

S T A T E O F M I C H I G A N

BOARD OF COMMISSIONERS OF THE COUNTY OF ALLEGAN

SENIOR SERVICES—APPROVE IN-HOME SUPPORT SERVICES CONTRACT

BE IT RESOLVED that the Board of Commissioners hereby approves the recommendations of the Commission on Aging to approve as presented the In-Home Support Services contract with Paragon Home Healthcare Inc, 601 E Centre Avenue, Kalamazoo, Michigan 49002, to provide additional services to include Homemaking, Personal Care and In-Home Respite Services, to the seniors of Allegan County for an amount not to exceed \$26.52 per unit for 2021 and \$27.32 per unit for 2022; and

BE IT FURTHER RESOLVED that the County Administrator is authorized to negotiate the contract and execute the necessary documents on behalf of the County and that the Executive Director of Finance is authorized to make the necessary budget adjustments to complete this action.



ALLEGAN COUNTY
REQUEST FOR ACTION FORM

Completed RFA form must be attached to a work order request through the Track-It System. If you have any questions regarding this process, please contact Administration @ ext. 2633.

RFA#: 202583
Date: 6/23/2021

Request Type Contract Select a Request Type to reveal and complete required form.
Department Requesting Senior Services
Submitted By Valdis Kalnins on behalf of Sherry Owens
Contact Information sowens@allegancounty.org

Parties:
Allegan County and Paragon Home Healthcare

Duration Date of Signature through 12/31/2022
Amount \$0.00

Purpose:
Add third provider of Seniors In-home Support Services to accommodate more clients/increase service levels and provide more options for service delivery. There is no specific dollar amount to the contract. Billing is done by units of service and Paragon has agreed to the unit rates agreed to between the County and the other two providers: \$26.52 for 2021 and \$27.32 for 2022.

Allegan County Commission on Aging



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Allegan, MI 49010
269.673.3333 - Office
877.673.5333 – Toll Free
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<http://www.allegancounty.org>

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Vice Chairperson: Alice Kelsey

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616-218-2599
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Patricia Petersen
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616-355-3494
Holland

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=NnNsUEhwZnhWVlFPNjAyNkRZnjKzZz09>

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 14th 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 14th 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 aligne 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

2021 SENIOR MILLAGE BUDGET PROJECTIONS

	BUDGET	JAN ACTUAL	FEB ACTUAL	MAR ACTUAL	APR PROJ.	MAY PROJ.	JUN PROJ.	JUL PROJ.	AUG PROJ.	SEP PROJ.	OCT PROJ.	NOV PROJ.	DEC PROJ.	TOTAL PROJECTED	BUD VS ACTUAL
ADMINISTRATIVE	\$308,241	\$24,172	\$19,668	\$19,626	\$20,392	\$20,392	\$20,392	\$20,392	\$20,392	\$20,392	\$20,392	\$20,392	\$20,392	\$246,992	\$61,249
ADULT DAY CARE	\$232,627														
CLIENTS SERVED		16	16	16	19	0	0	0	0	0	0	0	0		
UNITS SERVED	29,197	815	777	818	797	797	797	797	797	797	797	797	797	9,583	19,614
TOTAL COST MONTHLY	\$19,386	\$6,724	\$6,749	\$6,749	\$6,575	\$6,575	\$6,575	\$6,575	\$6,575	\$6,575	\$6,575	\$6,575	\$6,575	\$79,397	\$153,230
HOME DEL. MEALS	\$702,285														
CLIENTS SERVED		312	299	307	302	0	0	0	0	0	0	0	0		
UNITS SERVED	98,636	7,278	7,291	8,228	5,601	5,601	5,601	5,601	5,601	5,601	5,601	5,601	5,601	73,206	25,430
TOTAL COST MONTHLY	\$58,523	\$51,819	\$58,532	\$58,532	\$39,879	\$58,532	\$58,532	\$58,532	\$58,532	\$58,532	\$58,532	\$58,532	\$58,532	\$677,018	\$25,267
IN HOME SUPPORTS	\$1,367,590														
CLIENTS SERVED		536	518	507	516	0	0	0	0	0	0	0	0		
UNITS SERVED	51,568	3,694	3,561	4,093	3,697	3,697	3,697	3,697	3,697	3,697	3,697	3,697	3,697	44,620	6,948
TOTAL COST MONTHLY	\$113,966	\$97,958	\$94,431	\$108,533	\$98,051	\$98,044	\$98,044	\$98,044	\$98,044	\$98,044	\$98,044	\$98,044	\$98,044	\$1,183,329	\$184,261
PERS. EMERG. RESP.	\$148,743														
CLIENTS SERVED		715	715	710	711	0	0	0	0	0	0	0	0		
UNITS SERVED	7,083	718	715	710	711	711	711	711	711	711	711	711	711	8,542	(1,459)
TOTAL COST MONTHLY	\$12,395.25	\$14,167	\$14,154	\$14,094	\$14,122	\$14,122	\$14,122	\$14,122	\$14,122	\$14,122	\$14,122	\$14,122	\$14,122	\$169,513	(\$20,770)
TRANSPORTATION	\$166,611														
CLIENTS SERVED		83	82	90	83	0	0	0	0	0	0	0	0		
UNITS SERVED	123,285	9,556	9,368	8,901	7,675	7,675	7,675	7,675	7,675	7,675	7,675	7,675	7,675	96,900	26,384
ADD'L TRANS. COSTS		\$7,343	\$7,795	\$12,117	\$7,676	\$7,676	\$7,676	\$7,676	\$7,676	\$7,676	\$7,676	\$7,676	\$7,676	\$96,339	
TOTAL COST MONTHLY	\$11,406	\$12,694	\$13,042	\$17,102	\$11,974	\$11,974	\$11,974	\$11,974	\$11,974	\$11,974	\$11,974	\$11,974	\$11,974	150,604	\$16,007
UNMET RIDES		1	0	1	0	0	0	0	0	0	0	0	0	2	
TOTAL EXPENDITURES	\$2,926,097	\$207,535	\$206,576	\$224,637	\$190,993	\$209,639	\$209,639	\$209,639	\$209,639	\$209,639	\$209,639	\$209,639	\$209,639	\$2,506,853	\$419,244
DONATIONS		\$35	\$50	\$765	\$359	\$0	\$0	\$0	\$0	\$0	\$82	\$186	\$116	\$1,593	
REVENUE	\$2,686,463	\$974,648	\$718,550	\$595,205	\$0	\$265	\$97,343	\$17,912	\$454	\$162	\$40	\$0	\$185,412	\$2,589,991	
TOTAL REVENUE		\$974,683	\$718,600	\$595,970	\$359	\$265	\$97,343	\$17,912	\$454	\$162	\$122	\$186	\$185,528	\$2,591,584	\$94,879

