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Allegan, MI 49010  
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<http://www.allegancounty.org>

# ALLEGAN COUNTY COMMISSION ON AGING

## COMMISSION ON AGING MEETING - AGENDA

Wednesday, March 16, 2022

9:00 -11:00 am

Zimmerman Room, Human Services Building

3255 122<sup>nd</sup> Avenue – Allegan, MI

Public Zoom Link:

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

### COMMISSIONER

Dean Kapenga  
616-218-2599  
Hamilton

### ELECTED OFFICERS

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

Vice Chairperson  
**Alice Kelsey**  
(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

Richard Butler  
616 902-0046  
Plainwell

Patricia Petersen  
616-644-8059  
Allegan

Sally Heavener  
616-355-3494  
Holland

### STAFF

Sherry Owens  
269-686-5144  
Director

Havilah MacInnes  
Extension 2495  
Senior Services  
Counselor

Ashley Dever  
Extension 2498  
Senior Services  
Counselor

Katie Cole  
Extension 2497  
Administrative

### CALL TO ORDER:

### PLEDGE OF ALLEGIANCE:

### CONFIRMATION OF QUORUM

### ROLL CALL:

### COMMUNICATIONS:

### APPROVAL OF MINUTES: (Attachment A – February)

### PUBLIC PARTICIPATION:

### APPROVAL OF AGENDA:

### PRESENTATIONS: Marketing Update - Laura Hosler, Greenstreet Marketing (Attachment E)

### ADMINISTRATIVE REPORTS:

-Director's Report (Attachment B)

-Financial Reports **!NEW** (Attachment C)

-Outreach Report (Attachment D)

### ACTION ITEMS:

~~No Action Items at this time

### DISCUSSION ITEMS:

1. Review of new financial reports (Attachment C)
2. "5 Why's" discussion regarding In-Home Supports RFP

### NOTICE OF APPOINTMENTS: 1 At Large seat vacant

### FUTURE AGENDA ITEMS:

### SUBCOMMITTEE REPORTS:

AAAWM Board of Directors

AAAWM Advisory Council

### ROUND TABLE (COA MEMBER TIME):

### ADJOURNMENT: Next Meeting – April 9–11 am Zimmerman Room

#### 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"

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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 122<sup>nd</sup> Avenue, Suite 200 – Allegan, MI

### **Public Zoom Link:**

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269-673-3333 x 2495  
Senior Services  
Counselor

**Ashley Dever**  
269-673-3333 x 2498  
Senior Services  
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 1<sup>st</sup> 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

## ATTACHMENT B DIRECTOR'S REPORT

**Commission on Aging  
Director's Report  
March 16, 2022**

Greetings Friends!

Don't look now, but it may be over! Spring officially starts on March 20<sup>th</sup>, but it feels like Mother Nature decided to get an early start! Below is an update on the Strategic Goals adopted at the January meeting. As you can see, there is a great deal of coordination going on between meetings.

- **Goal #1 - Continue 2021 goal with Marketing Plan.** Laura will attend virtually and provide details of this month's marketing efforts, and the Marketing Report that we have been discussing is at Attachment C (pg. 2), and a more in depth review of the marketing outcomes is at **Attachment E**. We will review documents and determine if this format (along with regular updates from Laura) provides what you need for this project.
- **Goal #2 - Stabilize In-Home Supports.**
  - **Increase unit rate to \$35.00** effective January 1<sup>st</sup>, 2022. **COMPLETE**
  - **Identify and remove barriers** to increasing the number of agencies that submit RFPs for this millage service
    - "Five Why's" discussion will be part of the Agenda this month. Please bring at least one "why" you consider this a problem
  - **Clearly communicate service criteria.**

We discussed re-naming this service "Essential In-Home Supports" and there were no objections, we have requested this change be made to all marketing items going forward. **COMPLETE**
- **Goal #3 – Earmark available Fund Balance to offset planned increase in services**
  - Assess impact to current Fund Balance from:
    - Increase in unit rate to HDM as part of the contract extensions
    - Marketing Campaign
    - Increase to unit rate in In-Home Supports

At the February meeting, Lorna Nenciarini joined us and discussed the Fund Balance. She suggested that we build a Fund Balance plan that reflects the item listed above. Lorna and I have worked together to develop a new Financial Report that provides a snapshot of each service and the administrative costs, along with the Fund Balance Plan and other pertinent information (**Attachment C, Pg. 1**). This is a discussion item this month to determine if this document provides you with the information you need.

