

ELDERBRIDGE ALLIANCE BOARD

Meeting Minutes

Elderbridge Agency on Aging

Algona, Iowa

March 20, 2017, 1:00 p.m.

0.0 Call to Order

The meeting was called to order by Dan Janssen, President at 12:55 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	Ex	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 March 20, 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 July 7, 2016, Board Meeting Minutes

President Janssen called for approval of the July 7, 2017, Board Meeting minutes. It was moved by David Woodcock and seconded by Steve Kruse that the July 7, 2017, meeting minutes be approved. On roll call the vote was as follows:

Aye: all (the motion was declared carried.)

1.2 Approval of the Revised Elderbridge Alliance Bylaws

Grammatical errors were removed from the Bylaws that were indicated in the July 2016 meeting. President Janssen called for a motion to approve the Bylaws that included the corrections. It was moved by Steve Kruse and David Woodcock that the Bylaws with the corrections be approved. On roll call the vote was as follows:

Aye: all (the motion was declared carried.)

1.3 Approval of Revised IRS Form 1023

At the time of the meeting Elderbridge’s attorney had not returned IRS Form 1023 with the requested changes from the July 2016 meeting. It was recommended that the attorney be contacted to provide the form and answers to questions that were posed at the July 2016 meeting. Another meeting will need to be scheduled for a final review of the IRS Form 1023. President Janssen stated that the attorney needs to be contacted regarding the delay in receiving the IRS form.

1.4 Review and Revise Mission Statement

After an in depth discussion it was decided that the mission statement be:

“Provide services to empower adults age 18 and older to live independently and safely in their preferred environment while making self-directed lifestyle choices.”

It was moved by Steve Kruse and seconded by Dave Woodcock that the mission statement be accepted. On roll call the vote was as follows:

Aye: all (the motion was declared carried.)

1.5 Market Analysis/Business Plan

The Executive Summary in the business plan was discussed in detail with modifications made to structure and content

Market Analysis – three population segments will be targeted that include managed care organizations, adult children of aging parents and seniors themselves.

Market Strategy - Three target markets have been identified. Older adults in need of services, children of older adults, private businesses, non-profit agencies needing to purchase services. Presentations will be made to local businesses and agencies. Radio and newspaper ads will be done. Social media will also be used.

Marketing Plan – strategies include outreach through fliers, brochures, radio, TV and presentations by staff; asking for help from local clergy, local officials, etc.; make it easy for citizens to contact agency, and discuss payment in a clear and concise way and what to do if they cannot pay for service.

It was moved by David Woodcock and seconded by Steve Kruse that the Business Plan be accepted with modifications. On roll call the vote was as follows:

Aye: all (the motion was declared carried.)

1.6 Initial Service Lines

The initial service lines in Phase 1 of start-up will be Home Meds, which is already currently being conducted in the agency, a transportation service that staff will provide, care coordination that includes case management and options counseling, and home safety assessment. Members like the concept of a transportation service to take seniors to general appointments that include medical appointments. Staff would stay with client during medical appointments and convey to family any concerns from the doctor.

1.7 Service Fees

Specific service fees are being developed. Invoicing and what software will be used were discussed. Sliding fee scales are being considered. The agency cannot “means test” for any service that is an Older Americans Act covered service. Clients will be referred to Elderbridge Alliance for services who are not low income. Management and Finance Director Boedeker are working on costs for care coordination, home meds, transportation and home safety assessment.

1.8 Next Steps

The IRS Form 1023 will need to be filed and a projected start date will be July 1, 2017 in the counties that Elderbridge offices are located, which are Mason City, Spencer, Fort Dodge and Carroll. The 29 county service area will not be initially serviced, but as the program gets up and running it will be expanded into Elderbridge’s service area.

In an unrelated matter, David Woodcock asked if a fifth member was found for the Alliance Board. CEO Sindt stated that Steve Ehrhardt will be going off of the Elderbridge Board as of July 1, 2017, and he is willing to serve on the Elderbridge Alliance Board. It was moved by David Woodcock and seconded by Steve Kruse that Steve Ehrhardt be approved as an Elderbridge Alliance Board Member. On roll call the vote was as follows:

Aye: all (the motion was declared carried.)

2.0 Adjournment

2.1 Next Meeting

The next meeting will be on April 25, 2017, at 1:00 p.m. by conference call. Members will be sent a GoToMeetings invitation for the conference call.

2.2 Adjournment

There being no further business before the Board, it was moved by David Woodcock and seconded by Steve Kruse that the meeting be adjourned at 3:06 p.m.