

Aging and Disability Resource Center of Central Wisconsin

Aging Advisory Committees Meeting Minutes

January 16th, 2013

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.

Committee members present: **Marathon County:** Bob Beck, Pam Frary; **Lincoln County:** Arlene Meyer, Bill Kolar; **Langlade County:** Lil Tower, Jalaine Streng, Barbara Lehrer, Ann Peck; **Wood County:** Katie Clark; **At large representative:** Becky Heubner-Leu,

Excused: Dona Schwichtenberg, Margaret Robl, Jane Lange, Rose Boron, Jacqui Stoehr, Marion HoKamp, Phyllis Olson, and Vicki Faoro-Anderson

Others present: Erin Zastrow, Sue Reetz, Doug Below, Linda Weitz, and Jennifer Cummings

1. Call to Order: The meeting was called to order by Linda Weitz at 10:02 a.m.
2. Public Comments: Arlene indicated that Erin Zastrow had written an article about HDM volunteers that Arlene was made aware of.
3. Approval of Minutes – November 14, 2012: Bob Beck moved to approve the minutes, seconded by Arlene Meyer, and they were approved unanimously.
4. Introduction of new members – Linda introduced our two new committee members-- Pam Frary (Marathon County) and Ann Peck (Langlade County).
5. Director's Report and Updates since the last meeting: Linda referenced the director reports from December and January in the board packets. In the December report, Linda highlighted the following:
 - **Wood County Transportation** transitioned to being administered by the Wood County Human Services Department rather than the ADRC-CW. Katie Clark reported that she has not learned of any concerns or disruptions with the current level of service with the change.
 - **Statewide Data base pilot-** Linda gave an update on the status. At this point, a lot of our time has been spent with an educational and informative focus to educate the new provider on our services and our needs. Although the process is going much more slowly now, Linda is still encouraged that as the pilot, the ADRC-CW may be able to positively influence the final product.

- **Improved mechanisms for consumer input-** Linda thanked the advisory committee members for the community surveys they conducted last year. We have been able to use this information for a number of purposes. Since the survey targeted many individuals who were unfamiliar with ADRC-CW services, the information was very helpful in guiding our marketing campaign, including what message to give and what medium to use. Our advertising company, Rucinski and Reetz, used this information in designing the ad and developing the campaign. Doug Below reported that in the one-week sample surveys conducted (the first in March and the second in October), new ADRC-CW contacts increased by 81%. We will be conducting another week-long survey after the TV and newspaper campaign concludes to see if any more gains were made.
- **Improving our physical office space:** For our Wausau office, Marathon County will be issuing a request for proposal (RFP) to hire an architect who will work with the ADRC-CW to remodel space in the current building to meet our needs. Our other offices had upgrades as well: in Wisconsin Rapids, we redesigned the waiting room; in Merrill, new signage was obtained; and in Antigo, our reception area will be located in the front of the building to give our ADRC greater visibility and consumer access. In Marshfield, the ADRC-CW is still being included in plans for a Marshfield Community Center if it is built.
- **Lincoln and Langlade County waiting lists for publicly funded long-term care-** Linda reports that the wait time in Lincoln County individuals is approximately two months; Langlade County's wait time is currently about four months. Erin Zastrow encouraged consumers and their families to meet with the ADRC-CW resource specialists, discuss options, and get on the waiting list for publicly-funded care (Family Care or IRIS) if appropriate.
- **Frozen meals-**This service is new in Lincoln and Langlade counties. It has been provided in Marathon and Wood Counties for quite some time. Arlene Meyer reminded us that consumers need to be assisted in how and when to use this new service. Doug Below commented that the frozen meal option has given us the ability to provide meals to an increased number of consumers living in the rural areas.
- **Home delivered meals-** Numbers have increased and reached the highest levels of all time throughout our service area. Linda stated that she will be looking to the advisory committees to assist in planning for the nutrition program in light of increased need and reduced funding.

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

6. Education topic – Volunteer Services and Senior Home Repair presented by Erin Zastrow and Sue Reetz.

Volunteer Services Update - Erin gave an overview of Volunteer Services and new initiatives she has implemented to better recruit, match, and support the ADRC-CW volunteers. In addition to the annual volunteer recognition event, other ways to recognize volunteers will be provided throughout the year, such as sending thank you/holiday cards, distributing small thank you gifts, and making personal phone calls. We now have a systematic process to coordinate volunteers in each office location. Our applications, background checks, and paperwork processes are now standardized to include background rechecks as required every four years. We have defined volunteer opportunities and descriptions that give consumers better information. The ADRC-CW also has been able to utilize some more “non-traditional” volunteers to capitalize on their skills

and interests. Recruitment efforts have been strategic and have included partnerships with various organizations i.e. RSVP, United Way web sites, Volunteer Match, and area employers. Erin attends the State volunteer coordinator conferences to learn of other ideas. In the future, we plan to educate service groups as to our various programs and where volunteers could be utilized.

