

Allegan County Commission on Aging



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Chairperson: Larry Ladenburger
Vice Chairperson: Alice Kelsey

COMMISSION ON AGING - MINUTES

OCTOBER 18, 2023 SESSION – PLEDGE OF ALLEGIANCE, ROLL CALL

The Commission on Aging met in the Zimmerman Room of the Human Services Building in the Township of Allegan on October 18, 2023, at 10:01 A.M.; Chairperson Ladenburger presiding.

Chairperson Ladenburger led the Commission in the Pledge of Allegiance to the flag. Upon roll call the following members answered:

Larry Ladenburger – PRESENT	Alice Kelsey – PRESENT
Stuart Peet – PRESENT	Lue Phelps – PRESENT
Mary Campbell – PRESENT	Richard Butler – PRESENT
Patricia Petersen – PRESENT	Sally Heavener – PRESENT
Dean Kapenga – PRESENT	

COMMUNICATIONS – NONE

APPROVAL OF MINUTES – ADOPTED

Moved by Commissioner Dean Kapenga, seconded by Pat Petersen to approve the minutes for the September 20, 2023 session as distributed. Motion carried by voice vote. Yeas: 9 votes. Nays: 0 votes.

PUBLIC PARTICIPATION – NO COMMENTS

Chairperson Ladenburger opened the meeting to public participation, and as there were no comments from the public, he closed the meeting to public participation.

AGENDA – ADOPTED AS PRESENTED

Moved by Commissioner Dean Kapenga, seconded by Pat Petersen to adopt the meeting agenda as presented. Motion carried by voice vote. Yeas: 9 votes. Nays: 0 votes.

PRESENTATIONS - JO VERBEEK

Jo Verbeek from Area Agency on Aging West Michigan provided an update.

ADMINISTRATIVE REPORTS – ATTACHMENT B

Senior/Veterans Director Garcia noted her written report. Highlights included Senior Service Millage Provider Training, scheduled for October 20. The newly printed 2023-2024 Senior Preferences Magazine and the COA could label the booklets inside to distribute for free as a gift from the Allegan County COA.

Goal #2 Marketing Efforts: Laura with GreenStreet Marketing provided a proposed Action Plan for e-news to accompany a proposed timeline of content distribution. The COA would like to discuss this plan further at their December Strategic Planning Session and invite Laura to attend.

Goal #3 Complete ongoing review of Service Contingency Plans:

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”

Director Garcia shared that the In-Home Supports Service Contracts (3) are set to expire on 12/31/23. The current unit rate of \$35 is above the market average and significantly increased from the 2021 rates.

FINANCIAL REPORTS - ATTACHMENT C

Richard Butler noted a \$6M discrepancy on the COA Finance Report under the category of In-Home Supports. Director Garcia mentioned this was likely a data input error and not an actual deficit and would be corrected before the next meeting.

COA CALENDAR – ATTACHMENT D

Members opted for no meeting in November and set the date for Strategic Planning on December 6 from 9:00 a.m. to 1:00 p.m. in the Zimmerman Room.

For planning purposes, the COA will hold its meeting first, followed by a potluck luncheon and strategic planning session.

MARKETING REPORT – ATTACHMENT E

Rich Butler mentioned that the Marketing Report stats focused on “How did you hear about us” it looks like the marketing efforts that cost more, like TV and radio, may not be as effective as other more cost-effective modes such as Friend/Family or Healthcare Professional. Something to note for future marketing plans.

ACTION ITEMS:

IN-HOME SUPPORT SERVICE PROVIDERS – APPROVED

Moved by Commissioner Dean Kapenga, seconded by Pat Petersen, the COA recommends extending the three In-Home Supports service contracts for 1) Atrio Help at Home, 2) HomeJoy of Allegan and VanBuren Counties, and 3) Help at Home of Michigan LLC for a period of one year at the current unit rate of \$35. Motion carried by voice vote. Yeas: 9 votes. Nays: 0 votes.

DISCUSSION ITEMS:

NOTICE OF APPOINTMENTS - NONE

SUBCOMMITTEE REPORTS:

None

ADJOURNMENT UNTIL DECEMBER 6, 2023 AT 9:00 A.M.

Moved by Alice Kelsey, seconded by Pat Petersen to adjourn until December 6, 2023, at 9:00 A.M. The motion carried by voice vote, and the meeting was adjourned at 11:50 A.M. Yeas: 9 votes. Nays: 0 votes.