

# 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: Alice Kelsey**

## COMMISSION ON AGING - MINUTES

**Wednesday, September 20, 2023**

10am– 12pm

Zimmerman Room, Human Services Building  
3255 122<sup>nd</sup> Avenue, Suite 200 – Allegan, MI

### **Public Zoom Link:**

<https://us02web.zoom.us/j/82375478232?pwd=NnNsUEhwZnhWVlFpNjAvNkRZbGZkZz09>

#### COMMISSIONER

**Dean Kapenga**  
616-218-2599  
Hamilton

#### Chairperson

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

#### Vice Chairperson

**Alice Kelsey**  
(At-Large Representative)  
269-366-0431  
Martin

#### SENIOR

#### MEMBERS

**Stuart Peet**  
269-672-9520  
Shelbyville

**Lue Phelps**  
269-870-3710  
Plainwell

**Mary Campbell**  
610-316-3550  
Pullman

**Richard Butler**  
616 902-0046  
Plainwell

**Patricia Petersen**  
616-644-8059  
Allegan

**Sally Heavener**  
616-355-3494  
Holland

#### STAFF

**Jen Garcia**  
269-686-5144  
Director

**Ashley Dever**  
269-673-3333 x 2498  
Senior Services  
Counselor

**Katie Cole**  
269-673-3333 x 2495  
Senior Services  
Counselor

**Maria Hawk**  
269-673-3333 x2497  
Administrative  
Assistant

**CALL TO ORDER:** Meeting called to order at 10:07 am by Larry Ladenburger

**PLEDGE OF ALLEGIANCE:**

**CONFIRMATION OF QUORUM**

**ROLL CALL:**

**PRESENT:** Larry Ladenburger, Rich Butler, Alice Kelsey, Lue Phelps, Sally Heavener, Stuart Peet, Dean Kapenga, Mary Campbell, Pat Petersen

**ABSENT:**

**OTHER:** Dan Wedge, Jen Garcia, Maria Hawk, Jo Verbeek

**COMMUNICATIONS:** None

**APPROVAL OF MINUTES:** Moved by Alice Kelsey, seconded by Sally Heavener. All in favor. Motion carried.

**PUBLIC PARTICIPATION:** None

**APPROVAL OF AGENDA:** Moved by Dean Kapenga, seconded by Alice Kelsey. All in favor. Motion carried.

**PRESENTATIONS:** None

**ADMINISTRATIVE REPORTS:**

**-Director's Report (Attachment B)**

- Important upcoming dates:
  - Senior Service Provider training is scheduled for October 20
  - Allegan County Veteran Stand Down is scheduled for October 12 at the First Baptist Church of Allegan; 10:00 am – 2:00 pm

### **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”

- Goal #2 Marketing Efforts:
  - Sally requested a timeline or schedule of email news being sent out
  - Rich would like to know how senior information is being collected and protected in our central ServTracker database
- Goal #3 Complete ongoing review of Service Contingency Plans:
  - Sally asked about Transportation's contingency plan, as project management is working on it with Allegan County Community Action.
  - Sally also asked about the three In-Home Supports provider contracts that are set to expire 12/31/23. She inquired on the timeline for contract renewal to verify we had sufficient time to execute. Dan Wedge reported that the project management team was working on a plan to likely extend the three contracts for a 1-2 year service agreement; updates will be provided at the October meeting.

**-Financial Reports (Attachment C)**

- Rich would like to amend the financial report by identifying provider names within the service category

**-COA Calendar (Attachment D)**

- Sally would like to know if the COA will hold meetings in November and December
  - Larry mentioned he would like to discuss with Jen Garcia first and suggested the board discuss at the next meeting

**-Marketing Report (Attachment E)**

- Laura from Greenstreet provided a draft of the postcard mailer
  - The link and QR code for the e-newsletter sign up is featured on the postcard

**DISCUSSION ITEMS:**

- Senior Day at the Fair pancake breakfast could resume next year if interested
  - There was a discrepancy with proper food licensure this year.
  - Consider dietary restrictions for next year, low sugar, low sodium options.
- Attendance for Senior Day was right around 200 seniors
- Pat Petersen voiced her desire for a senior center in Allegan County
  - Dean Kapenga suggested the topic needs to have discussion at a future meeting to determine if there is COA member consensus.