Senior home safety update- Sue Reetz, Senior Home Safety Coordinator, reported that in 2012, we assisted 60 people with minor home and safety repairs, through recruiting volunteers interested in assisting. The focus of the program is on assisting with small projects that increase safety in the home and targets those individuals over the age of 60 with no other resources. Sue's home office is in Wausau, but the program serves individuals throughout our four-county service area and Sue has recruited individuals throughout the region. Sue sees a wide variety in the type of requests and the volunteers working with the program are fantastic in coming up with creative solutions. Referrals come from various sources, such as medical providers, consumers themselves, and neighbors. Sue feels that one of the greatest unmet needs for consumers are the lack of resources to cover the cost of building and supplies for permanent ramps. She has been working to collaborate with various service organizations in the communities to develop this as a resource.

7. **Strategic Planning Initiative-** Linda indicated that the ADRC-CW board wants to start a strategic planning initiative in 2013. This initiative will identify where the organization is headed in the upcoming years. The planning process will be facilitated by Peter Manley from the Wood County Extension office. Linda and Board Chair Joanne Leonard will be meeting with Peter to map out the process. Linda will keep the advisory committee members apprised.

8. **2013 Meeting schedule-** Currently meetings are held every other month, on the 3rd Wednesday. Linda asked what meeting schedule the committee members would like to see for 2013. Bob moved that our 2013 meetings be held every other month on the third Wednesday of the month. Lil Tower seconded this motion. Unanimous vote of approval obtained. The meeting time will be 10:00-12:00 in the Wausau office location. Linda stated that in response to the request for a joint meeting between the board and advisory committees and in light of the start of the board strategic planning effort, the committees may want to meet with the board in March, which may result in a date change in March. Linda will notify the committee members of any changes to the above approved 2013 meeting schedule.

9. **Next meeting, date, place, agenda-** It is assumed that the next meeting in March will be on Wednesday, March 20, unless members are notified of a change. Linda asked the board for any other education presentation requests. Lil Tower suggested learning more about functional screens and how eligibility for publicly funded long term care programs is determined. Pam Frary suggested having Community Care of Central Wisconsin (CCCW) come to offer a presentation regarding the Family Care programs and how they provide those services as a managed care organization.

Katie asked about committee member appointment and terms. Linda will check to see if any members are up for reappointment and contact each committee member respectively regarding continued interest in serving before the county board reappointment is made.

10. **Adjournment-**Motion made by Bob Beck and seconded by Bill Kolar to adjourn the meeting. There was a unanimous vote to adjourn at 11:59 a.m.

Aging and Disability Resource Center of Central Wisconsin

Aging Advisory Committees Meeting Minutes

March 20, 2013

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.

Committee members present: **Marathon County:** Bob Beck, Pam Frary, Dona Schwichtenberg; **Lincoln County:** Arlene Meyer, Bill Kolar, Margaret Robl; **Langlade County:** Lil Tower, Jalaine Streng; **Wood County:** Marion HoKamp; **At large representative:** Becky Heubner-Leu,

Excused: Jane Lange, Rose Boron, Katie Clark, Jacqui Stoehr, Vicki Faoro-Anderson and Barbara Lehrer

Others present: Patty Ruder, Wood County candidate; Linda Weitz, Sharon Davission, Jamie Krautkramer and Tracey Baken

1. Call to Order: The meeting was called to order by Linda Weitz at 10:00 a.m.
2. Public Comments: There have been complaints about the beef being tougher than normal for the home delivered meals in Lincoln County. Linda noted and will talk with Nutrition Program Manager Ronda James to see if something has changed with the vendor.
3. Approval of Minutes – January 16, 2013: Bob Beck made a motion to approve the minutes, seconded by Arlene Meyer. Motion carried.
4. Introduction of new members – Linda introduced Patty Ruder, potential Wood County Representative. Linda also informed the group that Ann Peck has resigned due to a move out of state and Phyllis Olson has resigned due to family commitments out of the area. We will continue to recruit to fill the positions in Langlade and Wood Counties, so if anyone has suggestions for potential members, please Linda or Jennifer know.
5. Education topic – Long Term Care Eligibility – Functional Screen Tool-Jamie Krautkramer, ADRC-CW Resource Specialist

Jamie Krautkramer gave a presentation on the Wisconsin Long Term Care Functional Screen. She presented a handout that gave information how the Resource Specialists determine if a person is eligible for Long Term Care. Jamie explained that each person may have a unique situation but the Functional Screen is administered the same to ensure consistency. Jamie's presentation generated a good discussion among the advisory members.

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

6. Director's Report and Updates since the last meeting: Linda referenced the director reports from February and March in packets. Linda highlighted the following:

February

- Over 794 individuals participated in healthy living programs in 2012. These are unduplicated individuals.
- Over 80 families were enrolled in the Caregiver Support programs in 2012. Although not all families submitted requests for funds, all received case management and counseling services.
- There were 17 individuals currently participating in the WI Rapids Powerful Tools class for caregivers. Plans are to host another class in the northern region in spring.
- Television and newspaper ads are wrapping up throughout the region. We will once again do a survey to see how many new customers contact one of our offices that saw or heard our ads.