COA MEETING PACKET, PG 6 OF 11  
ATTACHMENT B DIRECTOR'S REPORT

**Goal #4 - Continue 2021 goal for contingency plans** (ADC, PERS, Transportation and revisit In-Home Supports) **NOTHING NEW TO REPORT AT THIS TIME.**

**Goal #5 – Explore Friendly Visitor Program, Miles for Memories and similar programs as future projects. NOTHING NEW TO REPORT AT THIS TIME.**

**STRATEGIC AREA OF FOCUS- CUSTOMER SERVICE:**

- The new phone tree that our team has been working on will be live by the time we meet this month. A great deal of time and discussion went into the development of this process to ensure that the expected increase in calls can be managed smoothly and customers can receive the information they need.

**STRATEGIC AREA OF FOCUS- FINANCIAL:**

- Attached you will find the new monthly financial documents at **Attachment C.**

**STRATEGIC AREA OF FOCUS – PROCESS & INNOVATION:**

- Our team will have our first regularly scheduled monthly in person meeting on March 18<sup>th</sup>. First of all, our thanks to Alice Kelsey for bringing a lovely surprise breakfast on the third Friday in February. Unfortunately, since we had just done our Strategic Planning meeting, the monthly meetings didn't begin until this month, but her thoughtfulness was very special to our team, and our suitemates were able to enjoy the goodies too. THANK YOU ALICE!!! We will use this month's meeting to review and make any necessary revisions to our "COOP" (Continuity of Operations) Plan. It's basically the "doomsday plan" for natural disasters, fire, and most recently Pandemics. We review it twice annually to ensure we are ready for an emergency.

**STRATEGIC AREA OF FOCUS- ENGAGEMENT:**


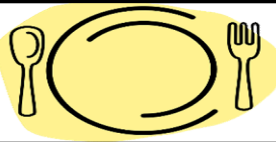


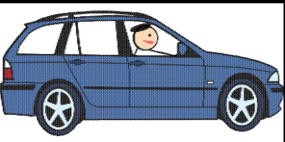

The team is blending and learning and growing since Katie has joined us, and it's great to see them cross training each other and learning new things. This is an amazing team of very dedicated people and I am very proud of them.

I look forward seeing you all soon!

Warm Regards,

*Sherry*

**ATTACHMENT C - FINANCIAL REPORT**


											
<b>ADC</b>		<b>HDM</b>		<b>HOME SPTS</b>		<b>PERS</b>		<b>TRANSP</b>		<b>ADMIN COSTS</b>	
JAN	YTD	JAN	YTD	JAN	YTD	JAN	YTD	JAN	YTD	JAN	YTD
<b>CUSTOMERS</b>		<b>CUSTOMERS</b>		<b>CUSTOMERS</b>		<b>CUSTOMERS</b>		<b>CUSTOMERS</b>		<b>COMPENSATION</b>	
15	15	317	317	398	398	694	694	74	74	\$19,789	\$19,789
<b>UNITS</b>		<b>UNITS</b>		<b>UNITS</b>		<b>UNITS</b>		<b>UNITS</b>		<b>OPERATIONS</b>	
450	450	6,813	6813	2,942	2,942	694	694	6,441	6,441	\$7,620	\$7,620
<b>UNITS PLANNED- 29,255</b>		<b>UNITS PLANNED 102,334</b>		<b>UNITS PLANNED - 53,496</b>		<b>UNITS PLANNED - 7015</b>		<b>TARGET UNITS</b>		TRAVEL, SUPPLIES, EQUIP. ADVERTISING, PRINTING, ETC.	
2,438	2,438	8,528	8,528	4,458	4,458	612	612	8,939	8,939	<b>INDIRECT COSTS</b>	
<b>COSTS</b>		<b>COSTS</b>		<b>COSTS</b>		<b>COSTS</b>		<b>COSTS</b>		<b>TOTAL ADMIN COSTS:</b>	
\$3,715	\$3,715	\$51,166	\$51,166	\$102,953	\$102,953	\$13,848	\$13,848	\$11,976	\$36,858	\$5,084	\$5,084
<b>PLANNED COSTS</b>		<b>PLANNED COSTS</b>		<b>PLANNED COSTS</b>		<b>PLANNED COSTS</b>		<b>TARGET COSTS</b>		<b>BUDGETED</b>	
\$20,113	\$20,113	\$60,718	\$60,718	\$121,793	\$121,793	\$12,860	\$12,860	\$14,405	\$14,405	\$32,493	\$32,493
<b>BUDGETED</b>		<b>BUDGETED</b>		<b>BUDGETED</b>		<b>BUDGETED</b>		<b>BUDGETED</b>		<b>AVAILABLE</b>	
\$241,351	\$237,636	\$728,621	\$677,455	\$1,461,517	\$1,358,565	\$154,321	\$140,473	\$172,859	\$136,001	\$ 438,490	\$ 405,997