**NOTICE OF APPOINTMENTS:** There is an open seat on the AAAWM Advisory Council

**SUBCOMMITTEE REPORTS:**

AAAWM Board of Directors: No update

AAAWM Advisory Council: Jo Verbeek from AAAWM was present to give an update.

**ADJOURNMENT:** Alice Kelsey moved to adjourn; Lue Phelps supported. All in favor.  
Meeting adjourned at 11:41 am.

Next Meeting: October 18, 2023 10:00 am-12:00 pm Zimmerman Room



# ALLEGAN COUNTY COMMISSION ON AGING

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## COMMISSION ON AGING MEETING - AGENDA

Wednesday, September 20, 2023

10:00 am - 12:00 pm

Zimmerman Room, Human Services Building

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Public Zoom Link:

<https://us02web.zoom.us/j/82375478232?pwd=NnNsUEhwZnhWVlFPNjA5NkRZNjkzZz09>

### CALL TO ORDER:

### PLEDGE OF ALLEGIANCE:

### CONFIRMATION OF QUORUM

### ROLL CALL:

### COMMUNICATIONS:

### APPROVAL OF MINUTES: (Attachment A - AUGUST)

### PUBLIC PARTICIPATION:

### APPROVAL OF AGENDA:

### PRESENTATIONS: Laura Hosler, Greenstreet Marketing (Attachment E)

### ADMINISTRATIVE REPORTS:

-Director's Report (Attachment B)

-Financial Reports (Attachment C)

-COA Calendar: No changes (Attachment D)

### ACTION ITEMS:

No action items

### DISCUSSION ITEMS:

-COA Roadshow Presentation by Patricia Peterson

-Senior Day at the Fair

-Veteran Stand Down

### NOTICE OF APPOINTMENTS:

### FUTURE AGENDA ITEMS:

### SUBCOMMITTEE REPORTS:

AAAWM Board of Directors – Stuart Peet

AAAWM Advisory Council – VACANT

### ROUND TABLE (COA MEMBER TIME):

### ADJOURNMENT:

Next meeting: October 18, 2023 - 10 am to 12 pm in the Zimmerman Room

### 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”

# ATTACHMENT B DIRECTOR'S REPORT

## Commission on Aging Director's Report September 2023

Hello COA Members,

It is my pleasure to be working with you as the new Director of Senior and Veteran Services! I enjoyed meeting most of you at the August meeting prior to my onboarding at Allegan County. My first day with Senior and Veteran Services was August 28 and I'm eager to help the COA achieve their 2023 strategic goals. Together, I feel we can better serve our senior residents, enhance the quality of services we provide through millage support, and improve the overall quality of life for our aging community.

Senior Day at the Fair is happening Tuesday, September 12 from 8:00a – 11:00a at the Allegan County Fairgrounds. Ashley and Katie on our Senior Services team have done an incredible job planning for the day's events. We did have one shift in planning related to our breakfast service; Unfortunately, due to circumstances beyond our control the Fair notified us the week of 8/28 that we must shift to offering a continental breakfast to our guests. Correct food licensing must be in place and held by the Fairgrounds for future events, something we will work through for Senior Day at the Fair in 2024.

The Big Red Quilters Guild (BRQG) provided an update on a donation they are working on for this Christmas 2023. Included in the attachments is an update with a photo of the hand quilted placemats the group is working on for our Home Delivered Meal (HDM) clients.

