

Aging and Disability Resource Center of Central Wisconsin
Aging Advisory Committees Meeting Minutes
January 18, 2012

Committee members present: **Marathon County:** Bob Beck, Dona Schwichtenberg, Vicki Faoro Anderson, Cathy Winters; **Lincoln County:** Jane Lange, Margaret Robl; **Langlade County:** Lil Tower, Barbara Lehrer; **Wood County:** Jean Doty; Katie Clark **At-large representatives:** Becky Heubner-Leu, Kim Esterline and Rose Boron.

Excused: Marion HoKamp, Jalaine Streng, Bill Kolar, Arlene Meyer, Gloria Oberneder, Phyllis Olson and Jacqui Stoehr.

Others present: Linda Weitz, Doug Below, Jennifer Cummings and Susan Reetz.

1. Call to Order: The meeting was called to order by Linda Weitz at 10:05 a.m.
2. Public Comments- no public comments.
3. Approval of Minutes – Motion by Bob Beck, seconded by Dona Schwichtenberg to approve the 10/19/2011 meeting minutes. Motion carried unanimously.
4. Director’s report and updates since last Meeting.

Linda introduced Susan Reetz, senior home safety coordinator who started on 1/9/12. Her position duties will include working with volunteers in the four counties to focus on home safety and to assist consumers to live safely in their homes.

Director report: Linda highlighted a few times from the Director’s Report in the Advisory Committee packet:

- **Family Care/IRIS enrollment caps being lifted.** Currently, the ADRC has 351 individuals on the wait list in our four-county region. The lifting of the enrollment cap is working its way through the legislature, so we do not know the date when the caps will be lifted.
- **Wausau lease issue:** The Wausau ADRC-CW office is located within the North Central Health Care (NCHC) building complex, which is a Marathon County building. Historically, the annual rent for maintenance and housekeeping has been paid to NCHC. In October, Linda received a notice from NCHC that the rent for 2012 would double, from approximately \$100,000 per year to \$200,000 per year. The ADRC-CW Board directed Linda to explore more affordable options in the community. Since that time, Marathon County began examining its rental procedures for county buildings and will be proposing a change to the current policy, which will impact who the ADRC-CW leases from in the future. The positive result of this issue is that it has prompted the ADRC-CW to examine the physical environment in order to provide better customer services. The advisory committee members indicated willingness to advocate for a resolution to the Wausau lease issue if necessary.

- **SNAC letter and response:** As directed by the Advisory committee, Linda sent a letter to Gail Schwersenska, of the Department of Health Services' Office on Aging, requesting that the SNAC program be allowed to expand to other counties within our ADRC-CW service region. Within the committee packet, Linda provided the committee members with a summary of the response received, which essentially stated that this is a "bigger issue" and that it will be explored. The state is working on a "modernization" project for the nutrition program statewide. We are hoping that this will provide an opportunity for the ADRC-CW to continue to advocate for expansion of the SNAC program. GWAAR has already provided its support.

***Assist in Community Outreach Regarding ADRC-CW Services
Provide and Solicit Feedback Regarding Existing Programs and Services***

5. Developing an Advisory Committee Action Plan for 2012

As has been the emphasis of the advisory committees, we will look to solicit customer input to assist in directing our marketing efforts and assist in identifying priorities for ADRC-CW services. In addition, information gathered separately regarding the nutrition program will be used for program improvement, and possibly relate to expansion of the SNAC program.

One way to solicit some initial community input is through peer-to-peer feedback. Linda asked advisory committee members if they would be willing to gather feedback from their peers. The members agreed. Linda brought draft survey documents to be used and the rest of the meeting was devoted to development of a survey tool. Linda will use the information gathered today in finalizing a survey tool and in developing some "talking points" to be used. She will distribute the materials to all committee members within a week or so. The initial survey results will be discussed at the March meeting. Final results from all surveys will be consolidated in a report to be brought to the May meeting for review by the committee members.