March

- Statewide data base pilot project continues to move forward. There is a new Project Manager and it looks like September will be the month that our staff will be testing the newly developed database.
- Ruth Jakubowski, who has worked with the ADRC-CW and Marathon County for over 37 years, has recently announced her retirement. Her last day will be April 5th.
- We have a new dining site manager for Saints Mary & Hyacinth Church in Antigo; Christine "Chris" Smolek. She brings lots of skill and energy to the nutrition program.
- Annual volunteer recognition dates have been set and everyone is encouraged to attend.

7. Setting 2013 Advisory Committee Goals

During the past two years the focus has been on marketing. We now need to identify new goals for the advisory committee.

Linda informed the group that funding for the nutrition program in 2013 has been reduced and it will be reduced even more in 2014. We as an agency will need to make some critical decisions as to how we can maintain our current services with the reduced funding. At the same time, we need to insure our program is responding to our customers' changing needs and interests.

Linda talked about the strategic planning process that the ADRC-CW board has started. It is very entry level at this time but by June they will be looking at strategic outcomes for the agency, which will then be brought back to the Advisory Committee. At the end of July we will be having our annual "Celebration of Success". This will hopefully be a kind of kickoff to the strategic direction the agency will be heading.

Linda asked if there were other goals the advisory committee would like to focus on. Suggestion was made to strengthening community partnerships. We need to identify who are current partners are and what our relationship is with them and then see who we are missing.

Linda talked about the Nutrition Program and displayed a map that pointed out where our 16 congregate meal sites are located. Currently there are 5 in Langlade Cty, 3 in Lincoln Cty, 1 in Marathon Cty and 7 in Wood Cty. When looking at the map, there are 4 within WI Rapids, 3 of them at housing complexes. Participation is generally down in congregate and up in home delivered meals. A question was raised about the SNAC program and a discussion of the advantages was held. People like the SNAC program because it still meets the goal of increased nutrition and socialization, but it gives customers more choice, such as what, when, and where they eat. Currently this is only available in Marathon County and we have asked about expanding. We will continue to discuss with state leaders.

Consensus from the Advisory members for goals for 2013 included focus on Nutrition, Strategic Outcomes, Partnerships and Grant Opportunities.

8. Next meeting, date, place, agenda

Next meeting would normally be on Wednesday, May 15th however it conflicts with the statewide ADRC conference. Committee members agreed that Thursday, May 16th at 10:00 in Wausau would be the best for the next meeting.

9. Adjournment-Motion made by Bob Beck and seconded by Pam Frary to adjourn the meeting at 11:55 a.m. Motion carried.

Aging and Disability Resource Center of Central Wisconsin

Aging Advisory Committees Meeting Minutes

May 16, 2013

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.

Committee members present: **Marathon County:** Bob Beck, Pam Frary, Dona Schwichtenberg; **Lincoln County:** Arlene Meyer, Bill Kolar, Margaret Robl; **Langlade County:** Lil Tower, Barbara Lehrer; **Wood County:** Marion HoKamp; **At large representatives:** Becky Heubner-Leu

Excused: Katie Clark, Jalaine Streng, Rose Boron, Jane Lange, Jacqui Stoehr, and Vicki Faoro-Anderson.

Others present: Patty Ruder, Wood County candidate, Shannon Tierney-dietetic intern, Linda Weitz, and Jennifer Cummings

1. Call to Order: The meeting was called to order by executive director, Linda Weitz at 10:04 a.m.
2. Public Comments: Shannon Tierney, dietetic intern, was introduced to the group.
3. Approval of Minutes – March 20, 2013: Bob Beck made a motion to approve the minutes, seconded by Pam Frary. Motion carried.
4. Membership recruitment: Currently, we have two openings in Wood County. Patty Ruder, who is attending again today, will decide whether she wants to continue as a member. If so, then we need to recruit one member for Wood County and one member for Langlade County. We may need to run newspaper ads, which was effective in the past.
5. Director's Report and Updates since Last Meeting: Linda referenced the April and May director reports and highlighted the following:
 - The board has begun strategic planning. The board will take a "high-level" overview of the agency and are close to determining their strategic issues. Once the 5-year high level strategic focus areas are identified, a plan will need to be developed which will involve input from the advisory committees. On July 31st, the ADRC-CW will be having their annual "Celebration of success" and the board and advisory committee members are invited to attend. At the event, we plan to identify those 5- year strategic issues as well as celebrate successes with staff. The event will be held in Weston at the Covenant Community Church from 10:00-2 p.m.
 - State-wide data base pilot: Linda reported that this continues to move forward. Next week we will be seeing pilot demos and can offer feedback. We need a good data, which we cannot get from the current system, in order to measure outcomes.