<b>2022 BUDGET STATUS</b>					
<b>REVENUE</b>			<b>EXPENDITURES</b>		
REVENUE BUDGETED	REVENUE COLLECTED		EXPENDITURE BUDGET	EXPENDITURES USED	
2022	JAN	YTD	2022	JAN	YTD
\$2,840,030	\$908,977	\$908,977	\$3,197,159	\$216,150	\$241,032
<b>PLANNED USE OF FUND BALANCE</b>					
2022 BEGINNING FUND BALANCE:	\$1,200,000	2022 FB BUDGETED SPENDDOWN		\$357,129	
10% BEST PRACTICE RESERVE	\$319,716	UNBUDGETED UNIT INCREASE (HDM)		\$39,910	
AVAILABLE TO SUPPORT OPER.	\$880,284	UNBUDGETED UNIT INCREASE (IN HOME)		\$410,851	
<b>TOTAL FB PLANNED TO USE IN 2022: \$807,890</b>					
<b>PLANNED REMAINING FUND BALANCE AT END OF 2022: \$72,394</b>					

<b>OTHER IMPORTANT METRICS</b>			
<b>IN HOME WAIT LIST</b>		<b>ADD'L TRANSP INFO</b>	
12/31/21	CURRENT	<b>VOLUNTEER TRIPS</b>	
69	20	JAN	YTD
<b>LONGEST WAIT</b>		220	220
12/20/2021		<b>BUS TRIPS</b>	
		JAN	YTD
		207	207
		<b>UNMET RIDES</b>	
		JAN	YTD
		0	0



# MARKETING REPORT

MARKETING EFFORTS													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL YTD
TV COMMERCIAL		16,626											16626
RADIO COMMERCIAL		50											50
DIGITAL RADIO (SPOTIFY)		2,648											
MAILER		6,472											6472
BILLBOARD (IMPRESSIONS)*		550,460											550460
SOCIAL MEDIA		1,931											1931
PRINT AD		2											2
CLIENT RESPONSE TO REFERRAL QUESTION: "WHERE DID YOU HEAR ABOUT THESE SERVICES?"													
BROCHURE		3											3
WEBSITE		16											16
TV COMMERCIAL		0											0
RADIO COMMERCIAL		0											0
CARD IN MAIL		6											6
BILLBOARD		1											1
SOCIAL MEDIA		2											2
PRINT AD		0											0
OTHER		53											53
<b>MONTHLY TOTAL</b>		<b>81</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	
NEW REFFERALS													
ADULT DAY CARE	4	4											8
HOME DELIVERED MEALS	16	32											48
ESSENTIAL IN HOME SUPPORTS	40	61											101
PERS	28	46											74
TRANSPORTATION													0
<b>MONTHLY TOTAL</b>	<b>88</b>	<b>143</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	
CONTRACT STATUS													
INVOICES SUBMITTED - 2021												\$16,300	\$16,300
INVOICES SUBMITTED - 2022	\$12,000	\$5,515											\$17,515
*Impression are the number of vehicles that passed by the billboard										<b>TOTAL COST TO DATE: \$33,815</b> <b>CONTRACT AMOUNT: \$95,000</b> <b>AVAILABLE TO COMPLETE PROJECT: \$61,185</b>			



Combined Outreach ReportAshley Dever - Home Delivered Meals and PERS:

I am settling into my new position. Now that Katie has a foundation to grow from, I have now started my own training with Havilah. While I do have a base knowledge of ServTracker, Havilah is starting to show me more in depth so I can effectively complete all aspects of my position. Connect America is in the final stages of updating all of their PERS units to 5G to keep up with technology. This was a bit time consuming on my part and Connect America's but we worked as a team to reach all our Allegan County Seniors who benefit from these units.

I am excited to keep learning and be a part of these growing services.

Havilah Macinnes: Essential Home Supports, Adult Day Care and MMAP:

What a month it has been already and we're still in the first week! Ashley and Katie are settling into their new roles and it would seem our team is gaining momentum for the year to come.

There have been a noted increase in referral and information requests as a result of the first wave of marketing post cards that went out. Thankfully our in home supports waitlists are dwindling just in time. I will have updated numbers and information at the meeting March 16<sup>th</sup>.

March is the last month for both 2021 Medicare reporting and Medicare Advantage Open Enrollment. While Medicare Advantage Open Enrollment runs through March 31st, 'Medicaid applications' and 'new to Medicare' clients are the majority of the MMAP work load these days. Many dual-eligible clients have difficulty navigating the Department of Health and Human Services system. Often times they feel lost in the shuffle. For that reason, Sherry is spearheading the communication between our department and DHHS to help improve the process.

We have started looking ahead to our annual events: Boomer Bash and Senior Day at the Fair. Sherry and I have scheduled our first meeting with the foundation director, Jennifer Garcia, to discuss Boomer Bash and what it might look like this year. Once we have successfully laid the ground work, we plan to update everyone. If you would like to provide any suggestions or input, please let me know!

I look forward to seeing everyone at the meeting next week!

