

Allegan County Commission on Aging



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Chairperson: Larry Ladenburger
Vice Chairperson: Alice Kelsey

COMMISSION ON AGING - Minutes

Wednesday, February 16, 2022

9 – 11 am

Zimmerman Room, Human Services Building
3255 122nd Avenue, Suite 200 – Allegan, MI

Public Zoom Link:

<https://us02web.zoom.us/j/82375478232?pwd=NnNsUEhwZnhWVlFpNjAvNkRZNjkzZz09>

COMMISSIONER

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Counselor

Ashley Dever

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Counselor

Katie Cole

269-673-0501 X 2497
Administrative
Assistant

CALL TO ORDER: By Vice Chairperson Alice Kelsey at 9:11am

CONFIRMATION OF QUORUM

ROLL CALL:

Present: Dean Kapenga, Alice Kelsey, Stuart Peet, Lou Phelps, Natalie Van Houten, Richard Butler, Sally Heavener, Patricia Peterson via Zoom

Absent: Larry Ladenburger

Others Present: Sherry Owens, Havilah MacInnes, Katie Cole, Alicia Lemmen from Alliance

COMMUNICATIONS:

APPROVAL OF MINUTES: Motion to approve by Dean Kapenga Supported by Richard Butler. All in favor. Motion carried.

PUBLIC PARTICIPATION: None

APPROVAL OF AGENDA: Motion to approve the change by Sally, supported by Stuart. All in favor. Motion carried.

PRESENTATIONS: **Laura Hosler – Greenstreet Marketing Update to marketing plan:** Laura reported that the marketing campaign is in full swing. Cable TV and radio are live. Ads are currently published in Allegan County News, Senior Times and Senior Preferences. Post card mailing are being sent out next week. Laura hopes to have reports at the next COA meeting.

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”

ADMINISTRATIVE REPORTS:

Director's Report: Sherry Owens

- Sherry will be revising future director's reports focusing on COA goals rather than the service areas. Ashley and Havilah will be giving service area updates in their combined outreach report.
- Sherry reported the phone tree has been revised to provide better customer service. The new phone tree is being finalizing now.

Goal 1 Continue 2021 goal with marketing plan

Laura will have reports next month showing numbers with our marketing campaign.

Goal 2 Stabilize In-Home Supports

Increase unit rate to \$35.00 and was affective January 1st 2022. At the March meeting we will discuss "5 Why's" on why we are having issues with increasing the number of In-home agencies. Sherry recommends renaming In-Home Supports to Essential In-Home Supports.

Goal 3 Earmark available Fund Balance to offset planned increase in services

Sherry and Lorna are working together stay tuned for further updates.

Goal 4 Continue 2021 goal for contingency plans

Continue working on contingency plans for all service areas.

Goal 5 Explore Friendly Visitor Program, Miles for Memories and similar programs as future projects

Continue to look into other programs, example Friendly Visitor Program.

Sherry states ServTracker conference has begun 4 hours every Tuesday for the month of February.

Financial Reports: Will have updated reports at next month's COA meeting.

Outreach Report: Havilah reported that she is at capacity with MMAP clients as they are time consuming. Havilah has also worked significantly on reducing the wait list for In-Home Supports.

ACTION ITEMS:

NO ACTION ITEMS AT THIS TIME

DISCUSSION ITEMS:

1. Fund Balance Discussion (Lorna Nenciarini, Executive Director, Finance)

Lorna discussed streamlining the COA financial reports. The goal for 2021 was to use 239,000 in fund balance, but with the ongoing pandemic funds have increased and is

projected by the end of 2022 we could have upwards of 900,000 in fund balance. Even with the increase of Home Delivered Meals and In-Home Supports we will still have ample funds.

Dean: Asked if we can create a new account line with a specific dollar amount for increases based the marketing campaign.

Lorna explains that the specific dollar amount in the fund balance is for spending on the increased demand we anticipate from the marketing campaign. Sherry states they will work that into the current plan and have new reports at the March COA meeting.

Sherry mentions possibly starting a beta Friendly Visitor program to help Allegan County Seniors with isolation due to the ongoing pandemic. Lorna supports looking into this as a possible service area.

2. Alliance National Award

Alice presents a certificate to Alicia from Alliance Home Care. Alliance received two national awards one for Employer Choice Award and one for Leader in Training.

SUBCOMMITTEE REPORTS:

AAAWM Board of Directors- No meeting this month.

AAAWM Advisory Council- Natalie gave report on her February advisory meeting.

ROUND TABLE (COA MEMBER TIME):

Pat mentions Community Action's brochure makes it appear as if they provide the home delivered meals. Pat also states Allegan County Senior Services is not listed in the Ascension Borgess Allegan resource list. Pat inquires if anyone is able to write a grant for funds to start a senior center in the old CMH building. Sherry will reach out to Dan and find out what is recommended. Sherry will bring results of that discussion to the next meeting for Pat.

Sherry: Shout out to team being awesome. Weekly zoom team meetings are now longer now due to now having a six person team, and will be meeting monthly in-person.

ADJOURNMENT: Meeting adjourned at 10:14a.m. Moved by Stuart Peet, supported by Natalie Van Houten. All in Favor. Motion carried.

Next Meeting –Wednesday, March 16, 2022 - Zimmerman Room