Other updates:

- **Sharepoint site:** Linda indicated that the site has been updated. It contains the calendar for meetings—both board and committees meetings, also group meetings will be deposited on the site, including monthly director reports. A discussion thread has been added that allows all committee members to contribute. Linda gave out another set of directions to access the site.
- **Speak Your Peace** - Linda discussed the "Speak your Peace" training sponsored by the Community Foundation of Greater Wood County that is a "community-based campaign urging citizens to communicate in a respectful way." The materials are not copyrighted, so members can use them. Linda will email the web site that offers materials to use.

6. Next meeting – March 21, 2012 - The group agreed to keep the meeting in the Wausau location as this is most central.

7. Adjournment- Motion was made by Bob Beck, seconded by Margaret Robl to adjourn. Meeting adjourned at 12:00 pm.

**Aging and Disability Resource Center of Central Wisconsin
Aging Advisory Committees Meeting Minutes
March 21, 2012**

Committee members present: **Marathon County:** Bob Beck, Dona Schwichtenberg, Vicki Faoro Anderson; **Lincoln County:** Margaret Robl, Arlene Meyer; **Langlade County:** Lil Tower, Barbara Lehrer; **Wood County:** Jean Doty, Katie Clark, Marion HoKamp, Phyllis Olson; **At-Large representatives:** Becky Heubner-Leu, and Kim Esterline.

Excused: Cathy Winters, Jane Lange, Bill Kolar, Jalaine Streng, Rose Boron, and Jacqui Stoehr.

Others present: Linda Weitz, Doug Below, and Jennifer Cummings

1. Call to Order: The meeting was called to order by Linda Weitz at 10:02 a.m.
2. Public Comments-no public comments.
3. Approval of Minutes – Motion by Bob Beck, seconded by Arlene Meyer to approve the January 18, 2012 minutes. Motion carried unanimously.
4. Director’s report and updates since last meeting:

Lifting of the Family Care/IRIS enrollment caps: The bill was signed by the governor on Monday and will be published this week. Linda explained that since Marathon and Wood Counties have been involved with Family Care for three years, they will be at entitlement which means no waiting lists in these counties. We can now work to get these individuals off the waiting list and then as soon as consumers are eligible, they will be served immediately. In Lincoln and Langlade, the entitlement date will be three years out from the start dates of January 2010 in Lincoln and April 2010 for Langlade.

Wausau Lease Update: Marathon County has drafted a policy regarding leasing Marathon County buildings. It goes to the full Marathon County Board on 3/22/12. If it passes, the ADRC-CW will begin discussions with Marathon County regarding space needs. Marathon County Administrator Brad Karger has already contacted Linda requesting information on our needs.

Expansion of the SNAC program: The state is recruiting volunteers who would be interested in being on a statewide nutrition modernization work group. The state would like to get the work group together before they respond to our request to expand the SNAC program.

Title III D Grants: We recently received a GWAAR directive regarding the administration of Title III-D grants. In the past, the grant was used for health promotion purposes and was somewhat flexible. The federal government had issued a new directive that Title III-D funds can ONLY be used to support evidence-based programming. Linda reports that this is good news for us as we could use these funds to pay for training and stipends for instructors. We are directed to report this change to our aging advisory committees and our plan is to further develop our current evidence-based classes and training throughout the region. Kim Esterline asked about what program area would negatively be influenced. Linda reported that our

medication bag program previously charged to this grant, will need to be to be moved to another source of funding.

Statewide ADRC marketing workgroup: As part of the ADRC marketing project, Doug Below had been invited to participate on a state-wide marketing group. The State obtained a \$50,000 grant to use promote ADRC's across the State. We will then develop our marketing plan to complement the State promotion using a \$5,000 marketing grant we received.

Upcoming Volunteer recognition events: The committee members were given a list of the dates, times, and respective locations and were invited to attend.

Recruitment of a new Langlade County member: Gloria Oberneder announced her need to resign her position due to family commitments. Gloria has been a great committee member and advocate for ADRC-CW consumers. Her presence will be missed. We will be recruiting for a new committee member.