### **Below is a recap of progress on your STRATEGIC PLANNING GOALS for 2023:**

#### **Goal #1: Develop a calendar of COA commitments and timelines.**

- 2023 COA Calendar (**Attachment D**) **COMPLETE**
- Action Items Log (**Attachment E**) **COMPLETE**
- Improve process with Board of Commissioners/Administration

#### **Goal #2: Continue marketing efforts.**

- Implement Greenstreet's suggestions for 2023 budget **ONGOING**
  - Marketing plan approved 2/15
  - Social media posts are now managed by Maria Hawk with favorable response
- Develop a Newsletter process
  - At the June meeting, you voted to table the Newsletter project and revisit again during the Strategic Planning process in January. In the interim, email blasts (starting with the Senior Day at the Fair) will be sent periodically to all email addresses collected in the database that was created. **COMPLETE**
- Develop COA "Road Show" that includes "Cost savings" associated with services **COMPLETE**

## ATTACHMENT B DIRECTOR'S REPORT

### Goal #3: Complete on-going review of all Service's contingency plans.

- Services: To date, the following contingency plans have been established and the appropriate Appendix has been reviewed and revised as appropriate:
  - Home Delivered Meals (Service Agreement with Meals on Wheels)
  - In Home Supports (increased provider pool by one additional provider to expand capacity)
  - Transportation (Service Agreement in progress with Community Action)
    - **NOTE:** Sherry reached out to Valdis in Project Management who assured her he is working on this; however, it may not be ready until mid 3<sup>rd</sup> quarter due to time constraints.
- The remaining two services (PERS and Adult Day Care) still need to be reviewed and options identified for your consideration.
  - Connect America has multiple facilities located across the US and Canada. I recommend that Tom to come and speak about what their contingency plan is to inquire if it is sufficient to meet your needs or perhaps he could offer another solution.
  - Adult Day Care is a very specific service, provided to what are arguably our most vulnerable clients. Travel distance, and the ability to absorb 15+ older adults with high level of need into one existing program will be a challenge.
    - Katie Cole and I visited the Adult Day Care facility and toured with Melissa Sanders to see how staff and clients interacted in the Generations program and better understand their program and activities.

### Other items that will be completed this year as a result of the survey and Strategic Planning:

- COA training on the entire service process from the Referral to the very first day of service **COMPLETE**
- Review and development of a plan for the Fund Balance **COMPLETE**

### STRATEGIC AREA OF FOCUS- CUSTOMER SERVICE:

- Our Administrative Support Specialist, Maria Hawk, has agreed to extend her employment with Senior & Veteran Services, working Tuesday-Thursday only, until a replacement has been hired. The timeline for recruitment, interviews and onboarding is looking to be early/mid October before we have a replacement in place. We have a strong pool of candidates to consider and our team has provided feedback on what they want and need in the next Administrative Support Specialist.
- We have a coverage plan in place through September for front desk and phone coverage, shared amongst the Senior & Veteran Services team, in addition to MSU Extension staff assistance as contingency backup if needed.

### STRATEGIC AREA OF FOCUS- FINANCIAL:

- Attached you will find the monthly financial documents at **Attachment C**.

### STRATEGIC AREA OF FOCUS – PROCESS & INNOVATION:

## ATTACHMENT B DIRECTOR'S REPORT

### **STRATEGIC AREA OF FOCUS- ENGAGEMENT:**

- Request to visit CAAC to observe the HDM delivery process
- Sherry connected with Valdis in Project Management regarding the In-Home Supports contract which ends 12/31/23. They both agreed since we now have three vendors, and since the only company that answered the last RFP was HomeJoy (who is now the 3<sup>rd</sup> vendor), it seems appropriate to extend the current contract until 12/31/24. This keeps the current vendors under contract at the current unit rate (unless they make a formal request), and allows the new Director to settle in and get to know the providers, etc. before having to jump right in to an RFP.

### **Member Inquiry:**

None this month.

I look forward to seeing you all soon!