*Havilah MacInnes*



**TV Results**

Strategy for next month: no changes, continue to monitor

Product	Target	Geography	Impression Goal	Impressions Served	% of Impression Goal	Completed Views	Completed Views %
Effectv Streaming	Adults 60+	Allegan	29,410	16,626	56.53%	12,934	77.79%
<b>Total</b>			<b>29,410</b>	<b>16,626</b>	<b>56.53%</b>	<b>12,934</b>	<b>77.79%</b>

Your Video ads were delivered **16,626** times within premium online content.

**81.94%** of your video ad impressions were viewed in full.

**Radio Results**

Strategy for next month: no changes, continue to monitor

COOL 101

Run Dates	Run Weeks	Run Times	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Week Total	Length	Descriptio	Avail Type	Copy ID	Qty	Item Cost	Total Cost
01 2/14/2022 - 2/25/2022	All Weeks	8 6A-7P	5	5	5	5	5			25	:30	Spot		379	50	10.00	500.00

**Spotify Results**

Strategy for next month: change audience from Audio to Podcast listeners to see if we can increase the clicks, the number of clicks should be higher for the impressions and reach we are receiving.



IMPRESSIONS  
**2,648**

How often your ad was played

REACH  
**1,012**

The number of people who saw your ads at least once.

FREQUENCY  
**2.62**

How often each listener has heard your ad

COMPLETION RATE  
**95.54%**

CLICKS  
**1**

CTR  
**0.04%**

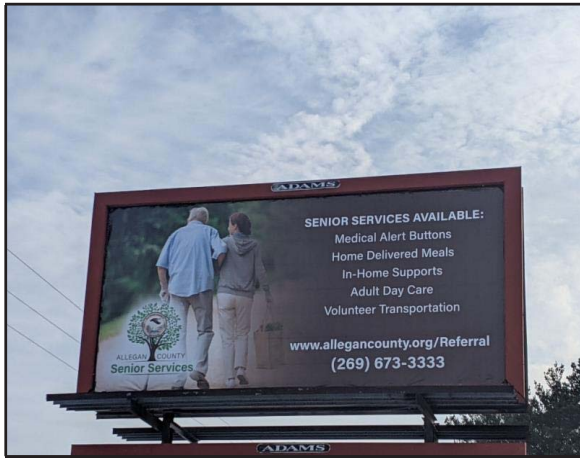


### Billboard Results

Strategy for next month: no changes, continue to monitor

Location Description	Facing	Size	Ill Hours	Weekly 18+ Imp.*
US-131 0.2 mi S/O SR-89 ES F/S - 1	S	EF-10'4.5" X 22'7.5"	12	105,032
SR-89 1 mi W/O 26th St. SS F/W - 3	W	EF-10'4.5" X 22'7.5"	12	32,583

No.	CITY	LOCATION DESCRIPTION	DEC	ILL.	DIR
30902	Allegan	SR-89 1 mi W/O 26th St. SS	0	N	W

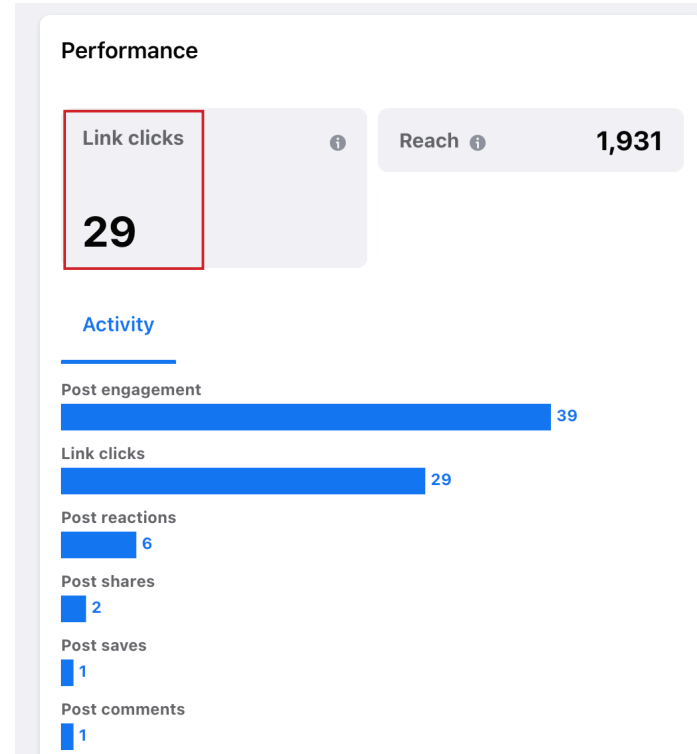


30909	Plainwell	US-131 0.2 mi S/O SR-89 ES	0	N	S
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### Facebook Results

Strategy for next month: no changes, continue to monitor



The number of people who saw your ads at least once.