

ELDERBRIDGE ALLIANCE BOARD

Meeting Minutes

Elderbridge Agency on Aging

Conference call

January 11, 2018, 2:00 p.m.

0.0 Call to Order

The meeting was called to order by President Steve Ehrhardt at 2:01 p.m.

0.1 Introduction of Board members, staff and visitors.

President Ehrhardt, called for introductions of visitors and staff. Staff members present: Shelly Sindt, CEO, Sherri Boedeker, Finance Director and Stephanie Carlson, Elderbridge Alliance Program Coordinator were present.

0.2 Roll Call

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

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 Ehrhardt called for a motion to adopt the January 11, 2018, agenda. It was moved by Phil Garland 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 October 9, 2017, Board Meeting Minutes

President Ehrhardt called for approval of the October 9, 2017, Board Meeting minutes. It was moved by Dave Woodcock and seconded by Phil Garland that the October 9, 2017, meeting minutes be approved. On roll call the vote was as follows:

Aye: all (the motion was declared carried.)

1.2 IRS Status

In December 2017 a letter was received from the IRS regarding Power of Attorney (2848). Clarification from the IRS was needed with regard to start date. The matter was sent to Collin Davison for clarification. To date a response had not been heard.

1.3 Financial Report

Finance Director Boedeker will send out a financial report to Board members. The Alliance is still operating at a loss but the loss is diminishing each month. Activities are increasing.

1.4 Alliance Coordinator

Elderbridge Alliance Coordinator, Amber Hobson resigned her position in December 2017. A search for a replacement has begun. The new person will have a dual role with half time being spent with Alliance duties and the other half with public relations activities for Elderbridge. An interview for the position was conducted last week. The deadline to apply for the position has be extended to January 12, 2018.

1.5 Marketing Efforts

Currently staff is determining what marketing efforts are working and what is not. Brochures and website are working well. Facebook and Twitter is still be refined. A data base for churches is and assisted living facilities is being created. Dave Woodcock suggested the banking industry would also be a good data base. A Valentine's Day flyer will be created that will be similar to the Christmas flyer. A Mother's Day and Father's Day promotions were suggested also.

1.6 Inquiries/Services Provided

The services from the past month were reviewed by the Board. The Alliance is starting to receive repeat clients. 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 Next Steps

Next steps was discussed during the marketing efforts line item.

2.0 Adjournment

2.1 Next Meeting

The next meeting will be face to face in March. Wednesday seemed to be the best day for all schedules. Meeting time at 2:00 p.m.in January 2018. It was moved by Dave Woodcock and seconded by Phil Garland that the next meeting be scheduled for March. On roll call the vote was as follows:

Aye: all (the motion was declared carried.)

2.2 Adjournment

There being no further business before the Board, it was moved by Steve Kruse and seconded by Dave Woodcock that the meeting be adjourned.