Warm Regards,

*Jen*

## ATTACHMENT B DIRECTOR'S REPORT

9/8/23

Hi Ashley,

It's been a while but I wanted to give you an update regarding creating quilted placemats to support your CAAC home delivered meals service. Our Big Red Quilters Guild (BRQG) members and Pressing Matters Quilt Shoppe patrons have been busy sewing! We have created 221 colorful placemats to date. Placemats are all 100% cotton and washable; hence, they can be used many times by your clientele.

We are well on the way to your goal of 350-360 placemats and expect that they will be ready to deliver to you no later than early December. If your numbers have grown, let me know!  
As a teaser, I have included a picture of some of the placemats.

Regards,






Barb Sucher, BRQG VP





# ATTACHMENT C - FINANCIAL REPORT- through **JULY 31, 2023** (SEP Meeting)

## SERVICES AT A GLANCE

ADULT DAY CARE			HOME DELIVERED MEALS			IN HOME SUPPORTS			PERSONAL EMERGENCY RESPONSE			SENIOR TRANSPORTATION			
															
TOTAL BUDGET 2023: \$81,508			TOTAL BUDGET 2023: \$691,595			TOTAL BUDGET 2023: \$1,433,760			TOTAL BUDGET 2023: \$190,679			TOTAL BUDGET 2023: \$190,679			
PERCENT OF TOTAL BUDGET: 3%			PERCENT OF TOTAL BUDGET: 23%			PERCENT OF TOTAL BUDGET: 48%			PERCENT OF TOTAL BUDGET: 6%			PERCENT OF TOTAL BUDGET: 6%			
UNIT RATE: \$10.25			TOTAL UNIT RATE: \$10.49			UNIT RATE: \$35.00			UNIT RATE: \$20.00			VT UNIT RATE: \$.65			
BUDGET THROUGH CURRENT MONTH			BUDGET THROUGH CURRENT MONTH			BUDGET THROUGH CURRENT MONTH			BUDGET THROUGH CURRENT MONTH			BUDGET THROUGH CURRENT MONTH			
BUDGETED	ACTUAL COST	VARIANCE	BUDGETED	ACTUAL COST	VARIANCE	BUDGETED	ACTUAL COST	VARIANCE	BUDGETED	ACTUAL COST	VARIANCE	BUDGETED	ACTUAL COST	VARIANCE	
\$47,546	\$40,318	\$7,228	\$403,430	\$499,594	(\$96,164)	\$836,360	\$597,727	\$238,634	\$111,229	\$58,737	\$52,492	\$108,140	\$89,914	\$18,226	
UNITS (1 UNIT = 1 HOUR OF CARE)			UNITS (1 UNIT = 1 MEAL)			UNITS (1 UNIT = 1 HOUR OF CARE)			UNITS (1 UNIT = 1 DEVICE)			ADDITIONAL TRANSPORTATION COSTS			
4,639	12,128	(7,490)	38,459	52,698	(14,239)	23,896	111,125	(87,229)	5,561	4,171	1,390	THIS MONTH		YTD	
												\$179	SOFTWARE COST	\$1,253	
												\$2,083	SPECIAL TRANSPORTATION	\$14,581	
MONTHLY PERFORMANCE			MONTHLY PERFORMANCE			MONTHLY PERFORMANCE			MONTHLY PERFORMANCE			VOLUNTEER TRANSPORTATION			
TARGET	ACTUAL COST	VARIANCE	TARGET	ACTUAL COST	VARIANCE	TARGET	ACTUAL COST	VARIANCE	TARGET	ACTUAL COST	VARIANCE	THIS MONTH		YTD	
\$6,792	\$7,275	(\$483)	\$57,633	\$76,698	(\$19,065)	\$119,480	\$107,452	\$12,028	\$15,890	\$11,980	\$3,910	156	TRIPS	1,480	
												6,817	MILES	63,123	
663	8,195	(7,532)	5,494	6,302	(808)	3,414	10,991	(7,577)	794	614	180	\$4,431	COST	\$41,030	
ADDITIONAL INFORMATION			ADDITIONAL INFORMATION			ADDITIONAL INFORMATION			ADDITIONAL INFORMATION			PURCHASED BUS TRANSPORTATION			
THIS MONTH		YTD	THIS MONTH		YTD	THIS MONTH		YTD	THIS MONTH		YTD	THIS MONTH		YTD	
24	CUSTOMERS	22	302	CUSTOMERS	519	376	CUSTOMERS	410	550	CUSTOMERS	842	133		ACT TRIPS	1176
3	INTAKES	14	30	INTAKES	188	6	INTAKES	67	28	INTAKES	214	\$6,254		ACT COSTS	\$47,143
0	DISCHARGES	11	21	DISCHARGES	215	1	DISCHARGES	35	44	DISCHARGES	199	\$2,262		TOTAL ADD'L	\$15,834
3	REFERRALS	43	26	REFERRALS	185	31	REFERRALS	216	25	REFERRALS	188	ADDITIONAL INFORMATION			
16	WAITING	NOT CUMULATIVE	0	WAITING	NOT CUMULATIVE	2	WAITING	NOT CUMULATIVE	0	WAITING	NOT CUMULATIVE	75	RIDERS	612	
DATE OF OLDEST REFERRAL:			DATE OF OLDEST REFERRAL:			DATE OF OLDEST REFERRAL:			DATE OF OLDEST REFERRAL:			2	NEW RIDERS	48	
05/22/23			N/A			N/A			N/A			0	UNMET RIDES	1	