RED = DECREASE FROM 2020 FIGURES

GREEN = INCREASE FROM 2020 FIGURES

Please note: The numbers represented in this report reflect expenses accrued by month.

2021 BEGINNING FUND BALANCE \$920,776

MANDATORY 10% RESERVE \$292,610

UNALLOCATED FUND BALANCE \$628,166

NET RESULT OF CURRENT OPERATIONS \$83,138

ESTIMATED UNALLOCATED FUNDS YEAR END \$711,304

Revenue and Expenditure by Fund

Allegan County

Fiscal Year: 2021 Through Period: 5

	2021 Budget	5 - 5 Actual	Year-To-Date Actual	Encumbrances	Balance	Expend %
FUND: 2950 SENIOR MILLAGE						
REVENUES						
2950.672.403.00.00 CURRENT PROPERTY TAX	2,507,963.00	0.00	2,511,089.85	0.00	(3,126.85)	100.12
2950.672.427.00.00 PAYMENTS IN LIEU OF TAXES	33,000.00	0.00	(5,579.72)	0.00	38,579.72	(16.91)
2950.672.573.00.00 State Grant - Local Comm Stabilization	130,000.00	0.00	0.00	0.00	130,000.00	0.00
2950.672.665.00.00 INTEREST EARNED - DEPOSITS	14,500.00	0.00	0.00	0.00	14,500.00	0.00
2950.672.675.00.00 CONTRIBUTIONS & DONATIONS	1,000.00	359.00	2,049.80	0.00	(1,049.80)	204.98
2950.672.694.00.00 OTHER REVENUE	0.00	0.00	137.50	0.00	(137.50)	0.00
TOTAL REVENUES	2,686,463.00	359.00	2,507,697.43	0.00	178,765.57	93.35
EXPENDITURES						
2950.672.703.00.00 SALARIES & WAGES - PERMANENT	133,638.00	10,192.88	51,460.53	0.00	82,177.47	38.51
2950.672.706.00.00 SALARIES & WAGES - PER DIEM	2,730.00	210.00	1,400.00	0.00	1,330.00	51.28
2950.672.710.00.00 OTHER COMPENSATION	0.00	0.00	173.53	0.00	(173.53)	0.00
2950.672.710.01.00 Stipend	554.00	46.20	231.00	0.00	323.00	41.70
2950.672.715.01.00 SOCIAL SECURITY -FICA TAXES-	10,131.00	763.08	3,903.59	0.00	6,227.41	38.53
2950.672.716.00.00 HOSP INSURANCE - EMPLOYER	36,295.00	3,019.01	15,219.30	0.00	21,075.70	41.93
2950.672.718.00.00 RET. FUND CONT. - EMPLOYER	9,355.00	713.52	3,602.27	0.00	5,752.73	38.51
2950.672.722.00.00 LIFE INSURANCE	174.00	12.54	62.70	0.00	111.30	36.03
2950.672.724.00.00 WORKERS COMPENSATION INS.	147.00	9.16	51.75	0.00	95.25	35.20
2950.672.725.00.00 DISABILITY INSURANCE	901.00	67.59	336.64	0.00	564.36	37.36
2950.672.727.00.00 OFFICE SUPPLIES	626.00	133.29	169.78	0.00	456.22	27.12
2950.672.728.00.00 PRINTING & BINDING	262.00	0.00	0.00	0.00	262.00	0.00
2950.672.730.00.00 POSTAGE	550.00	0.00	0.00	0.00	550.00	0.00
2950.672.811.00.00 MEMBERSHIPS & SUBSCRIPTIONS	100.00	0.00	0.00	0.00	100.00	0.00