*Assist in Community Outreach Regarding ADRC-CW Services
Provide and Solicit Feedback Regarding Existing Programs and Services*

5. Discussion/ Possible Action - Developing an Advisory Committee Action Plan for 2012
Soliciting Customer Input – Review of Returned Surveys

Advisory committee members have begun surveying community members using the tool developed at our last meeting. The information from these surveys will complement information we have gathered in other ways: a 2010 survey of existing consumers in anticipation of the expansion to Lincoln and Langlade counties, program surveys, customer satisfaction surveys and statewide surveys. However, most of these were conducted with individuals who had received ADRC-CW services; we are hoping the advisory committee members will capture input from a broad range of individuals, including those who either have not used services or are unaware of the services.

Linda gave a preliminary review of the 61 surveys returned to date. The advisory committee members are to complete their surveys by the end of April in order for the committee to have the full results by the May meeting.

Committee members reported the following regarding the survey process:

- A number of people declined having the interviewer ask the survey questions as they preferred to complete the survey by themselves.
- Bob Beck thought there may have been some definition problems as individuals didn't know what the survey was asking.
- Margaret Robl indicated that many men have no knowledge about the ADRC.
- Barbara Lehrer was told "I'm not old enough" to participate in the survey.
- Lil Tower indicated that some of her respondents said that if they need information "they call her".
- Becky Heubner-Leu surveyed her staff to see what they might know as these staff are giving consumers needed information.
- Margaret Robl inquired about the age and whether the survey was to be administered only to those over 60. Only the nutrition program questions would be asked of those 60 or older. We also want to obtain information from individuals that are younger and may have disabilities.

- Arlene Meyer indicated that she was able to convince individuals to complete the survey.
- Dona S. indicated that the people she interviewed were in Weston, Rothschild, Schofield and that they mentioned the loss of transportation as this was their focus and relevant at the time. It demonstrates how important transportation is in our communities.
- Barbara Lehrer surveyed a group that is active and looking forward to the Walk with Ease program.
- Phyllis Olson indicated that her folks said that they were not aware that the ADRC-CW serves all adults.

Focus Group Discussion on the Marketing Message for the ADRC-CW

Linda led a group discussion of what the ADRC-CW marketing “message” should be – what do individuals in our target groups want to hear that will attract them to contacting the ADRC-CW.

- Linda noted that the preliminary community surveys had a common theme, which was, “I don’t need it.” Consumers do not want to be viewed as “needing” services.
- The committees discussed the perception of “county based services” and the negative connotation associated.
- Our message needs to communicate that our services are for everyone.
- Linda reported that in the nutrition survey, a primary attraction is looking to others with which to socialize.
- Arlene described a recent encounter that illustrated that even a three year-old recognizes that “grandma should not eat alone”, illustrating the universal need for socialization and the need to market to all age groups.
- Bob suggests that we need to focus on the “stories”.
- Katie indicated that our name “Aging and Disability Resource Center” is somewhat negative; however, the name is dictated by the state model to make it universally recognized.
- A suggestion was made to contact channel 9 to see if we can get any regular air time similar to “Pet Pause” every week.
- Margaret Robl indicated that of her survey takers, none knew of the ADRC-CW services, which surprised her.
- Bob Beck suggested a “did you know” series...

The group discussion was distilled to the following message points that should be included in marketing efforts:

- this is for everyone
- I’m at home, but not alone.....because of the services and opportunities learned from the ADRC-CW
- Independence
- Resources
- Connections
- Choices
- Discover the choices
- Wellness solutions
- Free to choose
- Quality of life
- Empowering

- Joining
- stories
- Peers
- Emphasize social aspects
- Prepare
- Sense of community
- ADRC: Choices for you, choices for me
- Hope
- Purpose
- Listens
- Inclusive

A barrier to services is that individuals wait to contact the ADRC-CW because they do not want to appear poor, needy, unhealthy, etc. Individuals then do not contact, even if they have needs. We want individuals to contact the ADRC-CW before their needs become too great, so the marketing message must convey inclusiveness, empowering, confidential, hope, and the other messages as outlined above.

