



ALLEGAN COUNTY COMMISSION ON AGING

3255 122nd Avenue, Suite 200
Allegan, MI 49010
269.673.3333 – Office
877.673.5333 – Toll Free
269.673.0569 – Fax

<http://www.allegancounty.org>

COMMISSIONER
Dean Kapenga
616-218-2599
Hamilton

COMMISSION ON AGING MEETING – Minutes Wednesday, June 15, 2022 9:00 -11:00 am

ELECTED OFFICERS

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

Vice Chairperson
Alice Kelsey
(At-Large)
269-366-0431
Martin

SENIOR MEMBERS

Stuart Peet
269-672-9520
Shelbyville

Lou Phelps
269-870-3710
Plainwell

Natalie Van Houten
269-672-9359
Shelbyville

MEMBERS AT LARGE

Richard Butler
616 902-0046
Plainwell

Patricia Petersen
616-644-8059
Allegan

Sally Heavener
616-355-3494
Holland

STAFF

Sherry Owens
269-686-5144
Director

Havilah MacInnes
Extension 2495
Senior Services
Counselor

Ashley Dever
Extension 2498
Senior Services
Counselor

Katie Cole
Extension 2497
Administrative
Assistant

Zimmerman Room, Human Services Building
3255 122nd Avenue – Allegan, MI

Public Zoom Link:

<https://us02web.zoom.us/j/82375478232?pwd=NnNsUEhwZnhWVlFPNjAyNkRZNjkzZz09>

CALL TO ORDER: By Chairman Larry Ladenburger at 9:03am

PLEDGE OF ALLEGIANCE:

CONFIRMATION OF QUORUM:

ROLL CALL: Present: Dean Kapenga, Larry Ladenburger, Stuart Peet, Lou Phelps, Natalie Van Houten, Richard Butler, Patricia Petersen, Sally Heavener
Others: Sherry Owens, Havilah MacInnes, Katie Cole

ABSENT: Alice Kelsey

COMMUNICATIONS:

APPROVAL OF MINUTES: (Attachment A – May)

Moved by Dean Kapenga, supported by Sally Heavener.

Yays: 8 Nays: 0 Motion Carried

PUBLIC PARTICIPATION: None

APPROVAL OF AGENDA:

Moved by Sally Heavener, supported by Richard Butler.

Yays: 8 Nays: 0 Motion Carried

PRESENTATIONS:

Laura Hosler, Greenstreet Marketing (Attachment F)

Laura reports television ads were delivered 59,501 times within premium online content, no changes we will continue to monitor. Radio stations will rotate, next month will be the Holland Station. Allegan county news runs two ads per month and we have an ad in Senior Times. Billboards we still have one on Adams, after this month we can decide if we want to continue with this Billboard or put the dollars someplace else. Unfortunately

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”

there are no other Billboards available like Wolverine they have zero available they are booked for a year; some that are on those Billboards currently never move. Other options is Lamar Billboards, if we were to go with them we would only be able to do one or two for the rest of the year because of the expense. Regarding social media Laura did a different type of campaign to get more page likes. Page likes from last month to this month up from 339 to 354.

Richard asked, if we are able to put our Millage renewal information on Facebook?

Sherry replied, not the renewal specifically. However, Facebook posts can remind them to vote, and offer them a ride to the polls.

Laura asked, do we continue with Billboards?

Sally asked, if we've got much exposure from Billboards.

Laura responded, this is not being reflected by marketing report and there are several avenues that drivers might overlook the Billboards.

Richard asked, should we repurpose the funds for the Billboards?

Laura explained, replacing the Billboards and using those funds for commercials and televised ads. Billboards has been up since February, digital campaign gives us a better ability to monitor efficiency.

Motion to take funds allocated for Billboards and reapply to digital advertisement.

Moved by Richard Butler, supported by Dean Kapenga

Pat asked, if the cost of the digital advertising is equal to the Billboards?

Laura said yes it may actually come through as less.

Motion already on table, Yays: 8 Nays: 0 motion carried.

Jennifer Lemkuil, Alliance Home Health Care

Jennifer stated on June 1st 2022 Alliance Home Health Care was acquired by Health at Home, it also inherited the existing agreement Alliance has with the Allegan County. Health at Home is a National Leader in home care and is located in eleven states. Health at Home services over 60,000 clients and employee over 45,000 caregivers. Jennifer made the very hard decision to sell, but knew Health at Home was the right choice. She feels that Health at Home will take care of our current clients as well as future clients and employees. They are looking to expand their services through the Medicaid weaver program. The local leadership will stay the same, Jennifer will continue working for Health at Home.

Larry asked, Jennifer what will your new title be?

Jennifer replied, I will be the Director of Operations for the state of Michigan.

