

Allegan County Commission on Aging



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Chairperson: Larry Ladenburger
Vice Chairperson: Alice Kelsey

COMMISSION ON AGING MEETING - Minutes

Wednesday May 19, 2021

9:00 -11:00 am

VIA ZOOM

COMMISSIONERS

Rick Cain
269-744-7918
Shelbyville

Dean Kapenga
616-218-2599
Hamilton

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

Vice Chairperson
Alice Kelsey
(Member 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

Patricia Petersen
616-644-8059
Allegan

Richard Butler
616 902-0046
Plainwell

Sally Heavener
616-355-3494
Holland

Vacant

STAFF
Sherry Owens
269-686-5144
Director

Havilah MacInnes
269-673-3333 x 2495
Senior Services
Counselor

CALL TO ORDER: Called to order by chairperson, Larry Ladenburger at 9:08am.

CONFIRMATION OF QUORUM

ATTENDANCE ROLL CALL

Members Present: Dean Kapenga, Larry Ladeburger, Alice Kelsey, Stuart Peet, Luesettie Phelps, Natalie Van Houten, Rich Butler

Others Present: Sherry Owens, Havilah MacInnes, Dan Wedge and Rob Sarro

Absent: Rick Cain, Patricia Petersen and Sally Heavener

COMMUNICATIONS: None

APPROVAL OF APRIL MINUTES: Dean Kapenga moved. Stuart Peet supported. All in favor. Motion carried.

PUBLIC PARTICIPATION: none

APPROVAL OF AGENDA: Alice Keley moved. Rich Butler supported. All in favor, motion carried.

PRESENTATIONS: NONE

ADMINISTRATIVE REPORTS:

Director's Report

Goal #1: Develop RFP for In-Home Supports:

- The RFP for In-Home Supports providers (in addition to our current providers and at the same unit rate) was released on April 26th. The timeline is as follows:
 - Deadline for questions to be submitted is May 6, 2021 (no questions)
 - Deadline for County response to questions is May 10, 2021
 - Due date for proposal submissions is May 20, 2021

Goal #2: Pre Plan Millage Renewal

- Develop contingency plan for each service as a back up to current service delivery.

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"

Atchmt A

As you are aware, we began this initiative with In-Home supports and to date have:

- Finalized the P&P manual
- Revised service limits
- Established eligibility criteria

To increase the capacity for this service, a RFP has been released; however if the RFP does not result in suitable vendors, we will continue to consider other options with current providers

- Fund Balance Spend Down

Provide supports for seniors who need assistance with COVID Vaccine registration and transportation.

- The call center is now in its third month
- In April, we assisted 57 seniors in registering for their COVID vaccine. That is 47% decrease from March when we served 119.
- Only the Allegan site (Fridays) and the Hamilton site (Saturdays) are currently operational due to the decrease in demand for appointments
- As we have done since the beginning, the callers are asked if they would like information regarding other Millage Services, and if they request it, a brochure is sent to their address

- Increase Marketing and Outreach

The RFP for the marketing project resulted in seven submissions. On May 5th, the review team consisting of Valdis Kalnins (Project Manager), Kristin Vanatter (Project Specialist) and I met to review the proposal content. We each scored the submissions separately and then when we met, it was discovered that we each selected the same proposal.

- The team's recommendation for the marketing campaign is Greenstreet Marketing and Design from Kalamazoo.

In addition to cost, the following information was used in the final determination:

- Company experience (in business since 1995)
- Demonstrated experience marketing to seniors having provided similar services to Kalamazoo's Friendship Village
- Examples of similar campaigns to our project
- Creative team consists of 10 people which allows for the project to remain on track regardless of unforeseen issues (i.e. COVID, etc.)
- The firm has the ability to provide all of the components that were requested without having to subcontract work to third parties
- The RFP was well designed, concise and easily understood which are qualities that will be desirable for our marketing materials

It is important to develop what success looks like for this project. Success is measured by meeting or exceeding expectations at the end of the project. While there are many considerations, Sherry would recommend (at a minimum) the following:

- Increase in seniors using millage services
- Project completed within reasonable budget

Increase to services: The millage is currently providing services to 1,402 unduplicated seniors. Raising public awareness of the services will result in increased requests for these services; however eligibility requirements will still need to be met.

The RFP requested that the various components be broken down into tasks with costs associated for each as follows:

Task 1: Develop brand recognition in marketing materials

Task 2: Develop strategic marketing campaign (mass mailing, Social Media, commercial advertisements, etc.)

Task 3: Develop additional marketing and communication materials (post cards, Facebook post schedule, video productions, etc.)

Task 4: Develop advertisement materials (TV and Radio commercials)

Goal #3: Develop a Multi-Level Communication Plan

- The COA decided to put this committee on hold until the Marketing Plan is underway

Financial Reports

Sherry reviewed underspending and overspending in each service creating balance among the spending. Additionally, Sherry covers how spending is recovering from service interruptions last year due to Covid. Right now we appear to be in a position to spend from the fund balance account. We expect to be in the \$800k range for unallocated funds. This does not include the marketing RFP.

- Rob Sarro requests clarification on the fund balance funds breakdown. Sherry confirms what is being reported.

