

Senior Millage Allocation Committee

Virtual Meeting by Zoom

Thursday, July 2, 2020 8:00 am – 9:30 am

MINUTES

1. SMAC meeting called to order by Chairperson Gary Tompkins at 8:01am. Roll called.

- **Attending:** Michelle Hill, Gary Tompkins, Jim Powers, Teresa Schell, Yvonne Chapman, Diane Peters, Tom Hunsdorfer, Art Kale, Richard Lindsey, Jill Booth (joined at 8:03am), Willie Tabb (joined at 8:03am)
- **Absent:** Rochelle Hatcher
- **Excused:** Bob Lyng

2. Approval of Agenda

- Motion to accept agenda – **Kale & Lindsey: Motion, Second. Roll call vote taken. Motion carried, 11-0 with one excused and one absent.**

3. Approval of the minutes of the June 5, 2020 SMAC meeting

- Motion to accept minutes – **Lindsey & Booth: Motion, Second. Roll call vote taken. Motion carried, 11-0 with one excused and one absent.**

4. Introductions and Citizen's Comments

- Introductions: Michelle Williamson, CEO, Community Action; Chuck Asher, COO, Community Action; Linda Grap, Director, Senior Health Partners; Jen Bomba, Community Development Director, Calhoun County; Steve Frisbie, Vice President, LifeCare Ambulance, Community Action Board Executive Committee and Chair, Calhoun County Board of Commissioners; Kitty Knoll, Coordinator, Heritage Commons; Stacy Wines, Program Director, CareWell Services

5. Special Presentations:

a. Review the Senior Transportation Program costs

Michelle Williamson, CPA, Chief Executive Officer, Community Action

Chuck Asher, Chief Operations Officer, Community Action

Senior Transportation helps Calhoun County residents, 60 years and older, access services and activities that enhance dignity, support independence and encourage community involvement. The program typically provides transportation to and from medical facilities, employment, nutritional services, professional services, and recreation. Chuck Asher provided information on what other transportation providers pay, noting that transportation is crucial but very expensive. Community Action works hard to cut costs whenever possible, one such way is by only having only two full-time Transportation staff members, with all drivers working part-time with no benefits. Between 2018 and 2019, Community Action worked hard to cut program costs by \$30,000. In 2018, the average cost per ride was \$18.89 (Senior Millage was reimbursing \$16.75 per ride), and in 2019, the average cost per ride was \$17.10 (Senior Millage was reimbursing \$16.75). The billable rate for Senior Millage will go up a quarter per ride each year for the remainder of the contract, which runs through December 31st, 2023, to help with

Calhoun County Senior Services Mission:

Enhance, promote, and ensure the availability of needed quality services for Calhoun County seniors through the effective and efficient allocation of County Senior Millage resources.

increasing costs. Manager Helen Guzzo provided a chart that shows the funding history of the Senior Transportation program and the increasing costs in the contract. These are found in her Manager's Report for June.

Chuck Asher explained that when Manager Helen Guzzo granted permission to deliver commodity boxes to seniors and count them at rides, Senior Millage was billed for one ride. However, if a senior couple wanted to go to the grocery store, Senior Millage would be billed for four rides (2 people + roundtrip = 4 billable rides). One roundtrip equals two billable rides. Steve Frisbie spoke about a gap in transportation services: returning patients home during nighttime, "off hours" from area hospitals. Is this a problem SMAC wants to solve, and with Senior Millage dollars? Bronson Battle Creek has suggested maybe matching funds. Brief discussion on submitting a proposal for Senior Strategic Projects, main concern is that would only be one time funding. Discussion on reporting rides as part of County COVID-19 monetary response.

b. Senior Services Advertising Plan

For 2020, the advertising budget has been increased to \$25,000. This includes social media, print ads, sponsorships and events, and promotional products. Manager Helen Guzzo went over the specifics of each category. Because in person promotion is limited due to COVID restrictions, to increase publicity ahead of the millage renewal vote, the Senior Services ad will run in local papers every week in July.

6. Reports

a. Senior Millage Budget Report

Manager Helen Guzzo will be keeping a close eye on program spending. The big concern is that we are 42% of the year into billing (haven't received June bills yet), and program spending is down, but spending trend varies by program. Ramp building has been suspended due to a shortage of treated lumber. CCO is going to overenroll to spend the full contract amount. The dental program relies heavily on local dentists, but local dentists are behind on their own practice's patient. PERS will be requesting supplemental funding next month. Helen will ask all vendors if they have funds, they c release to other vendors. If a program hasn't expended their full amount, it isn't because the need isn't there, it is just an odd year. It will be hard to compare 2020 numbers to previous years.

The good news is that services are opening back up and calls to the Senior Services office are trending up. In May, Specialist Kate Turner received 24 phone calls, while in June she received 68 calls.

Conversation about the lingering effects of COVID-19 on seniors, particularly those seniors who are struggling psychologically and the alarming increase in the number of suicides by older adults.

b. Manager's Report

Vendors will turn in their mid-year program reports at the end of July and have been asked to detail how COVID-19 has impacted them and how Senior Millage can help to rebuild and support programs. Manager Helen Guzzo will present a summary of the vendor mid-year reports to SMAC at the August meeting. A subcommittee has met twice via Zoom to discuss the Senior Strategic Project RFP. The plan is to continue moving forward, and release the RFP in late July, prior to the millage renewal vote.

c. Senior Millage Renewal

Update given by co-chair Richard Lindsey. Yard signs have been distributed. WBCK interview was July 1. Also interviewed with the *Battle Creek Enquirer*. *Marshall Ad-visor* will feature Senior Millage as their cover story later in July. Working on contacts in Albion and Homer. Richard will be presenting in-person to the Albion and Marshall city councils. Facebook page is up and running. One month to go!

7. New Business

a. Approve the Joanne Konkle Leadership Award Nomination(s)

Subcommittee unanimously recommends presenting the award to Jolene English, a longtime employee of CareWell Services SW. Jolene will hopefully receive her award in-person at the August 20th Board of Commissioners meeting and will also be given a \$100 gift card to Schuler's. **Hunsdorfer & Lindsey: Motion, Second. Roll call vote taken. Motion carried 11-0, with one excused and one absent.**

b. Mini-Grant Request: Marshall Lions Club, Seniors Ride Free on Wednesdays, Marshall Dial-a-Ride - \$1,600

Powers & Lindsey: Motion, Second. Roll call vote taken. Motion carried 11-0, with one excused and one absent.

8. Upcoming Events:

- **Tuesday, August 4, Senior Millage on the ballot for renewal**
- **Thursday, August 20, 7pm, Board of Commissioners, Joanne Konkle Leadership Award**
- **Saturday, August 22, Alzheimer Annual Walk/Event, Binder Park Zoo**
- **Friday, August 28, SMAC Strategic Planning, 9am-3:30pm**

9. Adjournment at 9:22am.

Respectfully submitted, Kate Turner