Linda also asked the group for input as to where and how to “get the word out.” Linda reported that the survey results indicated that the most common source that individuals learn information from is their **friends or families**. The **local newspaper** was the second most common form of receiving information. Dona indicated that the local newspaper had done a survey that shows many people are now reading the newspaper online. The following points were made regarding marketing direction:

- Children-focus
- Grandchildren are more influential than own children
- Personal witness/testimonies
- Medical exam rooms placement of posters
- Agency to have a facebook page
- Did you know.....
- Links to city web pages
- Resource tabs
- Place AKT on the tables for coffee hour at churches
- Telephone book
- Google

6. Next meeting – May 16, 2012 from 10:00-12:00 at the Wausau ADRC-CW office
7. Adjournment: Motion was made by Bob Beck, seconded by Marion HoKamp to adjourn. The meeting was adjourned at 11:50 a.m.

Aging and Disability Resource Center of Central Wisconsin
Aging Advisory Committees Meeting Minutes
May 16, 2012

Committee members present: **Marathon County:** Bob Beck, Dona Schwichtenberg, Vicki Faora Anderson; **Lincoln County:** Arlene Meyer, Jane Lange, Bill Kolar; **Langlade County:** Lil Tower, Jalaine Streng; **Wood County:** Jean Doty, Katie Clark, Marion HoKamp, Phyllis Olson; At-Large representative: Becky Heubner-Leu , Rose Boron, Jacqui Stoehr

Excused: Margaret Robl, Barbara Lehrer, Kim Esterline

Others present: Linda Weitz, Doug Below, and Jennifer Cummings

1. Call to Order: The meeting was called to order by Linda Weitz at 10:00 a.m.
2. Public Comments-none
3. Approval of Minutes – Motion by Bob Beck, seconded by Arlene Meyer to approve the March 21, 2012 minutes. Motion carried unanimously.
4. Director’s report and updates since last meeting:

Wausau Lease Update: On May 8th, Bill Miller, ADRC board member; Brad Karger, Marathon County Administrator; Gary LaVake; and Linda Weitz met with an architect to determine if the current building can be remodeled to meet the needs of the ADRC-CW. This project would be funded by Marathon County capital improvement dollars, so needs to go through the Marathon County approval process.

SNAC Update: The State will be putting together a work group to modernize the nutrition program. The group has not been formed yet, so more information will be forthcoming.

Marketing Update: The ADRC-CW is exploring signage in the region and standardizing phone greetings and email. The State marketing initiative has been slowed as the department of administration wants to review any media before it is broadcasted statewide. We are waiting to coordinate the State tag line with our local identity focus. We feel that this will offer us an advantage and better visibility.

Waiting List/Long Term Care update: Because of the decreasing waiting lists, this report will look different. Sharon Davisson will now be reporting “new enrollments” and the Lincoln and Langlade County waiting list numbers. We are able to manage those lists together instead of by individual county attrition. Linda reports that we will have 9 slots in each Lincoln and Langlade Counties. It is anticipated that the current waiting lists will be gone for Wood County by July and Marathon County by August.

Frozen Meal Service: The Elderly nutrition program will begin to offer frozen meals for individuals in Lincoln and Langlade County. This service will allow individuals to receive weekend and holiday meals. In addition, frozen meal availability will allow for outreach to rural areas that presently have not been served.

Senior Farmers’ Market Voucher Distribution Update: Linda provided committee members with updated distribution dates. This program provides \$25 vouchers to be used at farmers’ markets statewide. The distribution will be available for Wood, Lincoln, and Langlade Counties. Marathon County is hoping to apply to

become a program participant but has to await provisions in the 2012 USDA farm bill passage.

Around the Kitchen Table revision: Changes are being discussed in order to attract a wider audience and make the newsletter more relevant to the consumers that we serve. The font will be enlarged and front page layout will be more descriptive. Please forward any comments or suggestions to Erin Zastrow, Community Resource Manager, at her email address: erin.zastrow@adrc-cw.com. Erin is taking the lead on this project.

5. **2011 Annual Report Review:** Linda explained that the purpose of this report is for a general audience, as it is distributed to the community as well as to the county boards. It provides a snap shot summary of 2011 events and happenings. The fiscal summary is basic, identifying the budget and how and where the ADRC-CW obtains funding.