Outreach Report

- There have been multiple occasions where vaccinated staff and/or millage clients have contracted and tested positive for COVID19. Situations like this are creating very unstable staffing for direct care services such as our in-home supports. Currently we have a moderate wait for in-home supports
- In March Havilah spoke of the Eleanor L. Nielson Legacy Fund. Jen Garcia, the Foundation Director, reached out looking for a resource and at the same time, she shared a success story. Previously we mentioned the Legacy Fund has limits but generally will partner with other resources. In this instance, a senior was in desperate need of a stair lift. Those are quite expensive and while the Legacy fund could help with a good portion, there would be a great deal left to cover. The Community Action Agency of SW Michigan block grant program was able to commit \$2,500 toward this project.

ACTION ITEMS:

1. Marketing RFP Final Selection: two part

Recommend the Board of Commissioners accept the selection of Greenstreet Marketing and Design Firm

COMMISSION ON AGING ROLL CALL VOTE										
DATE:		May 19, 2021								
MOTION:		Recommend the Board of Commissioners accept the selection of Greenstreet Marketing and Design Firm								
MOVED BY:		Rich Butler								
SECONDED BY:		Dean Kapenga								
RICH BUTLER	RICK CAIN	SALLY HEAVENER	DEAN KAPENGA	ALICE KELSEY	LARRY LADENBURGER	STUART PEET	PATRICIA PETERSON	LOU PHELPS	NATALIE VAN HOUTEN	VACANT
Y	A	A	Y	Y	Y	Y	A	Y	Y	

Recommend the Board of Commissioners approve an amount not to exceed \$95,000 for all components of the marketing and advertising

COMMISSION ON AGING ROLL CALL VOTE										
DATE:		May 19, 2021								
MOTION:		Recommend the Board of Commissioners approve an amount not to exceed \$95,000 for all components of the marketing and advertising								
MOVED BY:		Alice Kelsey								
SECONDED BY:		Natalie VanHouten								
RICH BUTLER	RICK CAIN	SALLY HEAVENER	DEAN KAPENGA	ALICE KELSEY	LARRY LADENBURGER	STUART PEET	PATRICIA PETERSON	LOU PHELPS	NATALIE VAN HOUTEN	VACANT
Y	A	A	Y	Y	Y	Y	A	Y	Y	

2. By-Laws final review

Recommend the Board of Commissioners approve the Commission on Aging By-Law revisions

COMMISSION ON AGING ROLL CALL VOTE										
DATE:		May 19, 2021								
MOTION:		Recommend the Board of Commissioners approve the Commission on Aging By-Law revisions								
MOVED BY:		Dean Kapenga								
SECONDED BY:		Stuart Peet								
RICH BUTLER	RICK CAIN	SALLY HEAVENER	DEAN KAPENGA	ALICE KELSEY	LARRY LADENBURGER	STUART PEET	PATRICIA PETERSON	LOU PHELPS	NATALIE VAN HOUTEN	VACANT
Y	A	A	Y	Y	Y	Y	A	Y	Y	

DISCUSSION ITEMS:

1. Marketing RFP Final Selection

- Dean asked where the 95k number came from, concern for the 'best bang for our buck' and who is making this determination?
 - Dan had Sherry pull up the breakdown of pricing from Greenstreet Marketing. This broke down the initial cost to start and design. From there it gives us an à la carte options to pick and choose what marketing and advertising would work best for us as the COA. This will give the COA a variety of options on different types of services that the COA will be available to choose from.
 - Rob replies with the contract states that the county will have to authorize these expenditures and the county will pay upon different executions and milestones

3. Proposal Review process for In-Home Supports RFP

- Larry asks for any volunteers from the COA Board for this process. Sherry, Valdis and Havilah are already on this board. Sherry anticipates only a few RFP's coming back.
- Dean Kapenga, Natalie VanHouten and Larry Landenburger volunteered to be on this committee.
- Sherry states that if we have an even number of people on the committee, then Valdis can take a step back and not score. He prefers this in fact so we'll keep the three volunteers for this committee.
 - Rob states he is confused by the need for an odd number for tie breaker. Typically, that method is used when voting and not scoring. Sherry responds that she agrees but if a tie breaker was needed she would like to have that available.

NOTICE OF APPOINTMENTS: One At Large seat vacant.

Dean states he received an application from a resident in the Laketown area and he will get that submitted.

SUBCOMMITTEE REPORTS:

AAAWM Board of Directors: Rick Cain and Stuart Peet

- Stuart states there was a good financial report. Diversity, Equity and Inclusion were a topic at their last meeting.

AAAWM Advisory Council: Natalie VanHouten

- Natalie reports there are currently 6,100 seniors on waiting lists, 6.4 million to offset in home services and 1 million to offset HDM needs. Direct care workers are in poverty themselves, 35% are receiving food stamps, 34% need affordable housing, and 22% live below the poverty line. Support the Governor's request to make the \$2 per hour wage increase permanent in FY 2022.

Outreach Sub-Committee: Rich Butler

- Rich states as discussed this is temporarily on hold as we are just starting up with Greenstreet.

ADJOURNMENT: Motion to adjourn made by Dean Kapenga and seconded by Stuart Peet. Motion carried. Meeting adjourned by Larry Ladenburger at 10:46am.

Next Meeting –June 16, 2021, 9:00am – 11:00am via ZOOM