

# ELDERBRIDGE ALLIANCE BOARD

## Meeting Minutes

### Elderbridge Agency on Aging

Algona Senior Center, Algona Iowa

July 12, 2017, 1:00 p.m.

#### 0.0 Call to Order

The meeting was called to order by David Woodcock, Vice President at 1:09 p.m.

#### 0.1 Introduction of Board members, staff and visitors.

Vice President Woodcock, called for introductions of visitors and staff. Staff members present: Shelly Sindt, CEO, Donell Doering, Director of Operations, Sherri Boedeker, Finance Director, Amber Hobson, Elderbridge Alliance Program Coordinator and Amy Simpson, Executive Assistant were present.

#### 0.2 Roll Call

Dan Janssen	Ex	David Woodcock	P
Phil Garland	Ex	Steve Kruse	P
Mary Jeann Batham, Ex-officio	P	Steve Ehrhardt	P

#### 0.3 Items added to the Board Agenda by Board Members and Agency Staff

No new items were added to the agenda.

#### 0.4 Adopt Agenda

Vice President Woodcock called for a motion to adopt the July 12, 2017, agenda. It was moved by Steve Kruse and seconded by David Woodcock that the agenda be adopted. On roll call the vote was as follows:

Aye: all (the motion was declared carried.)

#### 1.0 Board Affairs

##### 1.1 Approval of April 25, 2017, Board Meeting Minutes

Vice President Woodcock called for approval of the April 25, 2017, Board Meeting minutes. It was moved by Steve Kruse and seconded by David Woodcock that the March 20, 2017, meeting minutes be approved. On roll call the vote was as follows:

Aye: all (the motion was declared carried.)

##### 1.2 Seating of Steve Erhardt to Board

Steve Erhardt is a former Elderbridge Agency on Aging Board President. His knowledge of the aging network will be valuable to the Board. It was moved by Steve Kruse and seconded by David Woodcock that Steve Ehrhardt be seated. On roll call the vote was as follows:

Aye: all (the motion was declared carried.)

**1.3 Election of President, Vice President, Secretary/Treasurer**

After a brief discussion it was moved by Steve Kruse and seconded by David Woodcock that Steve Erhardt serve as President, David Woodcock, as Vice President and Steve Kruse, as Secretary/Treasurer for one year. On roll call the vote was as follows:

Aye: all (the motion was declared carried.)

**1.4 Approval of Amber Hobson, Program Coordinator**

Amber Hobson is a registered nurse that started working for Elderbridge as a case manager. She recently took over the role of Program Coordinator for Elderbridge Alliance. She is looking forward to getting Elderbridge Alliance up and running. It was moved by Steve Kruse and seconded by Steve Ehrhardt that Amber Hobson be approved as the Elderbridge Alliance Program Coordinator. On roll call the vote was as follows:

Aye: all (the motion was declared carried.)

**1.5 Launch Report**

Program Coordinator Hobson indicated she has scheduled presentations in the counties in her area. Other staff are also doing presentations in the counties that are closer to them. Six counties are targeted right now: Cerro Gordo, Clay, Carroll, Dickinson, Sioux and Webster. The website has been created along with brochures. Articles and ads have been placed in newspapers. Open houses and Chamber of Commerce ribbon cuttings have been scheduled.

**1.6 Marketing Efforts**

- a. Presentations - Program Coordinator Hobson stated she has begun to schedule presentations. Other staff will also be making presentations in the counties that are closer to them. The Board suggested presentations should be made to service groups such as Kiwanis, Lion's, and Rotary Clubs should be targeted also.
- b. Brochures – two brochures have been created. The Board will review the brochures and they will be finalized and printed.
- c. Website Status – the website has been created and is a work in progress. It will continue to be updated.

The marketing team will be meeting by conference call on July 13, 2017, to talk about the marketing budget and what the next steps will be. The Board requested monthly marketing and financial reports.

Finance Director Boedeker presented the financial information for review. After a brief discussion it was moved by Steve Kruse and seconded by Steve Ehrhardt that the financial information be approved. On roll call the vote was as follows:

Aye: all (the motion was declared carried.)

**1.7 Line of Credit from Elderbridge**

The salary expenses run about \$12,000 a month and currently there are two months of salary left. The Elderbridge Board initially approved a \$50,000 advance. It was

moved by Steve Erhardt and seconded by Steve Kruse that Elderbridge Alliance is in agreement with the Elderbridge Board for up to \$50,000 as a liability. On roll call the vote was as follows:

Aye: all (the motion was declared carried.)

The President can at any time call for another meeting should future funding from Elderbridge be needed.

**1.8** Next Steps

The delay in filing the tax form 1023 was not as a result of the law firm according to Steve Kruse. CEO Sindt stated that miscommunication issues had delayed the filing of the tax form. The tax form is good and ready to go and should be filed soon.

For FY2018 there will be a tax return completed and it will be done by Jeri Maher who performs Elderbridge's audit.

Steve Kruse will be doing the minutes in the future and will be provided to Amy Simpson to complete the minutes. Meetings will still be recorded.

CEO Sindt stated she would like input from the Board regarding the use of the remaining \$5,000 left in the marketing budget. Facebook ads are running for Elderbridge and Elderbridge Alliance. The Board offered many marketing ideas that included newsletter articles, notifying churches of program, Clay County fair attendance, and contacting foundations for support.

**2.0** Adjournment

**2.1** Next Meeting

The next meeting will be in October at 2:00 p.m. in Algona, Iowa. Board members will be polled for best possible dates to meet before the Elderbridge Board meeting.

**2.2** Adjournment

There being no further business before the Board, it was moved by Steve Ehrhardt and seconded by Steve Kruse that the meeting be adjourned at 2:50 p.m. On roll call the vote was as follows:

Aye: all (the motion was declared carried.)