- Senior Farmers' Market voucher distribution is coming in June to Wood, Lincoln, and Langlade Counties. Although there was a small reduction in the number of vouchers available this year, this is a well-utilized program.
 - Arlene Meyer commented that the increase in new contacts coming into the ADRC-CW demonstrates that individuals are learning about the organization. Also to note that Ruczinski and Reetz, the company that developed the ADRC-CW radio/television ads, won an international award at a recent Las Vegas convention. Patty asked whether the ad could be shown at senior centers and other community meetings, and made available on public access stations. The ADRC-CW owns the images which can be used in the future for various projects.
 - Bill Kolar commented about the need to reach younger disabled people and that one of our challenges is how to reach those target groups as well.
 - Annual report: Linda was directed by the board to create the annual report in four pages or less and to communicate: What do we do? Why do we do it? What is the impact? Are the funding sources getting their money's worth? Hopefully, the take away message is that all work of the ADRC-CW is integrated to meet the mission of our organization.
 - Dona Schwichtenberg asked about any sequester ramifications on our funding. Linda reported that although the budget reduction numbers have been given to the State, we have not received specific dollars. Our nutrition program had already been impacted by reduced funding.
 - Becky Huebner-Leu commented about the identified unmet need of assistance with guardianships. She recently learned that 50% of individuals do not have advance directives established and she wondered if the ADRC-CW should identify this as a strategic priority. Dona brought up the need for affordable legal assistance as well.
6. Prioritizing 2013 Goal Areas: Nutrition Program Review, Identify/Strengthen Partnerships, Implementing Strategic Outcomes, and Identifying Grant Opportunities: Linda reviewed and verified that these were the goal areas identified from the last meeting.
7. Input for Nutrition Program Review: Linda reported that 2013 funding was decreased and will be decreased further in 2014. In addition to responding to funding decreases, however, it is also time to examine the nutrition program to see if program goals are being met and whether there are alternate ways of service that would better serve our customers' needs. Currently, total congregate meal numbers are decreasing and home delivered meal numbers are increasing, which seems to be a trend statewide. The nutrition modernization statewide workgroup is reported to be restarting in late July or early August. ADRC-CW advisory members Bob Beck and Rose Boron had been named to the original group and are hoping to continue. The new state nutrition director, Sara Saye, has been invited to visit the ADRC-CW on May 29th in order to become familiar with ADRC-CW services.

In reviewing the nutrition program, Linda reported that we need to be more strategic about congregate nutrition site locations, especially in light of decreased participation. There have

been some nutrition site manager changes with vacancies in Antigo, White Lake, and Wisconsin Rapids that have not been permanently re-filled due to the need for review of the congregate program. There are many issues to take into consideration before final program changes are made.

The following comments from advisory members led to a lively discussion regarding the nutrition program: Arlene reported that at the sites she's been to, the current participants do not welcome new individuals. To address this, a suggestion was made to have a "bring a friend" day, whereby current participants invite someone new. Pam suggested a "happy half hour" to encourage people to mingle before the meal. Dona suggested that the 60 year olds have different interests or at this point "don't need" the nutrition service. So how do we encourage the prevention aspect of this program before individual's needs are apparent? Lil suggested that many people are working longer as well and they are unable to leave work to eat at a prescribed time. Also mentioned was the need to make a reservation ahead of time, which is not consumer friendly, but is necessary. The SNAC program does address some of these issues of eating on your own schedule. Patty suggested that some people may feel that the program is "only for those of lower income" which would reduce participation. Dona reported that perhaps there is some confusion with the familiar term "free or reduced" for school lunches and the relationship to federal subsidized programs. Pam commented on "how do we motivate for change?"

8. Goal areas – Next Steps in our stated goal areas: continue nutrition program review, focus on medical partners first in the goal area of identify/strengthen partnerships, begin discussion of board strategic planning efforts

Dona Schwichtenberg volunteered to attend the next ADRC-CW Board meeting in Merrill on June 16 to participate in the strategic planning discussion.

9. Next meeting, date, place, agenda: **July 17th from 10-noon in Wisconsin Rapids** with lunch at Centralia for those who are interested. Also as a reminder, please get the July 31st all staff meeting on the calendar.
10. Adjournment: Motion made by Bob Beck and seconded by Bill Kolar to adjourn the meeting at 12:00 p.m. Motion carried.

Aging and Disability Resource Center of Central Wisconsin

Aging Advisory Committees Meeting Minutes

July 17, 2013

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.

Committee members present: **Marathon County:** Bob Beck, Dona Schwichtenberg; **Lincoln County:** Margaret Robl; **Langlade County:** Lil Tower, Barbara Lehrer, Jalaine Streng **Wood County:** Katie Clark, Marion HoKamp, Patty Ruder; **At large representatives:** Becky Heubner-Leu

Excused: Pam Frary, Vicki Faoro-Anderson, Arlene Meyer, Bill Kolar, Rose Boron, Jane Lange, Jacqui Stoehr,

Others present: Lance Pliml, Wood County Board Chairman; Linda Weitz, ADRC-CW Executive Director; Doug Below and Jennifer Cummings.

