Senior Service team, Katie Cole & Ashley Dever
- 10/10: Meeting with newly hired Community Impact Officer, Christian Kleinjans, with the Allegan County Community Foundation to discuss senior housing
- 10/15: MACC Steering Committee Meeting
- 10/17: Allegan County Veteran Stand Down
- 10/24: Senior Medicare Seminar with Sally Heavener & Southwick Insurance Group
- 10/25: ACSS Team CXM Focus Group Meeting
- 10/29: COA Board Meet & Greet with Sallie Prins, Holland PHO

Below is the Senior Services contract schedule:

Project #	Service	Contract Began	Contract Expires	Notes
1431	<b>Adult Day Care</b>			Sole source provider
	Generations	7/1/2020	12/31/2024	RFP to add additional providers
1432	<b>Home Delivered Meals</b>			3-year contract thru 12/31/25
	Community Action	1/1/2023	12/31/2025	
	Milestones	1/1/2023	12/31/2025	
1430	<b>In-Home Supports</b>			1 year extension thru 12/31/24
	Atrio Help at Home	1/1/2019	12/31/2024	Propose 2-year extension
	Help at Home LLC	1/1/2019	12/31/2024	RFP to add additional providers
	HomeJoy	9/30/2022	12/31/2024	
14047	<b>PERS</b>			Sole source provider
	Connect America	4/1/2016	12/31/2024	Propose 3-year extension
14033	<b>Senior Transportation</b>			Sole source provider
	Allegan County Transportation	Direct Service - No Contract		
	<b>Case Worthy/SERV Tracker</b>	7/1/2024	6/30/2027	3-year contract thru 6/30/27
	Internal Client Database			

**Commissioner Inquiries:**

**Guest Speaker/Request to cover WHTC radio spot** (Commissioner Storey) – On Monday, November 4, Commissioner Storey asked if Director Jen Garcia was available and interested in taking his place on the WHTC radio spot to highlight Senior & Veteran Services.

- Director Garcia inquired with County Administrator on scope and supported the marketing opportunity for Senior & Veteran Services. Director Garcia committed to doing the radio spot on behalf of Commissioner Storey on November 8 and highlighted Senior Services and Veteran Services for Allegan County. The Veteran’s Day and Union Soldier Rededication Ceremony scheduled for November 11 was also mentioned inviting public to attend.

**COA 2024 Identified Goals:**

Overarching goal to “Increase Awareness & Visibility of Allegan County Commission on Aging and the services provided through the Senior Millage”. Marketing efforts provided by GreenStreet Marketing have proved to be effective thus far. Phase two of marketing should be drilling down to help our target markets better understand what services ACSS can provide for our residents (what the COA/ACSS can and cannot do). Phase two can be accomplished through grassroots marketing, relationship building, community presentations and community outreach.

**1.) Continue Marketing Efforts with GreenStreet Marketing:**

- a. Execute 2024 Marketing Campaign including additional opportunities for cost-effective advertising and marketing strategies to increase awareness and visibility of COA and ACSS.
- b. Develop E-News process for gathering client and client email information to help disseminate service information and senior focused updates out in a timely manner.
- c. COA members bring forward local events/festivals/outreach opportunities for 2024 COA Calendar; discuss calendar at each COA meeting to determine engagement level and participation interest.

**2.) ACSS Operations Review & Enhancement:**

- a. Review Allegan County Senior Services Policy & Procedure Manual to ensure policy is relevant to existing service operations. COA Committee Responsible: Policy & Procedure Manual Review Committee.
- b. Review senior referral online process; address inroads to services and service execution with contracted providers.

**3.) Research Senior Services Across Allegan County**

- a. Identify senior groups (partner agencies) in existence across Allegan County and engage for information sharing. COA Committee Responsible: Senior Services Workgroup.
- b. Identify gaps in service for senior populations.

**4.) Complete on-going review of service contingency plans.**

- a. For 2024: Transportation, PERS, and Adult Day Care.
- b. Identify areas COA can help impact industry issues, such as direct care worker shortages or policy restrictions.

