

ELDERBRIDGE ALLIANCE BOARD
Meeting Minutes
Elderbridge Agency on Aging
Conference Call
April 25, 2017, 1:00 p.m.

0.0 **Call to Order**

The meeting was called to order by Dan Janssen, President at 1:00 p.m.

0.1 Introduction of Board members, staff and visitors.

President Janssen, called for introductions of visitors and staff. Staff members present: Shelly Sindt, CEO, Donell Doering, Director of Operations, Sherri Boedeker, Finance Director and Amy Simpson, Administrative Assistant were present.

0.2 Roll Call

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

President Janssen called for a motion to adopt the April 25, 2017, agenda. It was moved by David Woodcock and seconded by Steve Kruse 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 March 20, 2016, Board Meeting Minutes

President Janssen called for approval of the March 20, 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 Approval of IRS Form 1023

CEO Sindt stated that the IRS Form1023 is almost ready to be filed. Should Elderbridge Alliance be filed as an independent entity or a supporting entity. Attorney recommended that Elderbridge follow what NEI3A elected on their IRS form. NEI3A has not had their approved yet. The attorney thought that Elderbridge should be a supporting entity. Funding would feed back into Elderbridge. The launch does not have to wait for the approval of the IRS Form 1023, since it is retroactive for 27 months.

President Janssen asked if we elected to do supporting entity designation would limit our activities as only supporting Elderbridge. Phil Garland stated that he agreed with Elderbridge's attorney that the Alliance would be a supporting entity. President Janssen agrees that Elderbridge Alliance is probably a supporting entity, but we should find out if it limits us.

It was moved by Steve Kruse and seconded by David Woodcock that the IRS Form 1023 be approved contingent upon getting clarification on whether a supporting entity designation would limit Elderbridge Alliance activities. On roll call the vote was as follows:

Aye: all (the motion was declared carried.)

1.3 Marketing Plan

a. Logo and Tagline

Elderbridge staff were asked to submit potential logo designs as well as taglines. The logo would be used on all brochures and correspondence. Staff picked a bridge for the logo. The Board liked the bridge logo.

After a moderate discussion, the Board suggested tagline should read "Bridging our services with your needs." It was moved by Steve Kruse and seconded by David Woodcock that the tagline should be "Bridging our services with your needs" to go with the bridge logo. On roll call the vote was as follows:

Aye: all (the motion was declared carried.)

b. Brochures

Two sample brochures were shared with the Board. There were slight wording changes that differentiate the two brochures. President Janssen suggested that the brochures be emailed out to members to review the brochures in detail and suggestions will be sent back to Elderbridge.

c. Will start working with current firm that has Elderbridge website to create a site for Elderbridge Alliance. Will have more information concerning the website at the next meeting.

1.4 Revised Business Plan

CEO Sindt stated that revisions have been made to the business plan after the March 20, 2017 meeting. President Janssen stated the word assessment is misspelled on the first page of plan. No formal action was taken as business plan was approved at the March 20, 2017, meeting.

1.5 Final Mission Statement

CEO Sindt asked the Board to review the mission statement. Mary Jeann Batham asked if "age 18 and older" is needed in the mission statement. It was decided to remove "age 18 and older." The mission statement will be, "Provide services to empower adults to live independently and safely in their preferred environment while making self-directed lifestyle choices."

It was moved by Phil Garland and seconded by Dave Woodcock to remove “age 18 and older” from the mission statement. On roll call the vote was as follows:

Aye: all (the motion was declared carried.)

1.6 Pilot Counties

Director of Operations Doering stated that the original target counties were Cerro Gordo, Clay, Webster and Carroll counties. Would like to expand to Sioux and Dickinson counties that have a high 60 plus population with means. It will give Elderbridge a broader base to serve.

It was moved by David Woodcock and seconded by Steve Kruse to add Sioux and Dickinson counties to the pilot counties for a total of six counties. On roll call the vote was as follows:

Aye: all (the motion was declared carried.)

1.7 Launch Date

Launch date was slated for July 1, 2017, but would like to launch sooner. President Janssen stated that if Elderbridge Alliance is ready before July 1, 2017, that it should be launched. Need to launch as soon as possible because of the impending budget cuts coming for the next fiscal year.

2.0 Adjournment

2.1 Next Meeting

The next meeting will be on July 12, 2017, at 1:00 p.m. in Algona, Iowa. Officers will be appointed at the July meeting. The annual meeting will take place in July. The newest member of the Board will attend the July meeting.

2.2 Adjournment

There being no further business before the Board, it was moved by Phil Garland and seconded by David Woodcock that the meeting be adjourned at 2:24 p.m.