1. Call to Order: The meeting was called to order by Linda Weitz, executive director, at 10:01 a.m.
2. Public Comments: Lance Pliml welcomed the committees to the Wisconsin Rapids area and expressed his interest in attending the advisory committees' meeting.
3. Approval of Minutes – May 16, 2013: Bob Beck made a motion to approve the minutes, seconded by Margaret Robl. Motion carried.
4. Director's Report and Updates since Last Meeting: Linda referenced the June and July director reports and highlighted the following:
 - Personnel updates: Julie Wolf was hired as the Benefit Specialists' supervisor and will also provide direct services to consumers. Jennifer Clark, community health educator, will work in Langlade and Lincoln Counties. Wendy Peterson is a new resource specialist for the Wausau office. Karen Tatro was hired as nutrition site manager at St. Mary and Hyacinth's senior dining location in Antigo.
 - State Data Base Pilot: Meetings continue and the project is moving forward. The original September test pilot dates will likely be delayed.

- Senior Farmers' Market voucher distribution program is completed at this time. Education was provided regarding ADRC services and nutrition. Over 600 vouchers were distributed which amounts to over \$15,000 in fresh produce when redeemed.
- Sara Saye, new Elderly Nutrition Program Manager for Wisconsin, spent the day with Ronda James and Jennifer Cummings to learn more about ADRC-CW nutrition programs including the SNAC program. Sara indicated that the nutrition modernization work group will be reconvened, but an exact date has yet to be determined.
- Marketing: ADRC-CW ads were aired and are now property of the ADRC-CW and can be used in different venues. Most recently the ads were translated by the Hmong Association and aired on the Wausau Hmong radio station. Doug will check to see if the Hmong ad can be aired on the Wood County public access stations as well.
- Katie questioned the air times of the ads. Linda explained the marketing company of Ruczinski and Reetz negotiated air times with local stations. Ads were run adjacent to popular programs as well as off times. Katie suggested contacting public access stations. Marion will give Tom (Channel 3) a call as well. There may be a possibility that public access stations could tape a segment to include testimonials both in Wisconsin Rapids and Marshfield locations.
- Hmong Elder contact: Discussions regarding healthy living programs resulted in having one of our instructors scheduled to teach the Arthritis Foundation Exercise Program (AFEP) once/week for eight weeks to a group of Hmong elders. Depending on the interest following this test class, one of their members may be interested in becoming a program instructor. Training costs could be supported by the ADRC-CW.
- Waiting list update: Entitlement is reached in Marathon and Wood Counties. Langlade consumers have a wait list time of 5 months before being assigned to receive services, and Lincoln County's time line is approximately 3 months.
- Becky asked about the number of referrals for the senior home safety program as she has observed that the total referrals are few. The ADRC Senior Home Safety coordinator works 20 hours/week for the region. However, the coordinator has developed a list of core volunteers in all the communities that actually do the work after the coordinator and supervisor screen the referrals. Becky commented that despite the marketing push, many individuals are still unaware of the ADRC and the services available. Linda explained that the senior home safety program has some income eligibility requirements. However, the coordinator can direct any consumers to information and offer options. If a consumer is receiving services from Community Care of Central Wisconsin (CCCW), the home safety coordinator would encourage the consumer to discuss needs with their CCCW service coordination team. Based on income, this program will provide some of the supplies, or help to identify resources. Linda referenced a recent success story in which this program assisted consumers to get connected. Another goal of this program is to coordinate and connect local providers that can design, build, and /or offer monetary support.

- Lil commented that she is aware of ADRC programs but was not clear on who would be eligible to participate in them. She used herself as an example in which she needs assistance in changing her fire alarm battery. Linda explained that ADRC-CW services are available for **all** adults. Certain program requirements exist, however in Lil's example, the ADRC could refer her to our LATCH (Locals Available To Contact and Hire) list. Individuals interested in providing a service submit an application. The ADRC conducts a background check and then adds this name to the ongoing list of potential service providers. Resource specialists discuss needs with consumers and can offer the LATCH list of names as one option. From that point, the consumer reviews the list of providers and makes contact with a provider and determines service arrangements.
- ADRC-CW services are not income based. Only 25% of individuals using the ADRC have public funding assistance needs. The majority of the people contacting the ADRC has financial means and is looking for information.
- Discussed recent newspaper articles written by staff highlighting programs. A comment was made that personal testimonials are best. Lance commented that although stories are better, we have limited access to public media. He commented that the 40-50 year olds in our communities need the ADRC-CW information as they are working with parents and family members as well. Linda explained that our marketing techniques highlight providing information and options rather than people "needing" services.