ALLEGAN COUNTY SENIOR & VETERAN SERVICES  
 3255 122ND AVENUE, SUITE 200  
 ALLEGAN, MI 49010  
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VOL TRANSPORTATION = 29% OF TOTAL BUDGET  
 BUS TRANSPORTATION = 71% OF TOTAL BUDGET

# ATTACHMENT C - FINANCIAL REPORT- through **JULY 31, 2023** (SEP Meeting)

## ADMINISTRATIVE BUDGET AT A GLANCE



**TOTAL BUDGET 2023:**  
**\$381,092**

### BUDGET STATUS - EDEN\*

2023 REVENUES			2023 EXPENDITURES		
BUDGETED	THIS MONTH	YTD	BUDGETED	THIS MONTH	YTD
\$3,044,850	\$15,022	\$2,995,418	\$2,964,007	\$256,164	\$1,461,173
DONATIONS	152	722			

### BUDGET THROUGH CURRENT MONTH

BUDGETED	ACTUAL	VARIANCE
\$222,304	\$256,164	-\$33,861
MONTHLY PERFORMANCE		
TARGET	ACTUAL	VARIANCE
\$31,758	\$34,555	-\$2,797

### ADDITIONAL INFORMATION

THIS MONTH	YTD
<b>\$31,179</b>	\$142,333
COMPENSATION	
OPERATIONS	\$13,809
(TRAVEL, SUPPLIES, EQUIPMENT, ETC.)	
INDIRECT COSTS	\$15,717
(OFFICE SPACE, PHONES, COMPUTERS, ETC.)	
<b>\$2,619</b>	

### 2023 FUND BALANCE STATUS

BEGINNING FUND BALANCE	\$1,324,661
10% BEST PRACTICE RESERVE	\$296,400
<b>AVAILABLE TO SUPPORT OPERATIONS</b>	<b>\$1,028,261</b>
PROJECTED UNBUDGETED INCREASES IN 2023 **	<b>\$277,809</b>
FUND BALANCE USED TO DATE	\$0

### PERCENT OF TOTAL BUDGET

<b>13%</b>
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### TOTAL ADMINISTRATIVE COSTS

<b>\$34,555</b>	<b>\$171,858</b>
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**PROJECTED FB AT END OF 2023 (incl. Reserve)      \$1,046,852**

### ASSUMPTIONS:

**NEGATIVE NUMBERS IN SERVICE METRICS REFLECT SERVICE LEVELS ABOVE BUDGETED AMOUNTS**

**\*DUE TO DIFFERENT REPORTING DATES, EDEN REPORTS WILL NOT REFLECT CURRENT MONTH'S SERVICE TOTALS**

**\*\*USE OF FUND BALANCE ONLY POSSIBLE IF CONTRACTS ARE FULLY EXPENDED**




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# COA CALENDAR OF 2028 COMMITMENTS AS OF: JUNE 2023