Respectfully submitted by,  
*Jen Garcia, Director*

## Allegan County Senior Services: September 2024 Service Delivery Report

### ADULT DAY CARE (ADC) - Sole provider

	CLIENTS	REFERRAL	INTAKE	DC	UNITS	WAITLIST	
2023 YE	35	70	15	16	9,398	21	
SEPT	24	3	1	1	858	10	Waitlist 9/30/24
2024 YTD	28	30	10	7	8,705	11	Waitlist 11/1/24

### PERSONAL EMERGENCY RESPONSE SYSTEM (PERS) - Sole provider

	CLIENTS	REFERRAL	INTAKE	DC	UNITS	WAITLIST
2023 YE	1,050	351	401	309	1,050	0
SEPT	739	27	36	29	739	0
2024 YTD	1,035	296	350	284	5,971	0

### HOME DELIVERED MEALS (HDM) - Sole provider

	CLIENTS	REFERRAL	INTAKE	DC	UNITS	DONATIONS	WAITLIST
2023 YE	647	326	293	330	90,560	\$1,083.00	0
SEPT	295	20	14	13	6,298	\$150.00	0
2024 YTD	477	223	140	204	62,185	\$820.00	0

### IN HOME SUPPORTS (IHS) - Three providers

	CLIENTS	REFERRAL	INTAKE	DC	UNITS #1	UNITS #2	UNITS #3	WAITLIST	
2023 YE	474	387	115	69	23,629	6,782	2,727	28	
SEPT	312	26	14	7	1,688	471	558	13	Waitlist 9/30/24
2024 YTD	426	264	124	84	15,405	5,033	3,579	14	Waitlist 11/1/24

### SENIOR/VOLUNTEER TRANSPORTATION (VT) - Sole provider

	# RIDERS	# NEW	UNMET	BUS TRIPS	VT TRIPS	BUS COST	VT UNITS	VT COST	ADDL COSTS*	DONATIONS
2023 YE	914	81	5	1,759	2,111	\$82,563.00	92,729	\$60,274.00	\$11,707.00	\$648.00
SEPT	66	5	0	181	126	\$8,893	5,572	\$3,733.24	\$231.26	\$25.00
2024 YTD	627	62	7	1,704	1460	\$88,038.00	60,945	\$40,833.15	\$1,687.40	\$149.00