2950.672.818.00.00 Outside Contractual Services	15,000.00	218.85	7,786.63	0.00	7,213.37	51.91
2950.672.818.01.00 Outside Contractual Service	0.00	0.00	4,992.50	0.00	(4,992.50)	0.00
2950.672.818.02.00 Outside Contractual Serv - Adult Dayca	232,627.00	6,575.25	26,453.63	0.00	206,173.37	11.37
2950.672.818.03.00 Outside Contractual Serv - Hm Del Mea	702,285.00	39,879.12	206,679.36	0.00	495,605.64	29.43
2950.672.818.04.00 Outside Contract Serv - In Hm Support	1,367,590.00	96,459.87	397,382.31	0.00	970,207.69	29.06
2950.672.818.05.00 Outside Contract Serv - Per Emeryg Re	148,743.00	14,122.00	56,537.00	0.00	92,206.00	38.01

Please note: This report includes actual payments for the current month.

Revenue and Expenditure by Fund

Allegan County

Fiscal Year: 2021 Through Period: 5

	2021 Budget	5 - 5 Actual	Year-To-Date Actual	Encumbrances	Balance	Expend %
FUND: 2950 SENIOR MILLAGE						
EXPENDITURES						
2950.672.818.06.00 Outside Contract Serv - Transportation	166,611.00	5,617.61	51,828.69	0.00	114,782.31	31.11
2950.672.820.00.00 Indirect Cost Allocation	56,265.00	4,782.00	23,910.00	0.00	32,355.00	42.50
2950.672.861.00.00 TRAVEL EXPENSES-ROUTINE/OPER.	2,000.00	0.00	0.00	0.00	2,000.00	0.00
2950.672.861.01.00 Educ/Train Rm & Bd	1,000.00	0.00	0.00	0.00	1,000.00	0.00
2950.672.861.02.00 Educ/Train/Conf Travel	600.00	0.00	0.00	0.00	600.00	0.00
2950.672.861.03.00 Educ/Train/Conf - Registration	800.00	0.00	0.00	0.00	800.00	0.00
2950.672.901.00.00 ADVERTISING	23,500.00	0.00	0.00	0.00	23,500.00	0.00
2950.672.917.00.00 LIABILITY INSURANCE	11,113.00	0.00	0.00	0.00	11,113.00	0.00
2950.672.954.00.00 EQUIPMENT	2,500.00	36.03	144.10	0.00	2,355.90	5.76
2950.672.964.00.00 REFUNDS AND REBATES	0.00	187.68	267.01	0.00	(267.01)	0.00
TOTAL EXPENDITURES	2,926,097.00	183,045.68	852,592.32	0.00	2,073,504.68	29.14
EXCESS OF REVENUES OVER EXPENDITURES	(239,634.00)	(182,686.68)	1,655,105.11	0.00	(1,894,739.11)	(690.68)
GRAND TOTAL REVENUES	2,686,463.00	359.00	2,507,697.43	0.00	178,765.57	93.35
GRAND TOTAL EXPENDITURES	2,926,097.00	183,045.68	852,592.32	0.00	2,073,504.68	29.14
GRAND EXCESS OF REVENUES OVER EXPENDITURES	(239,634.00)	(182,686.68)	1,655,105.11	0.00	(1,894,739.11)	(690.68)

Please note: This report includes actual payments for the current month.