

ELDERBRIDGE ALLIANCE BOARD

Meeting Minutes

Elderbridge Agency on Aging

Algona Senior Center, Algona Iowa

October 9, 2017, 1:30 p.m.

0.0 Call to Order

The meeting was called to order by Vice President, David Woodcock, at 1:30 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, Sherri Boedeker, Finance Director and Amber Hobson, Elderbridge Alliance Program Coordinator were present.

0.2 Roll Call

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

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 October 9, 2017, agenda. It was moved by Phil Garland and seconded by Dan Janssen 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 12, 2017, Board Meeting Minutes

Vice President Woodcock called for approval of the July 12, 2017, Board Meeting minutes. It was moved by Dan Janssen and seconded by Steve Kruse that the July 12, 2017, meeting minutes be approved. On roll call the vote was as follows:

Aye: all (the motion was declared carried.)

1.2 IRS Status

The IRS paperwork has been submitted. It may be 6 months before we receive a response. At this time Elderbridge Alliance has the authority to operate

1.3 Financial Report

Finance Director Boedeker went over the financial information that was current up to August 31, 2017. Several grants have been written and are currently waiting for responses. United Way has approved a grant to the Alliance in the amount of \$6,500.

1.4 Line of Credit from Elderbridge

The Alliance budget was given to the Board in handout form. It will be emailed to all members after the meeting. Elderbridge has an audit scheduled at the end of October. Finance Director Boedeker stated she will tell members if there are any problems with the advances to Elderbridge Alliance after the audit is complete. Advancement of additional funds to Elderbridge Alliance from Elderbridge is on the October Elderbridge Board agenda for discussion.

It was moved by Phil Garland and seconded by Dan Janssen that to request a \$50,000 advance from Elderbridge to supplement Elderbridge Alliance through June 30, 2018. On roll call the vote was as follows:

Aye: all (the motion was declared carried.)

1.5 Marketing Efforts

a. Presentations/training – Dough Merbach, Jennifer Brown and Amber Hobson are piloting in the six designated counties so others will be able to present and promote in the 29 counties. On October 26, 2017, there will be an all staff meeting. Employees will be given customer service training during the meeting. There will also be a role playing exercise. On November 1, 2017 there will be sales training via GoToMeetings.

b. Brochures – The brochure has been updated and more are scheduled to be printed. After discussion, it was decided to eliminate the fee schedule, so that potential clients and their families contact Elderbridge Alliance directly. This will allow staff the sell the program. Prices will also be removed from the website. It was moved by Dan Janssen and seconded by Phil Garland to remove the prices from the material. On roll call the vote was as follows:

Aye: all (the motion was declared carried.)

c. Website Status – Doug Merbach is rewriting the website with the assistance of Webwise. They have been slow to respond. It was recommended that they be given a deadline of 2 weeks to complete the web update. The staff have developed key words to incorporate into a search engine on the website.

1.6 Inquiries

Alliance Coordinator Amber Hobson provided the Board members a spreadsheet of her inquiries, 19 total. There were no inquiries in the Carroll area. There is an 800 number for the Alliance that rings directly to her and rolls over to other staff members before going to voice mail. There were 5 services provided in September: 3 Errand Buddy with 2 that are ongoing bi-weekly; 1 healthcare visit companion, and 1 care coordination. These services are provided out of the Spencer office. There have been a total of 75 presentations/promotion for Elderbridge Alliance services.

1.7 Other Personalized Service – PRN Staff

“Call with any need” or requesting a personalized service will be added to the list of offerings in the brochures and the website. CEO Sindt stated she received requests for homemaker services. She is going to research this and report back to the Board.

Bill payer services has also been requested. After discussion, it was decided this is not an area that the Alliance wants to explore due to time, liability and lack of profitability.

1.8 Potential Partnerships

Alliance Coordinator Hobson reported that she has received 2 inquiries from businesses to partner with Elderbridge Alliance. In Home Solutions located in Iowa and expanding into Colorado provides health therapy at \$58 an hour. The other inquiry was a service that provides diabetic foot care. After an in depth discussion, it was decided that the Alliance program should be better established before considering new businesses. It was moved by Dan Janssen and seconded by Phil Garland to not consider these businesses at this time. On roll call the vote was as follows:

Aye: all (the motion was declared carried.)

CEO Sindt stated that Tai Chi for Arthritis is having remarkable success. . It is a 16 week course that is free. Elderbridge cannot charge for this program at this time, but donations can be requested. After discussion, the Board believed donations should be requested. Stephanie Carlson conducts classes in the Spencer area and Amanda Frerichs will be doing classes in the Mason City area towards the end of the year.

1.9 Next Steps

Would like to have an informative article in the Mason City Globe Gazette. Steve Kruse will contact the Globe Gazette for the proper staff person there and forward that information to Amber Hobson, Doug Merbach and CEO Sindt. A Business after Hours was discussed. It will be checked into in the various locations. Promotion of the Elderbridge Alliance was suggested for area church bulletins. The Wellness Expo that is held annually in Mason City was also considered.

2.0 Adjournment

2.1 Next Meeting

The next meeting will be in January 2018. Survey Monkey will be used to determine a meeting date.

2.2 Adjournment

There being no further business before the Board, Vice President Woodcock adjourned the meeting at 3:34 p.m.