

# Allegan County Commission on Aging



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

## COMMISSIONERS

**Rick Cain**  
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**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  
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**Lou Phelps**  
269-870-3710  
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**Natalie Van Houten**  
269-672-9359  
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## MEMBERS AT LARGE

**Richard Butler**  
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Plainwell

**Patricia Petersen**  
616-644-8059  
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**Sally Heavener**  
616-355-3494  
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**Vacant**

**STAFF**  
**Sherry Owens**  
269-686-5144  
Director

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

## COMMISSION ON AGING MEETING - Minutes

Wednesday, June 16, 2021

**9:00 -11:00 am**

**VIA ZOOM link below unless otherwise notified**

<https://us02web.zoom.us/j/82375478232?pwd=NnNsUEhwZnhWVlFPNjAyNkRZNjgzZz09>

**CALL TO ORDER:** Called to order by vice chairperson, Alice Kelsey at 9:06am (chairman Ladenburger was having technical difficulties)

### ROLL CALL:

**Present:** Rick Cain, Dean Kapenga, Larry Ladenburger, Alice Kelsey, Stuart Peet, Lou Phelps, Natalie VanHouten, Richard Butler, Patricia Peterson, Sally Heavener

**Absent:**

### APPROVAL OF MINUTES:

Moved by Dean Kapenga, seconded by Rick Cain to approve the May 2021 minutes. Motion carried by voice vote. Yeas: 9 votes. Nays: 0 votes.

### APPROVAL OF AGENDA:

Moved by Dean Kapenga, seconded by Natalie VanHouten to approve the June 2021 agenda. Motion carried by voice vote. Yeas: 9 votes. Nays: 0 votes.

\*Chairperson Ladenburger re-enters meeting

**PUBLIC PARTICIPATION:** Laura Hosler, Greenstreet Marketing & Design

### PRESENTATIONS: Introduction– Laura Hosler, Greenstreet Marketing & Design

Laura is the owner of Greenstreet Marketing & Design. Greenstreet Marketing is a full service ad agency in Kalamazoo and Battle Creek. Laura is a Plainwell resident. Laura would discuss the design for the logo and scope of work. This will be the first order of business to address. Laura as well as her associate named Max are present.

### 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”

### **Round Table Notes:**

Ladenburger: What kind of timeline we will be looking at? Laura states they originally planned the time line for beginning June 1 when the bid was submitted. Laura does not see a delay at this time. Logo development and design, media and marketing can start now. Laura will have logo design options for the next meeting with completion the end of August. Video media will take the longest due to on-sight shooting at our locations and will likely run into September.

Kapenga: Would like a rundown of all the ways they plan to market the COA. Laura states they will be doing advertising on social media (paid and unpaid ads) specific target marking: mass mailing, as well as media advertising such as TV, radio and digital ads not on social media depending on budget.

Owens: What other digital ads are available besides social media? Laura states they work with a third party vendor that can place ads anywhere online that you are searching such as Yahoo, MLive, etc.

Kapenga: What are the top 3 advertising types? Laura states that a paper mass mailing would be number one for us to target our specific demographic. Having a physical piece of paper in hand will be the best fit. Number two would be social media advertisements. Facebook has a lot of baby boomers as users. There digital ads also gives reports on their effectiveness. Third most effective would be TV and radio. Targeting specific outlets where our target population listens. Billboard may be the least effective for our demographic.

VanHouten: Will the TV and radio ads will be targeting Kalamazoo, Grand Rapids or both? Laura states she would need to review Nielsen reports she can get from the news outlets that will tell where target market is watching/ listening. Cable would also allow targeting of specific households in Allegan County.

Peet: Is mass mailing will be most effective? Laura states yes, example of Friendship Village in Kalamazoo who serves seniors have shown that mass mailings tends to be their most effective marketing tool. Something that is physical that they can have in hand.

Peterson: How often will the mass mailing be sent? Laura states it depends on the budget. In the original plan we budgeted for one mass mailing will. One mass mailing estimated cost is: 31,000 households based on 6x9 post card would total \$8,500.

Peterson: Was a newsletter disused in the marketing plan? Laura states yes, they would create a template design and the COA would be responsible for printing and mailing.

Laura Hosler asks the board who is currently managing the Facebook page and is it our practice to post two times a month. Laura would like to have that increased to twice a week and have those scheduled for the year. Sherry responds that staff currently manages our Facebook page and agrees to more frequent Facebook postings.

Heavener: Sally comments that she believes Laura is spot on with increasing social media and having them scheduled two times a week throughout the year but this will require staff to monitor and interact. Additionally, Sally states the mailing

should happen more than once to build relationships with the public and positive feelings of the public going into the vote on the next millage.

\*0924 we lost Larry again

Laura states that she will touch base with Sherry to get the last pieces she needs from her and looks forward to seeing everyone at the next meeting.