Stuart asked, do you foresee this new company maintaining the current employees?

Jennifer answered, yes not only retaining the current employees but one thing this new company has is information technology. Health and Home information technology has a whole program on the recruiting side. We will start utilizing their recruiting system and will be able to hire more employees.

Jennifer talked about the skills fair happening today and tomorrow, please stop down and check it out.

Sally asked, if we continue to use the new company will this increase our new cost? Jennifer answered, no it shouldn't increase your cost at all, the way my NPI number works, which is for billing number is staying the same; nothing will change with the current contract.

Sherry replied, this means our next RFP which is a little later this year it will be the new company name.

Sheri Harris, Area Agency on Aging Plan (Attachment E)

Sheri gave a report on Area Agency on Aging of Western Michigan. The mission of the Area Agency on Aging of Western Michigan (AAAWM) is to provide older adults and persons living with a disability an array of services designed to promote independence and dignity in their homes and their communities. The Planning Service Area (PSA) of the Area Agency on Aging of Western Michigan (region 8) is made up of the following nine counties; Allegan, Ionia, Kent, Lake, Mason, Mecosta, Montcalm, Newago and Osceola. Area Agency on Aging of Western Michigan has secured a three year accreditation through the National Committee for Quality Assurance (NCQA) for its MI Choice case management services effective December 2021. The organization will maintain its accreditation, review NCQA requirements ongoing, establish and meet measured outcomes in MI Choice, participate in ongoing NCQA training and pursue the renewal of its accreditation in December 2024. Ongoing initiatives that strive to improve the quality of life of older adults within the public service area include, Dementia Friends, Essential Needs Task Force, Refugee Services for Older Adult Refugees, Network for Hoarding Professionals, and the Caregiver Resource Network. We are the source for seniors. Aging looks different for everyone; as a leader of older adult service development, we pride ourselves on offering a wide range of resources to meet individuals where they are or at whatever chapter of life they are in through their aging journey.

Larry asked, how much money does Allegan need to participate in? Sheri said she doesn't know but will find out and get back to Sherry.

Lou asked if there was an age limit for people with disabilities. Sheri said she will look into it, but thinks it's 18 and over.

Sheri said the answers that she wasn't able to properly answer, she will find the answers and get them to Sherry Owens.

ADMINISTRATIVE REPORTS:

-Director's Report (Attachment B)

Goal #1- Continue with Marketing Plan

Things are going well with the Marketing Plan

Goal #2- Stabilize In-Home Supports

- Increase unit rate to \$35.00 effective January 1st, 2022. **COMPLETE**
- Identify and remove barriers to increasing the number of agencies that submit RFPs for' this millage service, this group participated in the 5 Why exercise and the tasks that resulted were as follows:
- Divide the County into service areas (to include map) and allow potential vendors to select the areas (and potentially different unit rates) as part of the RFP process
- Review the RFP documents to determine if it needs to be further simplified
- Develop an on-line survey and send the link to agencies from last RFP and any others identified at Boomer Bash that asks:
- If they have ever considered bidding on Millage Services (if not, why not?)
- Unit rate that agency would consider for contracting services
- Asking other COA's (MDSA) **UNDER DEVELOPMENT**
- Clearly communicate service criteria. **COMPLETE**

Goal #3- Earmark Fund Balance to offset planned increase in services

COMPLETE MONITORING

- Assess impact to current Fund Balance from:
 - Increase in unit rate in HDM as part of the contract extensions
 - Marketing Campaign
 - Increase the unit rate in In-Home Supports

Goal #4- Continue 2021 goal for contingency plans (ADC, PERS,

Transportation and revisit In-Home Supports)

- IRS has increased the millage reimbursement from \$.585 to \$.625 starting July 1st 2022.

Goal #5- Explore Friendly Visitor Program, Miles for Memories and similar programs as future projects.

NOTHING NEW TO ADD

-Financial Reports (Attachment C)

Sherry gives an update on how the new Financial Reports will look.

Sally asked about the post cards and when the next round will be going out?

Sherry replied two rounds have gone out next round to go out soon.

-Outreach Report (Attachment D)

Havilah gave report that our waitlist for In-Home Supports as of this morning was down to 23.

ACTION ITEMS:

1. Recommend BOC approval of Area Agency on Aging of Western Michigan (AAAWM) Multiyear plan (**Attachment E**)

Sample Motion: Recommend the Board of Commissioners approve the Area Agency on Aging of Western Michigan Multi-year Plan 2023 – 2025 as presented.

