



ALLEGAN COUNTY COMMISSION ON AGING

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COMMISSION ON AGING MEETING - MINUTES

Wednesday, March 16, 2022

9:00 -11:00 am

Zimmerman Room, Human Services Building

3255 122nd 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
Assistant

CALL TO ORDER: By Chairman Larry Ladenburger at 9:01am

PLEDGE OF ALLEGIANCE:

CONFIRMATION OF QUORUM:

ROLL CALL:

Present: Dean Kapenga, Larry Ladenburger, Alice Kelsey, Stuart Peet,

Lou Phelps, Natalie Van Houten, Richard Butler, Patricia Petersen, Sally Heavener

Others: Sherry Owens, Havilah MacInnes, Katie Cole

COMMUNICATIONS:

APPROVAL OF MINUTES: (Attachment A – February)

Moved by Stuart Peet, supported by Natalie Van Houten. All in favor. Motion Carried.

PUBLIC PARTICIPATION: None

APPROVAL OF AGENDA:

Moved by Dean Kapenga, supported by Sally Heavener. All in favor. Motion Carried.

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

Laura gave a Marketing update, video ads were delivered 16,626 times within premium online content. Ads are being aired on a variety of cable channels.

Radio stations will continue as planned rotating every other month, there are no plans on changing this. Spotify only had one click,

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”

strategy for next month is to change from Audio to Podcast listeners and see if there's an increase in clicks.

Billboards will be changing out location at the end of March.

Facebook is doing really well, no changes and will continue to monitor.

First round of post cards went out 5,500, we are seeing good results from these.

Sally asked about Facebook monitoring. Sherry said that her and Ashley were getting together to develop a standardized response for both positive and negative comments.

Pat asked do we have a place to display the eligibility criteria for the services. Sherry pointed out it's all outlined on the website where you find the referral form.

Dean asked about the survey that is being released if we should be including senior services. Dean stated the BOC discussed this at their meeting last week.

Sherry responded she did hear that in the meeting and is working with Dan.

Rich asked about our current benchmark level regarding referrals. Have we been able to establish referrals before the marketing program?

Sherry responded we have been tracking numbers back to 2019 and we will use these to compare, also the financials go to the BOC monthly for an update on the administrative report.

ADMINISTRATIVE REPORTS:

-Director's Report (Attachment B)

- Goal 1 Continue 2021 goal with Marketing Plan
 - o Continue as we are currently see what next month's numbers show
- Goal 2 Stabilize In-Home Supports
 - o Identify and remove barriers to increase the number of agencies that submit RFPs for this millage service
- Goal 3 Earmark available Fund Balance to offset planned increase of services
 - o Lorna and Sherry worked together to develop a new Financial Report that provides a snapshot of each service

- Goal 4 Continue 2021 goal for contingency plans (ADC, PERS, Transportation and revisit In-Home Supports)
 - o Nothing new to report at this time
- Goal 5 Explore Friendly Visitor Program, Miles for Memories and similar programs as future projects.
 - o Nothing new to report at this time

-Financial Reports NEW (Attachment C)

Sherry shared her new monthly financial documents. The membership all agreed the new document provided the information needed in a simplified format.

-Outreach Report (Attachment D)

Havilah reported she has been busy working with clients as its open enrollment for Medicare Advantage Plans.

ACTION ITEMS:

~~No Action Items at this time

DISCUSSION ITEMS:

1. Review of new financial reports (**Attachment C**)
 - Sherry shared new financial reports that shows a better picture of monthly financials.
2. 5 Why's discussion regarding In-Home Supports RFP

Sherry led the group this exercise. Small groups formed to answer “Why do RFPs for Home Supports not successfully bring in new agencies”?

When the groups came back together and began to report out, it seemed that all three groups had the same Root Cause:

- Allegan County is very large, and has very few Home Care agencies within its borders, making it difficult for agencies in adjacent counties to provide county wide service delivery at the same unit rate
- Additional suggested tasks to develop a plan to remove barriers prior to releasing a new RFP include:
 - o Break down county into service areas (to include map) in the RFP and allow bidders to select the areas for service delivery and potentially different unit rates for each area
 - o Review the RFP documents to determine if it needs to be further simplified
 - o Develop an on-line survey and send the link to agencies from last RFP and any others identified at Boomer Bash that asks:
 - If they have ever considered bidding on Millage Services (if not, why not?)
 - Unit rate that agency would consider for contracting services
 - Asking other COA's (MDSA)
 - o Polling other COA's to see what they pay for this service

NOTICE OF APPOINTMENTS: None

FUTURE AGENDA ITEMS: Visit other COA's

SUBCOMMITTEE REPORTS:

AAAWM Board of Directors- Stuart Peet presented notes from 2/28/22 meeting

AAAWM Advisory Council- Natalie Van Houten presented notes from 2/7/22 meeting

ROUND TABLE (COA MEMBER TIME):

Pat asked about the new phone tree, Sherry explained how the phone tree works.

ADJOURNMENT: Next Meeting – April 20th 9am–11am - Zimmerman Room