Phelps: no comment

Kelsey: no comment

Butler: no comment

Cain: no comment

## **ADMINISTRATIVE REPORTS:**

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

- The Allegan County Fair will be having Senior Day at the Fair on Tuesday, September 14, 2021!! Sherry spoke with Mr. Haarsma (the pancake guy) and he is ready to make the pancakes! For our newer members, the COA hosts this event and helps serve and get seniors to their tables with their food. This is a great outreach for the Commission on Aging and I hope you will all join me at 7:15 am in the big tent on top of the hill. More information to follow!
- The Proposal Review Committee who reviewed the proposal asked some great questions of this provider. This is an action item later in the meeting
- The COVID call center is now cancelled due to lack of need. Efficiency of the way vaccines are being run now has reduced the need for this call center.
- Transportation was also provided to the vaccine clinics. To date, here are the number of trips: February – 14 trips, March – 24 trips, April – 32 trips, May – 6 trips
- On May 27th, the Board of Commissioners accepted the COA recommendation to award the contract for the Marketing Campaign to Greenstreet Marketing and Design. The BOC has a very high interest and has asked for updates along the way
- We still have one vacancy on the board. If anyone is interested in applications to give to people, please let Sherry know and she will provide this.
- Dean asks about the transportation for COVID clients. Sherry explains that we can provide the amount spent on these transportation rides at the July meeting.
- Larry re-enters meeting

### **Financial Reports (Attachment C)**

- Position Request – For some time, the COA has discussed increasing the staffing levels to align with the increase to services over the last millage cycle. After much discussion with our team, we have formally requested another Senior Services Counselor as part of the 2022 budget
- 2022 Revenue and Expenditure documents – Please note that the totals in expenditures do not include compensation – these are added as part of the budget approval process and will affect the overall expenditures and necessary use of fund balance.

- Sherry explains that red mean this is less than what was spent last year and green means this is more than what was spent last year at this time
- Additionally, Sherry reviews the currently collected revenue and expenditures.

#### Outreach Report (**Attachment D**)

- Big thanks to Sally Heavener for signing up to take the MMAP training to be ready for open enrollment beginning in October.
- MMAP is a 3 day online training. We have a high demand for MMAP. For anyone who has the time and desire to become MMAP certified, this is an opportunity to do a lot of good for many years to come.

#### **ACTION ITEMS:**

##### 1. In-Home Supports – Paragon Home Health Care (**Attachment F**)

###### Round Table Notes:

Butler: If Paragon does not meet their hiring goals, what are our thoughts to meet plan B, C, D, etc. to meet the potential new customer needs?

Sherry explains we have to look at the criteria for the service and make choices and changes to IHS and make it less of a cleaning service and more of a home health aide service to make seniors safe in their home.

**Motion:** Recommend the BOC authorize and agreement with Paragon Home Health Care to contract with the County as an additional In-Home Supports Provider at the current unit rate (\$26.52 – 2021 and \$27.32 – 2022)

Moved by Richard Butler, seconded by Sally Heavener to recommend the BOC authorize and agreement with Paragon Home Health Care to contract with the County as an additional In-Home Supports Provider at the current unit rate (\$26.52 – 2021 and \$27.32 – 2022)

Motion carried by roll call vote. Yeas: 10 votes, Nays: 0 votes

##### 2. 2022 Budget Review and Support

###### a. Review Position Request for Senior Services Counselor (**Attachment G**)

###### Round Table Notes:

Peterson: What is the pay schedule? Sherry states this is a level B22 position and shows projected cost for this position that was provided from HR

**Motion:** Support the Position Request as presented

Moved by Patricia Peterson, seconded by Lou Phelps to support the Position Request as presented

Motion carried by roll call vote. Yeas: 10 votes, Nays: 0 votes

**b. Review Projected Revenue and Expenditure Documents (Attachment H)**

**Motion:** Support the 2022 budget as presented

Moved by Alice Kelsey, seconded by Sally Heavener to support the 2022 budget as presented

Motion carried by roll call vote. Yeas: 10 votes, Nays: 0 votes

**DISCUSSION ITEMS:**

1. Senior Day at the Fair
  - Tuesday, Sept 14<sup>th</sup> 2021
  - Sherry explains Boomer Bash was not a go this year due to planning involved but with the fair, it's a fantastic opportunity and perfect timing for getting the COA back out in the community and interacting with the public following more than a year of COVID pandemic.

**Round Table Notes:**

Heavener: Ask for clarification of the date and time. Sherry clarifies it is Tuesday September 14<sup>th</sup> and the commitment is generally from 7:00am to 11:00am

**NOTICE OF APPOINTMENTS:** 1 At Large seats vacant

- Dean Kapenga states the Laketown supervisor will have an application turned in soon

**FUTURE AGENDA ITEMS:**

- Sherry asked if the agenda format used today in that is more aligned with the BOC worked for everyone today
  - Larry thought it was a good idea but will have to get use the new format
  - Rich agrees he liked seeing the proposed motions
- Larry states the July meeting has the potential of doing a live meeting with a Zoom option for those that need it. More information to come

**SUBCOMMITTEE REPORTS:**

AAAWM Board of Directors- No Meeting  
AAAWM Advisory Council- Natalie give brief summary of meeting  
Outreach Sub-Committee- Pat states no feedback yet. Pat is waiting for the marketing firm to get the ball rolling with Greenstreet

**ROUND TABLE (COA MEMBER TIME):**

Peterson- Pat read about legislation in Mary Whiteford's newsletter mentioning grants for senior centers but is unsure what where the grant money can be used. She will look into this further

**ADJOURNMENT:**

Motion to adjourn made by Dean Kapenga and seconded by Rick Cain. Motion carried. Meeting adjourned by Larry Ladenburger at 10:10am

**Next Meeting – July 21, 2021, 9:00am – 11:00am am via Zoom unless otherwise notified**