***2013 Goal Areas: Nutrition Program Review,
Implementing Strategic Planning Outcomes***

5. Nutrition Program review and update: Linda referenced the nutrition program summary report. The data reveals that congregate meal participation has decreased while home delivered meal referrals have increased. Our budget is calculated with expectations that 33% of revenues are coming from consumer donations; however, contributions have not consistently met this level. Linda explained that consumers may not understand how significant their donations play in meeting the budget so nutrition staff has been providing additional education to consumers regarding the importance of their contributions. Discussion ensued about various ways to enlighten consumers as to the importance of their donations.

Linda reported that the WR Parkview site was closed at the end of June. Many factors were taken into consideration, but one was counting the number of individuals receiving meals under the age of 60 if they reside in the building with a meal site. Concerns were voiced about meeting the needs of the disabled. Linda explained that the nutrition program is an *elderly nutrition program* and not intended to provide for the younger disabled individual. We reviewed the percentage of the participants under 60 at WR Parkview and many were individuals who are not homebound. However, if someone is

homebound and publicly funded, they would be able to receive the meal if authorized through CCCW.

Discussion ensued about the cost of the meals and how costs could be decreased. Linda explained that the total nutrition program costs divided by the number of meals gives us the current \$8.78 meal cost.

Linda summarized the current situation in that we either need to **increase revenues or reduce expenses**. Potential changes could include:

- getting increased donations
- review contracts with CCCW and IRIS for home delivered meals. Since CCCW pays full costs, some consumers are within the disabled target group.
- issuing an RFP –request for proposal- for nutrition caterer services in the Wausau area. NCHC has been providing services since 1999, and our board decided to do an RFP every five years for major service contracts. We are hoping for cost savings with this RFP.
- expand the SNAC program if allowed.
- Closure or reduction of meal sites: because of the number of dining locations and close proximity to one another in WR, the WR Parkview site was closed with the last day of service on June 28th.

Jalaine asked about the expansion of the SNAC sites. Linda reported that there is increased enthusiasm generated especially when sites need to be closed or there is a reduction in the number of days of service. SNAC offers advantages not at usual congregate sites...breakfast, lunch, or dinner. At this time, we have not received approval to expand the SNAC program.

Donna asked if the age -60-eligibility requirement is going to change. At this point, there has been no discussion regarding this. The group discussed the importance of drawing more consumers to the sites based on consumer preference and interest with examples of Langlade Hospital's café, and Becky's example of changes made at her previous location's dining area.

6. Board Strategic Planning – Dona reported that the board has identified some strategic issues and that the advisory committees would have had similar issues. The top issue was how does the ADRC become the “go to” place? Our group may have voted higher for transportation as it transcends other services. However, the board focus was to prioritize those issues that we can impact strategically. The advisory committees will work to develop strategies to address the identified issues.

Lil asked about county funding issues and asked how each county is contributing. The intergovernmental agreement specifies a % of the county tax levy which is the same for all the counties. However the total dollar amount varies. Lance explained that there was a concern about demographics. At this point, we do not ask the counties for more money. The counties have seen significant savings as a result of the ADRC and Lance felt that

this % may need to be addressed in the future. Our board members don't talk about counties, they talk about serving the public.

Dona noted that all the issues and goals are related to the customer and public, but she voiced a comment about the ADRC employees and how they are being managed. "Without the staff we don't have good services". Linda reported that in our overarching goals, she always includes the need to support staff in their work. The All Staff celebration will be held on July 31st. Katie suggested that this event would lend an opportunity to voice the board/advisory committees' support and concern for staff. Linda encouraged committee members to consider attending.

7. Goal areas: Next steps—Nutrition program is a principal goal area.
8. Next meeting, date, place, agenda—September 18th-Wausau ADRC-CW office 10-noon.
9. Adjournment: Motion by Bob Beck and seconded by Marion Hokamp. Unanimous vote to adjourn at 12:04 p.m.

Aging and Disability Resource Center of Central Wisconsin

Aging Advisory Committees Meeting Minutes

September 18, 2013

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.

Committee members present: **Marathon County:** Bob Beck, Dona Schwichtenberg, Pam Frary; **Lincoln County:** Margaret Robl, Bill Kolar; **Langlade County:** Barbara Lehrer, Jalaine Streng **Wood County:** Katie Clark, Marion HoKamp, Patty Ruder; **At large representatives:** Rose Boron

Excused: Beth Schulke, Vicki Faoro-Anderson, Lil Tower, Becky Huebner-Leu, Arlene Meyer, Jane Lange, Jacqui Stoehr

Others present: Linda Weitz, ADRC-CW Executive Director; Doug Below and Jennifer Cummings.