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<p>COA MEETING 1/19/2028</p> <p>STRATEGIC PLANNING</p>	<p>COA MEETING 2/16/2028</p> <p>FUND BALANCE DISCUSSION</p>	<p>COA MEETING 3/15/2028</p>	<p>COA MEETING 4/19/2028</p>	<p>COA MEETING 5/17/2028</p>   <p>HOLLAND SENIOR COMMUNITY DAY FRIDAY 5/27</p>	<p>COA MEETING 6/21/2028</p> <p>BOOMER BASH 6/1</p>  <p>AAAWM ANNUAL PLAN</p>
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<p>COA MEETING 7/19/2028</p>	<p>COA MEETING 8/16/2028</p>	<p>COA MEETING 9/20/2028</p> <p>SENIOR DAY @ FAIR 9/12</p> <p>VETERAN DAY @ FAIR 9/14</p> <p>INVOICE FOR AAWM</p>	<p>COA MEETING 10/18/2028</p> <p>STAND DOWN 10/12</p> <p>PORTAGE SENIOR EXPO DATE TBD</p>	<p>COA MEETING TBD</p> <p>THANKSGIVING 11/23-11/24</p> <p>STRATEGIC PLANNING SURVEY</p>	<p>COA MEETING TBD</p> <p>CHRISTMAS 12/25-26</p>

# MARKETING REPORT

MARKETING EFFORTS 2023													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL YTD
TV COMMERCIAL					8	8	8	8					32
RADIO COMMERCIAL					110	74	110	74					368
MAILER													0
YOUTUBE					461	461	461	461					1844
DIGITAL ADS					87,929	83,636	86,002	85,135					342702
SOCIAL MEDIA					10,276	13,344	10,960	10,772					45352
PRINT AD	15	20	24	14	2	2	2	2					81
CLIENT RESPONSE TO REFERRAL QUESTION: "WHERE DID YOU HEAR ABOUT THESE SERVICES?"													
BROCHURE	4			1	1	1	0	0					7
WEBSITE	8	5	7	8	14	6	12	13					73
TV COMMERCIAL		1			3	0	0	0					4
RADIO COMMERCIAL			1		1	1	1	0					4
CARD IN MAIL			1			0	0	0					1
SOCIAL MEDIA	1	2	5		4	2	5	2					21
PRINT AD	2	2	5	1	3	1	0	1					15
HEALTH CARE REFERRAL	45	35	62	35	43	46	31	45					342
HOSPICE REFERRAL	10	11	7	3	3	10	6	7					57
FAMILY OR FRIEND	54	34	33	38	23	31	42	58					313
OTHER	29	16	24	23	14	23	15	23					167
<b>MONTHLY TOTAL</b>	<b>153</b>	<b>106</b>	<b>145</b>	<b>109</b>	<b>109</b>	<b>121</b>	<b>112</b>	<b>149</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	
NEW REFFERALS													
ADULT DAY CARE	7	4	11	6	6	6	3	3	0	0	0	0	46
HOME DELIVERED MEALS	38	27	21	25	22	26	26	37	0	0	0	0	222
ESSENTIAL IN HOME SUPPORTS	42	26	35	26	28	28	31	35	0	0	0	0	251
PERS	33	21	28	24	22	35	25	44	0	0	0	0	232
TRANSPORTATION	6	9	5	12	7	7	2	0	0	0	0	0	48
<b>MONTHLY TOTAL</b>	<b>126</b>	<b>87</b>	<b>100</b>	<b>93</b>	<b>85</b>	<b>102</b>	<b>87</b>	<b>119</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	
CONTRACT STATUS													
GREENSTREET INVOICES					3489	1,700							5189
OTHER INVOICES			2300	1200	700	500	700	1200					6600
TOTAL INVOICES SUBMITTED - 2023	\$0	\$0	\$2,300	\$1,200	\$4,189	\$2,200	\$700	\$1,200	\$0	\$0	\$0	\$0	\$11,789
*Impression are the number of vehicles that passed by the billboard									TOTAL COST TO DATE: \$11,789 CONTRACT AMOUNT: \$50,000 AVAILABLE TO COMPLETE PROJECT: \$38,211				
ATTACHMENT E PG 1 OF 3													



