

ELDERBRIDGE ALLIANCE BOARD

Meeting Minutes

Elderbridge Agency on Aging

Algona Public Library

Algona, Iowa

July 11, 2018, 1:30 p.m.

0.0 Call to Order

The meeting was called to order by President Steve Ehrhardt at 1:30 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, Stephanie Carlson, Elderbridge Alliance Program Coordinator, and SueAnne Stoermer, Public Relations Coordinator were present.

0.2 Roll Call

Dan Janssen	P	David Woodcock	Ex
Phil Garland	A	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

President Ehrhardt called for a motion to adopt the April 12, 2018, agenda. It was moved by Dan Janssen 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 April 12, 2018, Board Meeting Minutes

President Ehrhardt called for approval of the April 12, 2018, Board Meeting minutes. It was moved by Steve Kruse and seconded by Dan Janssen that the April 12, 2018, meeting minutes be approved. On roll call the vote was as follows:

Aye: all (the motion was declared carried.)

1.2 Election of Officers

David Woodcock informed the Board that he would serve one more year on the Board and then will be moving out of state. In light of his pending departure, a search for a new Board member will begin. Dan Janssen also informed the Board that he will be moving to Minnesota by year-end and will need to resign from the Alliance Board. Dan was asked to send any recommendations for a replacement to Shelly. The Board structure

and terms were reviewed. At the inception of the bylaws the terms were structured to allow for more than one term. It was viewed that one board member would drop off and be replaced by a new member to serve three years. With the new board member to be found, the current board members agreed to serve for the coming year in the same capacity. Steve Ehrhardt, President, David Woodcock, Vice President, and Steve Kruse, Secretary/Treasurer.

It was moved by Steve Kruse and seconded by Dan Janssen to approve the officer slate for the coming year. Mary Jeann Batham agreed to continue to serve as the ex-officio member. On roll call the vote was as follows:

Aye: all (the motion was declared carried.)

1.3 IRS Status

The approval from IRS still has not been received. CEO Sindt will check with Attorney Collin Davison on the IRS 1023 form.

1.4 Financial Report

Finance Director Boedeker reviewed the following financial information with the Board:

- The balance sheet dated June 30, 2018.
- Revenue and Expenses for July 1, 2017, and June 30, 2018.
- Avoidable and Non-Avoidable Costs for the period of July 1, 2017, to June 30, 2018.

It was discussed whether a client should sign an agreement for services? Should they pay at the time of service? Are we able to include the late fees? Can we add on fees if the client has not paid as agreed? Finance Director Boedeker is going to send Board members a review of current charges as well as proposed charges going forward.

1.5 Alliance Coordinator

Alliance Coordinator Carlson provided the Board with a report of activities from April 11, 2018, through July 10, 2018. The report also included marketing efforts by Doug Merbach and Sue Anne Stoermer. She further reported that at the next conference they would provide more training. Everyone will be doing presentations throughout the 29 county service area. Alliance Coordinator Carlson is working on testimonials. Promotional flyers on Errand Buddy for birthdays and anniversaries were shared with the Board.

1.6 Marketing Efforts

Sue Anne Stoermer reported on the following marketing items:

- Contracts are being tracked.
- Facebook is up 1% from when it started.
- Youtube is up and running – video and website
- Instagram is going to be set-up.
- Developing a plan to make Elderbridge stand out from its competitors.
- Working on a Twitter reboot, passwords are needed.
- Will be meeting with Webwise

- Will be contacting Colleen Frein of the Mason City Chamber of Commerce about how Elderbridge can use our membership to further promote Elderbridge Alliance.
- Interviews are being conducted to fill a public relations/fundraising position.

1.7 Inquires/Services Provided

Alliance Coordinator Carlson provided the Board members with a report of the inquiries and services provided.

1.8 Next Steps

The next steps are to develop a service agreement, website update, review fees and suggest changes if needed, investigate possible late fees, obtain testimonials by word of mouth and service by service. Develop new services that Elderbridge Alliance could provide. Discuss possible fundraising and grants. E-mail new service agreement for electronic Board approval when completed.

2.0 Adjournment

2.1 Next Meeting

The next meeting is tentatively scheduled for Wednesday, October 24, 2018, at 1:30 p.m. at the Algona Public Library.

2.2 Adjournment

There being no further business before the Board, it was moved by Dave Woodcock and seconded by Steve Kruse that the meeting is adjourned. On roll call the vote was as follows:

Aye: all (the motion was declared carried.)