1. Call to Order: The meeting was called to order by Linda Weitz, Executive Director, at 10:02 a.m.
2. Public Comments: Happy 85th birthday to Katie Clark. Many thanks for the delicious treats provided by Katie! Katie expressed her interest in transportation and hopes that options will be numerous in the future—her best birthday present.
3. Approval of Minutes – July 17, 2013: Motion made by Bob Beck seconded by Pam Frary with unanimous vote of approval.
4. Director's Report and Updates since Last Meeting:

Membership announcements: Beth Schulke, former advisory committee member from Langlade County, will be available to attend the November meeting. We have a Wood County vacancy. Please get the names of any interested candidates to Linda.

Management Team Changes: Sharon Davission, Director of Resource Center Services, has resigned from her position and we are recruiting to fill it. This is the first management resignation in the past four years and we are hoping to hire someone with excellent management skills.

Affordable Care Act: The ADRC-CW plays a role in informing the public about the Affordable Care Act (ACA) and signing up for Marketplace Insurance, even though the majority of our target population, older adults receiving Medicare and individuals receiving Medical Assistance due to a disability, are not affected by the ACA. A discussion was held regarding the local efforts for

community partners to share accurate information and make sure resources are available in the community to assist people.

Participation in the Veteran's stand down event: The ADRC-CW was invited to participate in this event by the Marathon County VA officer, Scott Berger. This is the first time it is being held in our service area and we are looking forward to the opportunity to reach out to veterans.

Other Updates: The 3rd annual Caregiver Retreat will be held at Dales Weston Lanes on October 10th. We hired a new site manager at SSMH-Karen Tatro, who is doing a wonderful job. Medicare Part D open enrollment will be start soon and our Benefit Specialists will again provide assistance to those who need it, assisted by trained volunteers. We will be working on a new quality plan, which will focus on our customer survey process. Estate recovery changes, including divestment and spousal impoverishment laws, are coming. We encourage individuals to seek legal advice from an attorney who can give expert advice.

***2013 Goal Areas: Nutrition Program Review,
Implementing Strategic Planning Outcomes***

5. 2014 Budget Update- This is the time of year when we complete our 2014 budget. As far as the nutrition program, we were aware of reductions due to the Older American Act (OAA) allocation, however, 2014 will see further reductions due to the sequester. To address these fiscal reductions in the nutrition program the following changes were made: 1) We kept the sites open, but reduced the number of days in White Lake and Pickerel meal sites. 2) The Wisconsin Rapids Parkview site was closed and individuals are able to attend other sites in that community. 3) The Antigo Parkview site manager resigned, and the decision was made not to fill this position and close the site, due to its close proximity to the other Antigo site and due to serving a high % of individuals under 60. 4) Per the direction of a new ADRC-CW Board policy, an RFP was issued for the meal contract in the Wausau/Marathon County service area. Lynn's Catering, currently serving Lincoln and Langlade Counties, was awarded the contract, with a savings of over \$26,000 in the first year and over \$103,000 in the next three years. These changes, listed above, adequately addressed our budget shortfall in 2014 and at this point, we do not anticipate having to make any further reductions to the nutrition program.
5. Board Strategic Planning – The ADRC-CW board is working on finalizing our strategic plan. The two strategies are as follows:
 - 1) How can the ADRC-CW provide better services to individuals with disabilities?
 - 2) How can the ADRC-CW deal with county, State, Federal funding fluctuation issues in the future?

At the next meeting, we will bring these issues to the advisory committees to determine a starting point.

8. Next meeting, date, place : November 20th 10-noon in Wausau.

9. Adjournment: Motion made by Bob Beck and seconded by Katie Clark. Unanimous vote to adjourn at 11:52 a.m.

Aging and Disability Resource Center of Central Wisconsin (ADRC-CW)

Minutes of the ADRC-CW Advisory Committees Meeting

November 20, 2013

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.

Committee members present: **Marathon County:** Bob Beck, Dona Schwichtenberg, Vicki Faoro-Anderson, Pam Frary; **Lincoln County:** Margaret Robl, and by videoconference: **Langlade County:** Barbara Lehrer, Jalaine Streng; Beth Schulke, Lil Tower **Wood County:** Katie Clark, Marion HoKamp, Patty Ruder

Excused: Bill Kolar, Arlene Meyer; Becky Huebner-Leu, Jane Lange, Jacqui Stoehr, Rose Boron

Others present: Linda Weitz, Jennifer Cummings, and Brian Nelson

1. Call to order: The meeting was called to order by Linda Weitz, ADRC-CW Executive Director, at 10:05 a.m.

2. Public Comments: Linda introduced Brian Nelson, who contacted us as a potential volunteer. Brian is interested in offering his input regarding services provided by the ADRC-CW. He joined our board meeting last week and offered to come to the advisory meeting today.

Linda introduced Beth Schulke as our newest Langlade County member. Beth is a retired public health RN and is very interested in advocating for the people we serve at the ADRC-CW.

3. Approval of Minutes – September 18, 2013: Motion made by Bob Beck seconded by Pam Frary with unanimous vote of approval.

