

Allegan County Commission on Aging



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Chairperson: Larry Ladenburger
Vice Chairperson: Alice Kelsey

COMMISSION ON AGING MEETING - Minutes

Wednesday, July 21, 2021

Human Services Building - Zimmerman Room

9:00 -11:00 am

COMMISSIONERS

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Dean Kapenga
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Vacant

STAFF
Sherry Owens
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Director

Havilah MacInnes
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Senior Services
Counselor

CALL TO ORDER: 9: 05 am by Chairperson Larry Ladenburger

ROLL CALL:

Present: Larry Ladenburger, Alice Kelsey, Stuart Peet, Natalie Van Houten, Rich Butler, Patricia Petersen, Sally Heavener

Others Present: Sherry Owens, Havilah MacInnes (Zoom)

Absent: Dean Kapenga, Rick Cain

APPROVAL OF MINUTES:

Moved by Pat Peterson, seconded by Stuart Peet to approve the June 2021 minutes. Motion carried by voice vote. Yeas: 7 votes. Nays: 0 votes.

PUBLIC PARTICIPATION: “Al” a citizen at large joined the meeting a 9:34 to observe

APPROVAL OF AGENDA:

Moved by Alice Kelsey, seconded by Pat Petersen to approve the July 21, 2021 agenda. Motion carried by voice vote. Yeas: 7 votes. Nays: 0 votes.

PRESENTATIONS: Laura Hosler, Greenstreet Marketing & Design presented options for the Logo and Tagline to provide the foundation for the marketing campaign

Sherry explained the selection process. After options are presented and questions are answered, each member gets three (3) dots for the Tagline and three (3) dots for the Logo. Dots are placed on each member’s top three selections. After the top three are selected, each member gets one (1) dot for tagline and one (1) for Logo to place on their choice. Most dots is the selected option. Consensus was reached on this process.

Point of order question: Sherry asks if the board would like to vote on the tag line first then move on to the Logos, or wait and vote on all at once? General consensus is the board would like to wait and vote on everything at the end of the presentation.

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”

Round Table Notes:

Butler: is it a focal point that *millage* support be included in this logo and tag-line since this is the funding for the services? Does the word *millage* need to be there to send the message that this is tax dollars the people are paying to support these services.

2nd question: Should we be keeping the words ‘millage support’ in the tag line somewhere? This would help gain voter support by showing the public these are the services your tax dollars support. Alice states we should wait until the end to see which are the top tag lines identified then have this discussion if need be.

Heavener: Does the millage support BOTH seniors and veterans? Sherry answers that the two departments were merged due to the aging population of the veterans and assistance provided from both departments. The title of the service area is Senior and Veteran Services but each of them have their own brochures, etc. but the letterhead and formal name is combined.

2nd Question: Is the logo being paid for through the senior millage dollars? Confusion as to why senior millage is paying since veteran’s assistance is a separate service. Sherry responds that yes, senior millage dollars are paying but the name of the county department is ‘Senior and Veteran Services’ and must be used on all letter head and other documents and logo advertisements.

3rd Question: the money part of the two services is separate? Larry and Sherry both clarify that yes, these are both very separate in terms of accounting and financials.

Ladenburger: we can’t take the goose away from the logo since we are a department of the county.

Peterson: In her experience seniors are too proud to accept any assistance although really having a need. People who were reluctant to accept services generally became more receptive once they realized their tax dollars helped pay for the supports they were needing.

Van Houten:

Natalie feels that the term ‘veteran’ should be left out of the tag line since these are two separate services and specifically she feels the veterans have a lot more being offered to them than non-veteran seniors. The term veteran should be kept out of the tag line itself as identified in option 15, and additionally we should not use the phrase ‘golden years’ in the tag line because these are not ‘golden’ for everyone because those seeking services are dealing with some form of malady.

