

# Allegan County Commission on Aging



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**Chairperson: Larry Ladenburger**  
**Vice Chairperson: Alice Kelsey**

## COMMISSIONERS

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**Dean Kapenga**  
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**Chairperson**  
**Larry Ladenburger**  
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**Vice Chairperson**  
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**SENIOR MEMBERS**  
**Stuart Peet**  
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## MEMBERS AT LARGE

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Senior Services  
Counselor

## COMMISSION ON AGING ANNUAL MEETING - MINUTES

Wednesday, February 17, 2021

**9:00 am – 12:00 am**

**VIA ZOOM**

**CALL TO ORDER:** Called to order by vice chairperson Alice Kelsey at 9:05a.m.

### CONFIRMATION OF QUORUM

### ATTENDANCE ROLL CALL

**Members Present:** Rick Cain, Dean Kapenga, Alice Kelsey, Stuart Peet, Natalie VanHouten, Richard Butler

**Others Present:** Sherry Owens, Havilah MacInnes, Dan Wedge, Lorna Nenciarini

**Absent:** Larry Ladenburger and Patricia Petersen

**COMMUNICATIONS:** None

**APPROVAL OF DECEMBER 2020 & JANUARY MINUTES:** Rick Cain moved, Rich Butler supported. Motion carried.

**PUBLIC PARTICIPATION:** None

**APPROVAL OF AGENDA:** Dean Kapenga moved, Rich Butler supported, Motion carried.

### PRESENTATIONS:

#### 1. Fund Balance Review (**Lorna Nenciarini**)

- Board of Commissioners Fund Balance Policy review: use fund balance to eliminate waitlists and ensure sustainability of service levels through end of millage term.
- Good to remain at or above 10% within reason.
- If there is more than the 10% and no waitlists, the policy has been met.
- Dean Kapenga states there has been a surplus on multiple occasions. Lorna states unforeseeable circumstances that might cause us to reevaluate what the needs are of the senior population and possibly change how we are serving them with the millage dollars.

### 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”

- Lorna states the language in the millage request can be changed to ‘up to’ rather than a specified amount.
- Dean states that changing the amount to a lower ask next time around is something to consider.

### **Review of historic Fund balance**

- 2014 this was down to 1.4%. Lorna states this was based on a very specific directive.
  - Expenditures have not been higher than revenues- encumbered funds have been less than incoming dollars.
  - Revenues: negative numbers show that we have been planning to spend the fund balance down, yet the soaring revenues have consistently been high.
  - At the end of the millage, the excess fund balance can be used to carry on programs until such time there is no more \$\$ left to spend.
  - Dean states back in 2018 the COA Board’s strategy was to create a buffer to support senior services in the event the millage failed. COA had a strategy to bring this fund balance above the 10% although the BOC did not agree, then capped the fund balance at 10%. Dan Wedge agrees that is accurate.
  - Dan pointed out that the pandemic has impacted service levels for all of our providers. Some severely under spent while others over the projected amounts. We need to be patient and understand that these service levels will go back to ‘normal’ at some point and the spending will see serious increases.
  - Alice asked what the number is in the find balance that needs to be spent down. Lorna responded with there is approximately \$708,369 unallocated funds.
2. Policy & Procedure Manual revisions (**Sherry**)
- Sherry presented the suggested P&P manual revisions. Sherry goes into detail about what different IHS service levels mean and explains she has added verbiage about eligibility.

### **DISCUSSION ITEMS**

1. Review of proposed Marketing Plan
  - Sherry recommends hiring a marketing firm. They would be tasked with developing a marketing campaign, logo, tagline, marketing boards, etc. All of the things we have used in years past but with a professional look and feel. With this we will have to consider the increase in demand for our services. Sherry encourages the board to have a meeting with providers to discuss capacity levels and any potential barriers.