4. Director's Report and Updates since Last Meeting: Linda referenced the October and November director's reports. Highlights were as follows:

Update on data base project: In early October staff from the ADRC-CW and Careworks with staff from Ireland attended an intensive session. The Careworks team is working on the revisions and items that were discussed. The progress is slower than expected.

Personnel Update: Mike Rhea was hired as the new Resource Services Director and will start on November 25th. In addition, we are recruiting for a new resource specialist in the Marshfield office to replace a retiring Sandy Evans and have had an excellent response to recruitments.

Lincoln and Langlade County Waiting List for Publicly-funded Long Term Care-Six people are on the Langlade County waiting list and on January 1st we will be at entitlement. There will no longer be a waiting list in Langlade County. Lincoln County has 22 people on the waiting list with April being their month to reach entitlement.

The Caregiver Retreat – was held in the Wausau area in October and was well-received. Committee members asked about the idea for providing caregiver retreats elsewhere in the region, such as the Wisconsin Rapids or Antigo area. Langlade County members asked about a ½ day “mini-retreat” in the Antigo area for caregivers of all types. The Caregiving Pathways coalition will be meeting in early December to discuss the focus of the coalition and the ways to offer retreats and Jennifer will bring the issue to the team.

2013 Goal Areas: Implementing Strategic Planning Outcomes

Linda referenced the summary report for the ADRC-CW strategic plan that was developed by the ADRC-CW board with the two prioritized issues identified below. Linda has been bringing the two issues to staff for open discussions. Our charge now is to identify how to start in addressing these two issues.

5. Strategic Issue #1 for 2014: How can the ADRC-CW provide better services for individuals with disabilities? Discussion revolved around the following issues:
 - Name problems, since “Aging” is the first thing you hear in “Aging and Disability”
 - The need for the multiple marketing done, for example, 211 should have ALL information from the ADRC-CW.
 - The ADRC-CW teams have indicated that we need to have better resource information for services
 - One area that is often requested is the need for socialization opportunities and choices
 - If the ADRC-CW is serious to target, must decide which disabilities to target i.e. hearing, visual, physical, mobility impairments
 - People don’t want to be labeled “disabled”, so how do you target?
 - Should have better representation from individuals with disabilities on board and advisory committee
 - Offer a forum in the community asking people what type of services needed
 - Need to demonstrate to the community that you’re interested
 - Involve public officials some way – increase awareness of issues
 - The ADRC-CW TV blurbs were good about the aging services, but could we focus more on targeted marketing to other populations
 - Need to keep in mind that a disability does not prohibit one from speaking up and advocating
 - We need to sit down and figure out how to make a difference moving into the future
 - There are good advocacy groups out there, but how can we identify those good resources and partner with them

- There is difficulty in serving the disabled as one group
- Maybe we should look at the % of service utilization by various target groups
- Should we develop a resource directory for the disabled community, such as including specific recreational or social opportunities that would be available
- Each group will have different interests, needs, and agendas
- There is a need for home care providers and to keep people at home is a priority.
- If we develop a “day for caregivers” in Antigo, we could pick the brains of those individuals caregiving for disabled/elderly and a list of issues could be developed from their comments.
- A concern was voiced regarding the rural needs/priorities for services as well. Smaller counties seem to have a better network. What are the strengths in the different communities?
- Perhaps we should start small in targeted marketing - look at “little” items such as bookmarks that identify resources - easy to read and put them in various locations such as the clinics, where you’re a captive audience.
 - The medium has to be considered in looking at the population that you’re trying to reach - may use social media for example

6. Strategic Issue #2 for 2014: How can the ADRC-CW deal with county/state/federal funding fluctuations in the future?

The nutrition program is the ADRC-CW program most impacted by funding fluctuations, so the group identified this as a target for this strategic issue. Linda reported that at this point, we feel that the changes that have been made in the nutrition program will help us stay within budget in 2014. However, we need to prepare for funding fluctuations in the future and at the same time, respond to changing needs and interests of our potential nutrition program participants.

Linda asked Bob Beck about the nutrition modernization committee meeting that he will be attending on Friday. Bob would like feedback from the advisory committee as to those areas that he should bring to the meeting, such as food pantry access, promoting Food Share program for seniors, program can’t stay as “business as usual”, look at SNAC program, other areas? The group thought these were good areas to discuss. Some members commented on quality issues with the food for our nutrition program and Linda encouraged specific feedback to get to Ronda James, our Nutrition Program Manager.

7. Goal areas: Next steps: Linda will pull all the discussions together and in January, we need to formalize the next steps.

8. Next meeting, date, place, agenda: The group decided to continue to meet on the 3rd Wednesday every other month, which would set the meeting for January 15th, 2014 from 10:00-12:00 p.m. The group also would like to continue to meet centrally in Wausau and video conference as needed

9. Adjournment: Motion by Bob Beck seconded by Dona Schwichtenberg to adjourn. Unanimous vote taken at 11:45 a.m. to adjourn.