Linda reviewed the highlights in the annual report with 2011 being the first year of operation with Lincoln and Langlade Counties. The committee members engaged in a discussion regarding the legal structure of the ADRC-CW, funding sources, benefits of a regional operation, and program-specific issues.

*Assist in Community Outreach Regarding ADRC-CW Services
Provide and Solicit Feedback Regarding Existing Programs and Services*

6. Discussion/ Possible Action - Developing an Advisory Committee Action Plan for 2012

Discussion & Analysis of Returned Surveys

Lessons learned: Rose indicated that she has surveyed people coming to her building. Rose indicated that most individuals hear information from family and the newsletter, but don't access services until they are in crisis. Others feel that they are not eligible for programs until they are poor. Concerns and misunderstanding of estate recovery keeps individuals from applying for publicly funded services.

Transportation was identified as one of the key issues of concern. Although medical transportation may be available, the ability to obtain transportation for social events is more limited.

For the people that use services, they were satisfied, but there were many people who didn't realize that services are available. Even the nutrition program that has been in existence in all counties for many years, many people were not aware.

Arlene suggested that PBS puts on exercise programs for adults in the morning and perhaps getting such programs on local access may be an option for the ADRC-CW to consider in exploring media outreach.

A suggestion was made of making broad based presentations to service groups, i.e. Lions, Kiwanis clubs. Dona suggested that the ADRC-CW create a standard powerpoint presentation that could be used in any presentations for groups. This would provide a consistent message. One needs to determine the best location to find potential consumers i.e. "the coffee groups", senior grocery days, etc. Katie reported that this is our role as advisory committee members to "spread the

word”. Lil suggested that the advisory committee members hand out their cards to those with whom they connect.

Bob talked about transportation and the complexities of this issue and how do we look at dealing with the issue.

Next Steps – Marketing Input & Identifying Priority Issues

A discussion was held on “next steps” to identify priority issues. The general consensus was that marketing continues to be an important focus.

Marion asked about whether advisory committees from each of the four counties are meeting separately. Linda reported that each committee is a free standing committee and may choose to meet separately if desired. As county-specific issues are identified, the county committees may choose to meet separately to address the issues in each county. As far as responding to the information from the surveys, Linda can sort the survey results by county as well that may help identify county-specific issues.

Next meeting we will look at the finalized survey results and glean information for our future goals and priorities.

We are still recruiting for members from Langlade and Marathon Counties to fill current vacancies.

7. Next meeting – July 18, 2012 from 10:00-12:00 at the Wausau ADRC-CW office.
8. Adjournment: Motion was made Linda Weitz , seconded by Rose Boron, to adjourn. The meeting was adjourned at 11:56 a.m.

Aging and Disability Resource Center of Central Wisconsin

Aging Advisory Committees Meeting Minutes

September 19th, 2012

Committee members present: **Marathon County:** Bob Beck, Dona Schwichtenberg; **Lincoln County:** Arlene Meyer, Jane Lange, Bill Kolar; **Langlade County:** Lil Tower, Jalaine Streng; **Wood County:** Jean Doty, Katie Clark, Marion HoKamp, Phyllis Olson; **At-Large representatives:** Rose Boron, Kim Esterline

Excused: Becky-Heubner Leu, Vicki Faoro-Anderson, Margaret Robl, Barbara Lehrer, Ann Peck, Jacqui Stoehr

Others present: Linda Weitz, Erin Zastrow, and Jennifer Cummings

Mission: The Aging and Disability Resource Center of Central Wisconsin promotes choice and independence through personalized education, advocacy, and access to services that prevent, delay, and lessen the impacts of aging and disabilities in the lives of adults.

1. The meeting was called to order by Linda Weitz, Executive Director, at 10:00 a.m.
2. Public Comments-no public comments
3. Approval of Minutes – July 18, 2012-Bob Beck moved and Lil Tower seconded to approve the minutes as submitted. Approved unanimously.
4. Director's Report and Updates Since Last Meeting:

Linda highlighted some of the information in member's packets:

Wood County has decided to assume administration of the transportation program in Wood County, effective January 1, 2013. Transition meetings are underway and the transition is going well. For the transportation riders, there should not be a significant impact: they will be using the same vehicles, the same drivers, the same routes, just new phone numbers. We hope the program continues to serve Wood County residents well.