## 2. Round Table for Marketing Plan

Dean- With over 13,000 seniors in our county, how do we determine the actual need of the seniors we serve vs the amount of seniors we are not currently serving? Sherry explains we do not measure based on finances, etc. but by being over the age of 60 years and lives in Allegan County. Not all seniors are in need of the services or want the millage services. So as long as they meet the requirements for each service they are eligible. Dean also asked Sherry if she had a cost estimate for hiring a marketing firm. Sherry does not at this time, only a list of possible firms that we can send RFP's out to

Rick- Agrees we are serving a very small percentage of age eligible seniors in this county. There are many out there who may need these services. Rick also asked if there is a timeline for this marketing idea. Sherry stated that if the COA votes to move forward on this today, the request for RFP along with the necessary documents will be submitted immediately, and a timeline will be developed by Project management. The timeline and any cost information available will be sent out to the COA as soon as it is known.

Rich- Has Sherry observed other COA Boards to see how they market their millage? Sherry said she has reached out to two of our community partners and their recommendations were the top three firms listed on the list of firm options.

Natalie- How do we choose a marketing firm? Do we choose cost vs quality? Sherry explained how the RFP process works and how that would determine what firm would be hired.

Stuart- Has Sherry interviewed any of these marketing firms and what would the cost be? Sherry responded that you have to be careful not to show favoritism to one firm over another so she has not contacted any of the firms yet. The RFP process would determine what firm would be hired. There would be a subcommittee of this team that would be involved in the RFP process.

Sherry- further points out that the board should think about working toward a meeting with the providers to discuss services levels and what will be needed to do to support greater levels. Alice says we will discuss this in the next few meetings.

Dan- suggests that we may not need a full RFP committee but rather has staff report to the group based on comparing scope of work and ensuring this is supported. Dan will check the bylaws but a full committee may not

be needed for every situation in which case this would streamline the process of getting this going.

3. RFP for In-Home Supports- Moved to future meeting

4. Review/Revision of In-Home Supports P&P

Alice asked if we need the P&P revisions completed prior to initiating the RFP for IHS providers. Yes, this will need to be completed prior.

Sherry will send out a copy without the mark ups but indicating where changes were made. Everyone will look it over and make notes to send back ahead of the March meeting so the COA Board can vote.

Alice restates the COA Board should look through an unmarked document and determine if they have questions. It's the duty of the board to do their homework and determine if they support or have questions about parts of this document.

Rich agrees with Alice. He will touch base with Sherry about questions he has.

Natalie: Has questions about intake billable hours, how long do these actually take and if we are billed for full hours or if it is broken down. Sherry explained that we are billed in 15 minute increments by our IHS agencies and usually IHS assessments take about 1 hour in the home. Natalie then asked if we should have a different section to cover COVID/pandemic requests. Sherry explains the intake process is the same regardless.

Rick- no further comment

Dean- All set at this time

Stuart- Thinks it is good idea to move forward with this at the March meeting.

5. Review of COVID Vaccination support

Sherry and Dan discussed that the current \$166k in the transportation budget is enough for now and they will start tracking the rides as "COVID" moving through normal operations in order to develop the metrics that Dean requested. No motion needed at this time and if the need comes up later, we'll address the need then.

**ADMINISTRATIVE REPORTS:**

- Director's Report (Attachment B)
- Financial Reports (Attachment C)
- Outreach Report (Attachment D)

**ACTION ITEMS:**

<b>COMMISSION ON AGING ROLL CALL VOTE</b>										
<b>DATE:</b>		2/17/2021								
<b>MOTION:</b>		To develop an RFP to hire a marketing firm to support the COA's Strategic Goal to improve marketing and outreach of the millage services.								
<b>MOVED BY:</b>		Dean Kapenga								
<b>SECONDED BY:</b>		Stuart Peet								
RICH BUTLER	RICK CAIN	DEAN KAPENGA	ALICE KELSEY	LARRY LADENBERGER	STUART PEET	PATRICIA PETERSON	NATALIE VANHOUTEN	VACANT	VACANT	VACANT
<b>Y</b>	<b>Y</b>	<b>Y</b>	<b>Y</b>	<b>A</b>	<b>Y</b>	<b>A</b>	<b>Y</b>			

**ADJOURNMENT:** Motion to adjourn made by Dean Kapenga and seconded by Rick Cain. Motion carried. Meeting adjourned by Alice Kelsey at 11:25am.

**Next Meeting – Next Meeting – March 17, 2021, 9:00am – 11:00 am via ZOOM**