Voting process completed:

Moved by Patricia Petersen, seconded by Natalie Van Houten to accept Tagline option #3 (Giving independence, dignity, and quality of life through millage support) and Logo option #4 (tree) as presented. Motion carried by voice vote. Yeas: 7 Nays: 0

ADMINISTRATIVE REPORTS:

-Director’s Report (Attachment B)

Sherry presented the following highlights:

Strategic Goal #1 – Develop RFP for In-Home Supports to add a third provider: Paragon was approved by the BOC to be the third provider for In-Home supports. Sherry and Havilah will conduct an orientation on 7/28 and should have them operational by the first

week in August. This will allow clients to move into services faster because staffing is the challenge and additional available staff will mean that eligible clients will be moved into services faster. She asked members to consider if this fulfills the contingency plan for this service. If so, later in the agenda is an action item to select the next service to review.

Alice asks if Sherry has recommendation regarding which service we should move forward with next. Sherry points out that the most vulnerable are home delivered meals and adult daycare.

Strategic Goal #2 – Pre-Plan Millage Renewal

- Contingency plan for each service (see above)
 - Spend Down Fund Balance: Transportation update with regard to Commissioner Kapenga’s question in June. How much have we spent on COVID trips and COVID support this year? Sherry explains that initially there was a discussion to request \$100,000 to support COVID transportation. The decision was made to use current budget and request more if necessary. Answer: February through May, \$2,305.66 was spent on 76 trips and in June we spent \$247-on 8 trips bringing the total spent on COVID transportation support to \$2,552.88 on 84 trips.
- Increase awareness and outreach: The marketing campaign is underway with today’s selection of Logo and Tagline. Sherry reminded both the COA and Laura that the BOC would like to see all marketing products prior to any release. She will send this update to them after the meeting. Laura and Sherry will meet virtually next week to discuss next steps.
- Senior Day at the Fair will be the first face to face opportunity for outreach to our senior residents since 2019. The event is September 14, 2021 on the hilltop of the fairgrounds.

-Financial Reports (**Attachment C**)

Sherry reviewed both financial reports and explained that service levels continue to increase each month.

-Outreach Report (**Attachment D**)

Havilah explained the current situation with regard to the bottleneck for intake into services due to staffing challenges and the need-based prioritization tools that was incorporated into the eligibility requirements. In home supports have some issues with clients who are not happy with regard to dropping down to home making service from personal care level due to lack of personal care in the tasks. One in particular is extremely upset and has been calling multiple offices to try to reverse the decision although the non-compliance has been very consistent and well documented over the past 6 months. It’s important to provide the services to the most vulnerable and needy of the seniors and the provider staff are ensuring this equity in distribution of millage services.

ACTION ITEMS:

1. Area Agency on Aging Annual Implementation Plan.
Sherry reviewed the Executive Summary (Attachment E) in comparison to the AAAWM plan Summary (Attachment H) and explained how the accomplishments, goals and challenges outlined in the AIP summary all align with the past year in Allegan County. Examples include: Increased marketing, COVID related support, direct care worker staffing challenges, etc.) She went on to review the additional funding for services provided by AAAWM to Allegan County residents in addition to millage services (\$2,909,522).

There were no questions.

Motion to recommend the Board of Commissioners approve the Annual Implementation Plan for the Area Agency on Aging of Western Michigan as presented.

Moved by Pat Peterson, seconded by Stuart Peet. Motion carried by voice vote.
Yeas: 7 Nays: 0

2. Selection of next service to review and develop a contingency plan.
Sherry reminded the group that part of the process (as discussed during the Strategic Planning day) was to review the P&P specific to the service, and the eligibility requirements in addition to developing a plan to continue the service should an unforeseen circumstance occur with the current provider.

Motion to select Home Delivered Meals as the next service to review and develop a contingency plan.

Moved by Pat Petersen, seconded by Rich Butler. Motion carried by voice vote.
Yeas: 7 Nays: 0

DISCUSSION ITEMS:

1. Logo/Tagline selection (moved to presentation)

NOTICE OF APPOINTMENTS: 1 At Large seats vacant

(Alice is working with Rachel Brenner from Casco Township to fill this position with an interested party from that area).

SUBCOMMITTEE REPORTS:

AAAWM Board of Directors (Stuart) Next meeting will be in person
AAAWM Advisory Council (Natalie) provided a Legislative Advocacy information to email to the COA members
Outreach Sub-Committee

ADJOURNMENT:

Next Meeting – August 18, 2021 in the Zimmerman Room