ALLEGAN COUNTY  
**Senior Services**

**SERVICES AVAILABLE:**

Personal Emergency  
Response System (PERS)

Home Delivered Meals

Essential In-Home Supports

Adult Day Care

Senior Transportation

## MEDIA RESULTS: 8/1-8/31

### Radio Results

**WHTC Holland**  
8/1-8/31 - 33 Spots

**WLAV**  
8/1-8/31 - 41 spots

### Print Ads

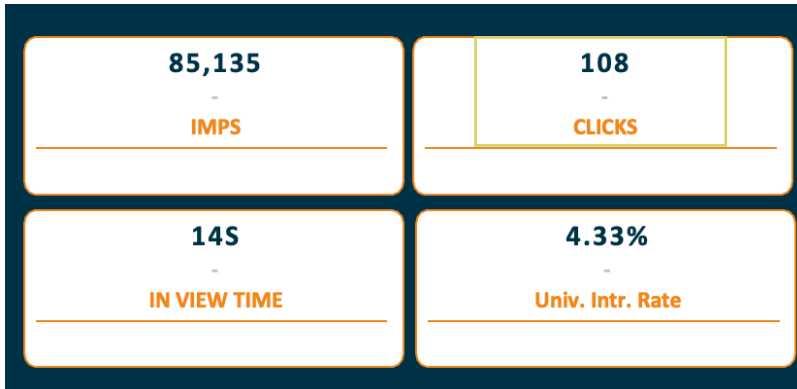
**Allegan County News**  
2 ads per month

### TV Commercials

**Channel 3**  
8 spots during prime-time  
6:00-7:00 am  
6:00-6:30 pm

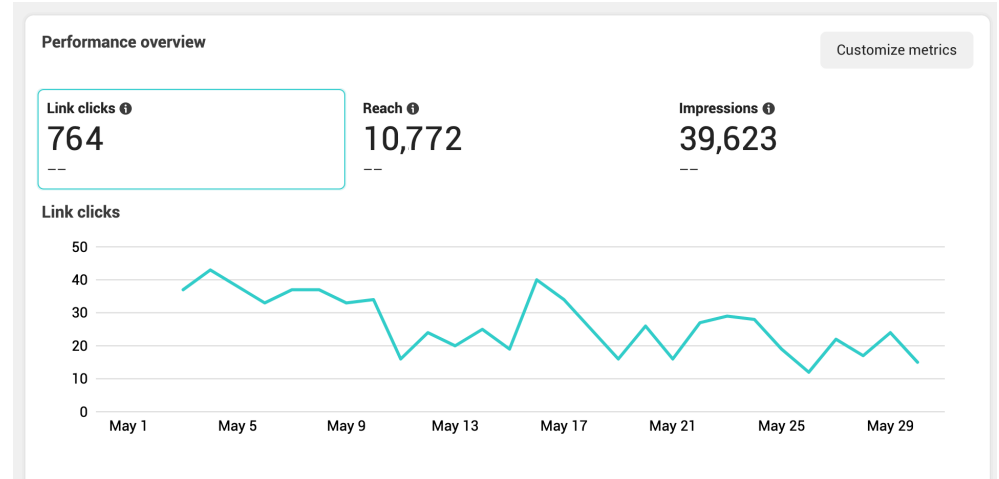
### Digital Display Ads

Link clicks were down from 119 to 108, update creative



### Facebook Results

Link clicks were up from 581 to 764, update creative



### YouTube Results