We are still recruiting for a Marathon County advisory committee member. We have been given suggested names; Linda has contacted these individuals; but no one has shown definite interest at this point. Linda is open to suggestions of names of other individuals, or may consider advertising. John Callahan, Marshfield citizen board member, is resigning. So we will also be looking for citizen board member representing the older adult population, ideally in the Marshfield area.

The new "Monthly Guide" has now been updated. It is no longer named "Around the Kitchen Table". Suggestions from many sources, including this committee, were taken in to account to update this publication. Erin Zastrow championed this project. Positive feedback was offered.

Due to delays in the statewide marketing campaign, we decided not to wait any longer for the state and to proceed with our project. We took information from the community surveys that were distributed by advisory committee members in order to develop our campaign. The surveys showed that radio ads were one of the top places local residents received information. Therefore, the ADRC-CW used their marketing grant monies to create and promote radio ads. Committee members thought that the radio ads were a good choice due to the number of listeners in our local communities.

5. Final Review of Submitted Aging Plan

The final aging plan document was enclosed in member packets that included formalized goals. The advisory committee members agreed that the final version captured the discussion that took place with the advisory committees and agreed with the goals in the plan.

***Provide and solicit feedback regarding existing programs and services
Provide ADRC-CW Board with recommendations for policy decisions***

6. Preliminary Discussion of "Modernizing" ADRC-CW Nutrition Program

Bob Beck and Rose Boron were chosen to be members on the statewide nutrition workgroup. Bob indicated that the meetings were cancelled until there is a State nutrition specialist hired.

Linda explained that for 2013, there will be a significant decrease for the ADRC-CW nutrition program. Although the federal dollar amount allocated to the Wisconsin has not changed, the formula that the State uses to allocate the funds was recently updated to include 2010 census data, which resulted in a decrease for us. Overall, 50 counties received decreases in funding and the rest received increases. Linda presented a detailed explanation to the committee members how the allocation was calculated. Given that the reduction in funds impacts our nutrition program, the ADRC-CW will use this opportunity to review in detail our current nutrition delivery model and assure that we are responding to communities and participants in meeting their needs. The funding decrease will not take place until the middle of 2013, so that will give us some planning time in preparation for 2014.

One change we will be making is eliminating our contract with Riverview Terrace in 2013. Currently we provide this residential care apartment complex with meals 365 days/year. In order to reduce costs, we are eliminating this contract which also eliminates one part-time site manager position.

Linda presented a map of the geographic locations of the current congregate meal sites. Our congregate meal program does not appear to be meeting participants' needs as shown by reduced attendance. The challenge is to adequately meet participants' needs and to make

programs geographically available to individuals throughout our region. Linda then opened the discussion regarding possible nutrition program changes.

Jane asked why there are five sites in Wisconsin Rapids. Linda explained that many years ago, the housing authority had approached the county aging unit to have meal sites placed in their residential locations and were willing to pay the cost. The group discussed that if any meal sites are closed, the home delivered meal (HDM) availability might be compromised. If we were able to move to a SNAC program, could SNAC sites be able to provide/packaged HDM's? Lil suggested looking at population density figures in reviewing nutrition site location. Linda will explore.

7. Next meeting – November 14, 2012 at the ADRC-CW office location in Wausau.
8. Adjournment—Motion made by Bob Beck, seconded by Jalaine Streng to adjourn. Unanimous approval and meeting adjourned at 12:00 PM.

Aging and Disability Resource Center of Central Wisconsin

Aging Advisory Committees Meeting Minutes

November 14, 2012

Committee members present: **Marathon County:** Bob Beck, Dona Schwichtenberg, Vicki Faoro-Anderson; **Lincoln County:** Arlene Meyer, Margaret Robl; **Langlade County:** Lil Tower, Jalaine Streng; **Wood County:** Jean Doty, Katie Clark, Marion HoKamp, Phyllis Olson.