#### 2023 YE:

Clients = January 2023 Starting # + Total 2023 Intake

Riders = Total # Riders at YE

#### 2024 YTD:

Clients = January 2024 Starting # + Total 2024 Intake

Riders = Total Monthly 2024 Riders

#### SENIOR SERVICE METRICS KEY

**CLIENTS:** # of clients being served

**WAITLIST:** # of clients waiting for service

**REFERRAL:** # of clients requesting service

**INTAKE:** # of clients being connected to service

**DC:** Discharged - # of clients being discharged from service

**VT:** Volunteer Driver

**UNITS:** Unit of measurement varies per service (see below)

**ADC** - # of ADC hours provided to clients

**PERS** - # of PERS units in service

**HDM** - # of HDM meals delivered

**IHS** - # of IHS hours provided to clients

**VT** - # of VT miles driven

**Expenditure Status Report**

Allegan County  
 1/1/2024 through 9/30/2024

**298 SENIOR SERVICES FUND**

<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
298-672.000 SENIOR SERVICES						
298-672.000 SENIOR SERVICES						
298-672.000-701.000 TOTAL COMP	0.00	0.00	0.00	0.00	0.00	0.00
298-672.000-703.000 SALARIES & WAGES - FULL TIME	168,156.00	126,790.82	126,790.82	0.00	41,365.18	75.40
298-672.000-705.010 SALARIES & WAGES - Comp Time Payout	0.00	0.00	0.00	0.00	0.00	0.00
298-672.000-706.000 SALARIES & WAGES - PER DIEM	3,691.00	3,729.18	3,729.18	0.00	-38.18	101.03
298-672.000-708.000 SALARIES & WAGES - TEMPORARY	0.00	0.00	0.00	0.00	0.00	0.00
298-672.000-710.000 OTHER COMPENSATION	0.00	0.00	0.00	0.00	0.00	0.00
298-672.000-710.010 STIPEND	0.00	168.00	168.00	0.00	-168.00	0.00
298-672.000-710.030 OPT OUT	1,495.00	0.00	0.00	0.00	1,495.00	0.00
298-672.000-715.010 FICA TAXES	12,995.00	9,784.22	9,784.22	0.00	3,210.78	75.29
298-672.000-716.000 HEALTH INSURANCE	68,152.00	38,637.71	38,637.71	0.00	29,514.29	56.69
298-672.000-717.000 DENTAL INSURANCE - EMPLOYER	0.00	0.00	0.00	0.00	0.00	0.00
298-672.000-718.000 RETIREMENT DEFINED CONTRIBUTION	11,860.00	8,875.43	8,875.43	0.00	2,984.57	74.83
298-672.000-718.045 457 RETIREMENT FUND	0.00	0.00	0.00	0.00	0.00	0.00
298-672.000-721.000 LONGEVITY	1,269.00	0.00	0.00	0.00	1,269.00	0.00
298-672.000-722.000 LIFE INSURANCE	179.00	118.86	118.86	0.00	60.14	66.40
298-672.000-724.000 WORKERS COMPENSATION INS.	135.00	101.31	101.31	0.00	33.69	75.04
298-672.000-725.000 DISABILITY INSURANCE	1,192.00	704.18	704.18	0.00	487.82	59.08
298-672.000-727.000 OFFICE SUPPLIES	1,000.00	340.39	340.39	0.00	659.61	34.04
298-672.000-730.000 POSTAGE	700.00	601.72	601.72	0.00	98.28	85.96
298-672.000-818.000 CONTRACTUAL SERVICES	20,000.00	15,960.47	15,960.47	0.00	4,039.53	79.80
298-672.000-818.010 CONTRACTUAL SERVICES	0.00	3,244.50	3,244.50	0.00	-3,244.50	0.00
298-672.000-818.020 CONTRACTUAL - Adult Daycare	125,000.00	78,991.64	78,991.64	0.00	46,008.36	63.19
298-672.000-818.030 CONTRACTUAL - Home Del Meals	760,000.00	650,201.25	650,201.25	0.00	109,798.75	85.55
298-672.000-818.040 CONTRACTUAL - In Home Support	1,535,000.00	829,285.80	829,285.80	0.00	705,714.20	54.03
298-672.000-818.050 CONTRACTUAL - Pers Emerg Response System	210,000.00	119,200.00	119,200.00	0.00	90,800.00	56.76
298-672.000-818.060 CONTRACTUAL - Transportation	228,000.00	139,173.88	139,173.88	0.00	88,826.12	61.04
298-672.000-861.000 TRAVEL EXPENSES	2,660.00	0.00	0.00	0.00	2,660.00	0.00
298-672.000-861.010 TRAVEL - ROOM/BOARD	3,580.00	0.00	0.00	0.00	3,580.00	0.00
298-672.000-861.020 TRAVEL - MILEAGE/FUEL	3,370.00	0.00	0.00	0.00	3,370.00	0.00

**Expenditure Status Report**

Allegan County  
 1/1/2024 through 9/30/2024

**298 SENIOR SERVICES FUND**

<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
298-672.000-861.030 TRAVEL - CONF/REGISTRATION/TRAINING	2,870.00	0.00	0.00	0.00	2,870.00	0.00
298-672.000-900.000 PRINTING & BINDING	1,000.00	848.30	848.30	0.00	151.70	84.83
298-672.000-901.000 ADVERTISING	100,000.00	22,871.99	22,871.99	0.00	77,128.01	22.87
298-672.000-920.000 PUBLIC UTILITIES	0.00	0.00	0.00	0.00	0.00	0.00
298-672.000-934.000 OFFICE EQUIP. REPAIRS & MAINT.	0.00	0.00	0.00	0.00	0.00	0.00
298-672.000-955.000 LOW VALUE EQUIPMENT	1,500.00	0.00	0.00	0.00	1,500.00	0.00
298-672.000-956.000 MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00	0.00
298-672.000-956.010 MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00	0.00
298-672.000-958.000 MEMBERSHIPS & SUBSCRIPTIONS	500.00	150.00	150.00	0.00	350.00	30.00
298-672.000-960.000 INDIRECT EXP	66,510.00	74,884.50	74,884.50	0.00	-8,374.50	112.59
298-672.000-961.000 LIABILITY INSURANCE	0.00	0.00	0.00	0.00	0.00	0.00
298-672.000-964.000 REFUNDS AND REBATES	0.00	-13.65	-13.65	0.00	13.65	0.00
298-672.000-986.000 COMPUTER SOFTWARE	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total SENIOR SERVICES FUND</b>	<b>3,330,814.00</b>	<b>2,124,650.50</b>	<b>2,124,650.50</b>	<b>0.00</b>	<b>1,206,163.50</b>	<b>63.79</b>
<b>Grand Total</b>	<b>3,330,814.00</b>	<b>2,124,650.50</b>	<b>2,124,650.50</b>	<b>0.00</b>	<b>1,206,163.50</b>	<b>63.79</b>

