



# ALLEGAN COUNTY COMMISSION ON AGING

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## COMMISSIONER

Dean Kapenga  
616-218-2599  
Hamilton

## COMMISSION ON AGING MEETING - MINUTES

Wednesday, October 19, 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>

## ELECTED OFFICERS

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

Vice Chairperson  
Alice Kelsey  
(At-Large)  
269-366-0431  
Martin

**CALL TO ORDER:** By Chairman Larry Ladenburger at 9:06am

**PLEDGE OF ALLEGIANCE:**

## SENIOR MEMBERS

Stuart Peet  
269-672-9520  
Shelbyville

Lou Phelps  
269-870-3710  
Plainwell

Natalie Van Houten  
269-672-9359  
Shelbyville

**CONFIRMATION OF QUORUM**

**ROLL CALL:**

**Present:** Dean Kapenga, Larry Ladenburger, Alice Kelsey, Stuart Peet,  
Lou Phelps, Natalie Van Houten, Richard Butler, Sally Heavener

**Absent:** Patricia Petersen

**Other:** Dan Wedge

## MEMBERS AT LARGE

Richard Butler  
616 902-0046  
Plainwell

Patricia Petersen  
616-644-8059  
Allegan

Sally Heavener  
616-355-3494  
Holland

**COMMUNICATIONS: None**

**APPROVAL OF MINUTES: (Attachment A – September)**

Moved by Sally Heavener with the note that the changes to the August minutes in the September minutes be reviewed and changed as needed. Supported by Dean Kapenga  
All in favor. Motion carried.

**PUBLIC PARTICIPATION:** Mary Campbell via zoom

## STAFF

Sherry Owens  
269-686-5144  
Director

Katie Cole  
Extension 2495  
Senior Services  
Counselor

Ashley Dever  
Extension 2498  
Senior Services  
Counselor

Vacant  
Administrative  
Assistant

**APPROVAL OF AGENDA:**

Moved by Stuart Peet, supported by Richard Butler.

All in favor. Motion Carried

**PRESENTATIONS:**

Laura Hosler, Greenstreet Marketing (**Attachment E**)

Laura gave an update on the current Marketing Plan and plans for the remainder of the year:

TV strategy for next month:

- No digital ads for the remainder of the year (ended September 30<sup>th</sup>)
- Funds shifted to from Digital to Network TV
  - Channel 3/7 (CBS) 33 times in November
  - Channel 17 (FOX) 33 times in December
  - Approximate cost is a total (66 times over both months) is \$4,500

## 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”

- Ads to run M-Thursday three separate times each morning

Print ads two times for Allegan County News

Radio strategy for the next month: No radio during Election.

Facebook is doing really well. Ad reached 8,690 people within Allegan County. Digital display ads quadrupled, (from 49,692 to 178,925 in one month)

Laura will provide recommendations for the advertising budget for 2023 and beyond to maintain the work done here at the Strategic Planning meeting.

Thomas Ryder, Lorinda Hinkle Connect America (**Attachment F**)

Thomas gave an update on a flat rate change for all 3 services. Connect America's primary goal is to keep seniors in their own home safely. Connect America is the largest provider in North America for personal response systems. Thomas spoke about adult fall and how to try and prevent these from happening.

PERS (Personal Emergency Response Systems) can help with the following:

- Help at a push of a button 24/7/365
- Gives family peace of mind
- Keeps someone at home safely in the community
- Not just for calls- can help with police, fire, basic help questions
- Fast response time leads to quicker recovery

No landline or cellular phone required, no cellular contract required. All calls are digitally recorded.

Sally asked about fall detection.

Thomas replied fall detection is included on mobile units.

Sally asked about caller ID, when Connect America calls it comes up unknown.

Thomas replied he will look into having a local number or a name assigned.

Rich asked about challenges with competitors.

Thomas replied that they are the largest provider in North America.

## **ADMINISTRATIVE REPORTS:**

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

### **Goal #1-Continue with Marketing Plan**

Laura will be coming to the Strategic Planning Day. Laura will give us the metrics piece on how our marketing plan should look like in 2023.

### **Goal#2-Stabilizee In-Home Supports**

HomeJoy has signed the contract and has been approved and we have received their insurance certificate. Sherry and Katie will do an onsite visit using the Assessment tools that are used during the annual reviews to review current operations and develop a timeline for any changes that need to occur.

After this on site visit is complete, HomeJoy will begin to receive clients. Sara provided her availability by geographic location and wait list clients will be bundled and clients be moved to services slowly so as not to over load.

Rich asked about the onsite assessment documents.

Sherry replied she will have those documents at the strategic planning day.

**Goal #3- Earmark Fund Balance to offset planned increase in services-  
COMPLETE-MONITORING**

Fund balance discussion with Lorna at previous meeting.

**Goal #4-Continue 2021 goal for contingency plans (ADC, PERS,  
Transportation and revisit In-Home Supports)**  
NOTHING NEW TO ADD ON HOLD FOR STRATEGIC PLANNING DAY

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

NOTHING NEW TO ADD ON HOLD FOR STRATERGIC PLANNING DAY

**-Financial Reports (Attachment C)**

- Rich asked if there could be some narrative that points out any areas of concern or trends that need to be discussed. Sherry stated this was meant to be a living document that will continue to improve over time. Rich indicated that it would be best in the financial section of the Director's report.
- Sally asked why there was a spike in the monthly expenditures for In-Home Supports compared to the previous month. Sherry reminded her of the 32 clients that came off the wait list in one week. Those are the costs associated with the increase.

**ACTION ITEMS:**

1. Appoint Proposal Review Committee for HDM RFP (**Attachment G**)
  - a. Sally Heavener and Dean Kapenga volunteered to be part of the proposal review committee. Sherry will ask Patricia Petersen (absent) if she would like to be part of this committee as well as she expressed an interest previously. Depending on Pat's interest, Dean may not participate
2. Schedule date for December Strategic Planning Day
  - a. December strategic meeting moved to January 18, 2023 9am – 2pm.  
Sherry will send out a survey to provide input to guide the agenda

**DISCUSSION ITEMS:**

1. Contract Extension for PERS (**Attachment F**)

**Sally recommends that County extend the current Contract with Connect America through December 31, 2024 with a flat unit rate of \$20 per unit that includes fall detection where appropriate.**

**Supported by Alice Kelsey Roll call vote. Yays: 8 Nays: 0**

2. HDM Taste test

- a. Went well, everyone seemed to enjoy the HDM. COA members rated their meal 1 being good, 5 being not good. Response from everyone was a 2.

**NOTICE OF APPOINTMENTS:** None

**FUTURE AGENDA ITEMS:** None

**SUBCOMMITTEE REPORTS:**

AAAWM Board of Directors – Stuart Peet gave an update on his last Board of Directors meeting.

AAAWM Advisory Council – Natalie Van Houten nothing to report.

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

Alice Kelsey reminded everyone on their way home to check out the fall colors.

**ADJOURNMENT:**

Dean Kapenga moved. Stuart Peet supported. All in Favor 11:44am

Next meeting: November 16, 2022 9-11 am in the Zimmerman Room