Excused: Bill Kolar, Jane Lange, Rose Boron, Barbara Lehrer, Becky-Heubner Leu, Ann Peck, Jacqui Stoehr, and Kim Esterline

Others present: Linda Weitz, and Jennifer Cummings

1. The meeting was called to order by Linda Weitz, Executive Director, at 10:05 a.m.
2. Public comments: Katie Clark suggested that the Catholic priest deanery might be a good group to target for outreach. Also, Arlene heard the ADRC-CW ad on the radio and felt that the ad was clear, concise, and got the message across very well.
3. Approval of Minutes – September 19, 2012- Arlene Meyer moved with a second from Bob Beck to approve the minutes as submitted. There was a unanimous vote of approval.
4. Membership – There is a new Marathon County advisory committee member, Pam Frary, who the ADRC-CW board recommended for appointment last week. Now Marathon County needs to approve her appointment.
5. Director's Report and Updates Since Last Meeting: November 2012 signifies our two-year advisory committees' anniversary. Refreshments were provided to celebrate. Linda thanked all advisory committee members for their input and participation.

Updates:

The ADRC-CW has been chosen to pilot the new statewide database. The Project Managers visited the ADRC-CW at the end of October. At this point in the project, the focus has been on educating the data program developer about Wisconsin services. At this point, May is the target month that the ADRC-CW will be piloting the new system. It is important to have quality data in order to effectively measure outcomes, so we are glad to have input into the design.

The state gave each ADRC-CW a target number of community relocations from nursing homes. The ADRC-CW was given a target of 80-122 people relocated from nursing homes in a year throughout the four-county service area. We have historically relocated many more people than that target. Linda gives credit to the good nursing homes in the areas and effective assessments in determining which individuals can be returned to a home and community based setting.

There are no waiting lists in Wood and Marathon Counties, since these two counties are now at entitlement. We continue to have waiting lists in Lincoln and Langlade County. However, the waiting time in these two counties has been about 2 months for Lincoln county residents and 6 months for Langlade county residents. Even though we don't want to see anyone have to wait, the waiting times have been manageable so far.

The Wood County transportation program transition back to Wood County is moving along. The only significant change for riders is the place to call. Everything else will remain the same: the drivers, the routes, the cost, etc. So hopefully it will be an easy transition for everyone.

Home delivered meal referrals have increased throughout the entire region. This information will be used in the upcoming review of the nutrition program. A suggestion was made that lack of transportation may have had an impact in the increase in home delivered meals.

Linda said that the capital improvement project to remodel the Wausau ADRC-CW office is in the final Marathon County budget. Once the budget is passed, an RFP will be issued and an architect will be hired to design the Wausau ADRC-CW office space.

***Assist in Community Outreach Regarding ADRC-CW Services
Advocate for Older Adults and Adults with Disabilities***

6. Discussion of Marketing Project- Linda reported on the radio ads and that suggestions from the advisory committee members and the community surveys they conducted have been instrumental in the development. We need to be cautious so to not present our services as only for people who are "needy." The company we hired, Ruzinski and Reetz, used this input to develop the ad. We hope the ads send the right message.

Moving forward, Ruzinski and Reetz has transformed that same radio ad format to newspaper and TV and we will begin a newspaper and TV campaign in December. A question was asked about the status of the State marketing campaign. Linda explained that we have not heard of any progress on the state campaign. It was suggested that that state campaign would have been helpful to our local campaign.

7. Discussion of Committee Education Topics: Linda asked whether the advisory committees would be interested in receiving educational presentations throughout the year. Comments were in favor. Suggested topics were: the home safety/volunteer program or the functional screening process. A suggestion was made to schedule a combined advisory committee/board meeting for sometime next year.
8. 2013 Meeting schedule - For 2013, the group decided to keep the meetings on the third Wednesdays of the month in Wausau from 10 a.m. to noon. Bob Beck moved to keep the meetings on the same schedule with a second by Jalaine Streng. Unanimous vote of approval.
9. Adjournment- Bob Beck moved to adjourn the meeting with a second from Arlene Meyer. Unanimous vote to adjourn at 11:40 a.m.