**2024 Marketing Plan - COA Marketing Budget Allocation (Approved by COA 3/20/24)**

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	
<b>SOCIAL MEDIA ADVERTISING</b>													
FB			\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$2,500.00
YouTube Ads			\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$1,800.00
<b>Total Social Media</b>													<b>\$4,300.00</b>
<b>DIGITAL DISPLAY ADS</b>													
Targeted Ads: Include Key Words and Display Ads			\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$5,000.00
<b>Total Digital Ads</b>													<b>\$5,000.00</b>
<b>RADIO</b>													
COOL 101 2 wks flights, 28 spots				\$500.00		\$500.00		\$500.00		\$500.00		\$500.00	\$2,500.00
WHTC 2 wks flights, 28 spots					\$500.00		\$500.00		\$500.00		\$500.00		\$2,000.00
<b>Total Radio</b>													<b>\$4,500.00</b>
<b>PRINT</b>													
Allegan News - 1/8 page, 4.93"x5", 2x per month, 26 total			\$191.67	\$191.67	\$191.67	\$191.67	\$191.67	\$191.67	\$191.67	\$191.67	\$191.67	\$191.67	\$2,300.00
Senior Preferences - 1/2 page, 7.375"x4.8125", yearly publication													\$1,425.00
<b>Total Print</b>													<b>\$3,725.00</b>
<b>VIDEO UPDATE</b>													
Video revisions and production													\$5,000.00
<b>DIRECT MAILER/POSTCARD</b>													
\$3,800 Printing \$800 List & Mailing Prep \$3,400 Postage (Estimated)													\$8,000.00
<b>GS Admin/Creative Monthly Fee</b>			\$825.00	\$825.00	\$825.00	\$825.00	\$825.00	\$825.00	\$825.00	\$825.00	\$825.00	\$825.00	\$8,250.00
<b>Total Media</b>													<b>\$30,525.00</b>
<b>Total APPROVED COA Advertising Budget for 2024</b>													<b>\$38,775.00</b>



# grateful for independence

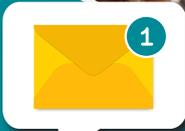
supporting seniors with care and compassion this season

Senior Services is committed to providing the necessary supports to allow the seniors of Allegan County to remain independent in the homes where they have lived and raised their families for as long as possible.



ALLEGAN COUNTY  
**Senior Services**

*Giving independence, dignity and quality of life through millage support*



**SIGN UP  
FOR OUR  
E-NEWSLETTER**

*Stay informed on all the news updates from Allegan County Senior Services!*



# Join our e-newsletter!

To sign up visit

[www.allegancounty.org/Seniors/eNews](http://www.allegancounty.org/Seniors/eNews)

or scan this with your phone



ALLEGAN COUNTY

**Senior Services**

*Giving independence, dignity and  
quality of life through millage support*

3255 122nd Avenue, Suite 200,  
Allegan, MI 49010

Adults, 60 years of age or older living independently within Allegan County may be eligible to receive services in accordance with their needs.

## **SERVICES AVAILABLE:**

Adult Day Services

Home Delivered Meals

Essential In-Home Supports

Personal Emergency Response Systems

Senior Transportation

If you or a family member are in need of support services please visit:

**[www.allegancounty.org/Referral](http://www.allegancounty.org/Referral)**

or call:

**(269) 673-3333**



COA MEETING	ACTION ITEM	ACTION TAKEN	DATE SENT TO ADMINISTRATION	ACTION TAKEN	STATUS
7/17/2024	Recommend adding November 20 to 2024 meeting calendar; Strategic Planning to occur in December	Approved	N/A	N/A	COMPLETE
6/26/2024	Recommend looking into AAAWM grant funding to expand caregiver resources & training for Allegan County	Approved	N/A	N/A	DEVELOPING
6/26/2024	COA Accepted Stuart Peet's resignation from COA and AAAWM Board of Directors Effective 6/26/24	Approved	7/25/2024	N/A	COMPLETE
6/26/2024	Recommend accepting the FY25 AAAWM Annual Implementation Plan as presented	Approved	6/26/2024	N/A	COMPLETE
6/26/2024	Recommend continuation of Generations contract amendment to cover transportation costs under COA	Declined	N/A	N/A	COMPLETE
6/26/2024	Recommend 6 month contract extension at current unit rate for Generations/Adult Day Services	Approved	N/A	N/A	COMPLETE
5/15/2024	Meeting Time Change to 9a - 11a; Revised on COA Calendar & County Website (public meeting notices)	Approved	N/A	N/A	COMPLETE
4/17/2024	Recommendation to grant exception to Adult Day Care contract so as not to require Generations to pay to transport participants via Allegan County Transportation. Valid thru contract of June 30, 2024.	Approved	N/A	N/A	COMPLETE
3/20/2024	Approved 2024 COA Marketing Budget Allocation	Approved	N/A	N/A	COMPLETE
2/21/2024	Recommend continuing marketing work with GreenStreet at Option 2 level (not to exceed \$10k)	Approved	N/A	N/A	COMPLETE
1/17/2024	Officers elected: Larry Ladenburger, Chair; Rich Butler, Vice Chair	Approved	N/A	N/A	COMPLETE