Moved as presented by Stuart Peet, supported by Richard Butler
Roll call vote. Yays: 8 Nay 0

DISCUSSION ITEMS:

1. Boomer Bash review
Sherry was very happy with the turn out, and all the providers getting to know each other. There was approximately 29 seniors who participated, these seniors had extra time to speak with the providers. We were able to have more time to spend getting to know everyone and give them extra time that we have not had in previous years.
2. **Information flow discussion (Attachment F)**
Sherry provided information on the process for questions not captured in regular meeting minutes. This policy aligns with the Board of Commissioner process. Any questions should be communicated to the director, who will complete the following actions:
 - Research your question and develop a response
 - Email your response at the earliest convenience
 - Communicate your question (and the answer) appropriately as outlined in the polices
 - Include your inquiry and a detailed response in the next Director's Report so that all members have the same information

In the event that the Director was not part of the discussion that resulted in an inquiry staff will provide the following support:

- Notify Direction of the question
- Work with Director to complete the steps above

3. **Challenges facing the Volunteer Driver Program**

Sherry presented the concerns that were raised by a volunteer driver and explained the recent IRS mileage reimbursement increases that take affect 7/2/22.

She also asked if anyone knows anyone wanting to volunteer for our Volunteer Drive Program, please let them know to call Tammy Chapin at (269) 686-6154.

4. **Release of RFP for In-Home Supports (Attachment G)**

Sherry speaks regarding adding new providers, with our new rate we should have a competitive rate that may help attract new providers.

We currently have two (2) providers, both under contract extension with a unit rate of \$35.00; Alliance extension ends 12/31/2022 and Atrio signed a two (2) year contract ends the end of 2023.

Sherry's recommendation is to release the RFP for In-Home Supports prior to the end of July 2022 with the following information:

Unit Rates: Given anticipated economic uncertainty over the next few years and past challenges with holding service providers to the agreed upon unit rates, it is recommended that unit rates starting in 2024 be increased from the 2023 unit rate of \$35 based on a specific inflation/Consumer Price Index (CPI) calculation, probably the one published annually by the State of Michigan Treasury (<https://www.michigan.gov/treasury/local/stc/bulletin/archive/stc/inflation-rate-multipliers>).

2. **Current providers:**

- **Alliance/Health at Home:** Since Health at Home acquired Alliance through a merger/acquisition, it also inherited the existing agreement Alliance had with the County through the contract assignment clause in the Alliance agreement and would therefore, be expected to continue to provide the services in a manner consistent with this agreement through the end of 2022. Health at Home will be approached about amending the current agreement to acknowledge the change in ownership and see if they are willing to agree to continue providing services in 2023 at a unit rate of \$35, and agree to the proposed inflation/CPI unit rate increase calculations for 2024 and 2025.

- **Atrio:** Since the current agreement with Atrio runs through 12/31/23 at the \$35 unit rate, no immediate action is needed. Assuming the amendment with Health at Home is successfully negotiated, Atrio will be approached about amending their agreement to Attachment G, pg 3 of 3 extend it through 2025 using the same proposed inflation/CPI unit rate increase calculations in both 2024 and 2025 as well.

3. **Additional Providers:** To determine if there are any additional agencies that can provide In-home supports services to clients in Allegan County, an RFP can be released before the end of July and if any additional service providers respond with sufficient qualifications and demonstrated capability, then additional agreements may be negotiated with services to begin as soon as possible, likely sometime this fall. If successful, this would increase the pool of service providers and reduce the current wait list

SAMPLE MOTION: Move to release an RFP for In-Home Supports as soon as conveniently possible that includes:

- Contract dates of 1/1/2023 through 12/31/2025
- Map of designated service areas for potential bidders to select to provide service
- Vendor disclosure on currently available staff for selected areas
- Fixed unit rate of \$35 for 2023 and adjusted in 2024 and 2025 based on Consumer Price Index
- Dates of new contracts as presented 6/15/2022

Moved to action by Dean Kapenga to approve as presented, supported by Pat Peterson

Roll call vote. Yays: 8 Nay 0

Sherry asked for volunteers for a proposal review committee, Sherry will be part of the committee and needs volunteers. Natalie VanHouten and Richard Butler volunteered.

NOTICE OF APPOINTMENTS: None

FUTURE AGENDA ITEMS: None

SUBCOMMITTEE REPORTS:

AAAWM Board of Directors- No meeting to report

AAAWM Advisory Council- No update

Millage Renewal Committee-

Rich Butler spoke regarding the upcoming Senior Millage. Rich asked for COA members to volunteer based by their geographic locations, and to participate on getting the word out.

ROUND TABLE (COA MEMBER TIME): None

ADJOURNMENT:

Moved to action by Dean Kapenga, supported by Pat Peterson

Yays: 8 Nay 0

Next Meeting – July 20, 2022, 9–11 am Zimmerman Room