

VENTURA COUNTY AREA AGENCY ON AGING
ADVISORY COUNCIL MEETING MINUTES

Advisory Council Center
646 County Square Drive, Suite 100
Ventura, CA 93003
January 11, 2012

Advisory Council Members Present

Gene Aviles (Ventura COA)	Martin Kaplan (Supervisory Appointee)
Tony Bellasalma (City of Moorpark COA)	Benjamina Montoya (Moorpark COA)
Darlene Benz (Ventura COA)	Antoinette Olson (Simi Valley COA)
June Glasmeier (CSL)	Yvonne Ontiveros (Camarillo COA)
Nick Fotheringham (Thousand Oaks COA)	Joyce Pinkard (Supervisory Appointee)
Rose Gossom (Supervisory Appointee)	Ginny Rockefeller (Ojai COA)
Nancy Healy (Thousand Oaks COA)	Nancy Rowe (Oxnard COA)
Vivian Johnson (Fillmore COA)	Mel Silberberg (Supervisory Appointee)
Scott Jones (Service Provider)	Sue Tatangelo (Service Provider)
Lawrence Hartmann (CSL)	Donna Voelker (Fillmore COA)
Lisa Hayden (City of Camarillo)	Max VanderWyk (Supervisory Appointee)
Steve Lehman (CSL)	

Advisory Council Members Absent

Carol Boatner (Santa Paula COA)	Sal Caro (Simi Valley COA)
Paul Boog (Port Hueneme COA)	

VCAAA Staff Present

Victoria Jump	Christine Voth
Elizabeth Renteria	Susan White
Monica Neece	

Guests

Michael Alward, CDA	Debra Hyde
Marisue Eastlake	Belinda Olson (SER, Jobs for Progress)
Linda Esparza (Catholic Charities)	
Andrea Gallagher (Senior Concerns)	

- 1. CALL TO ORDER** - The meeting was called to order at 9:02 a.m. by Chair Darlene Benz (Delegate, City of Ventura).
- 2. PLEDGE OF ALLEGIANCE** – Donna Voelker (Delegate, City of Fillmore) led the Pledge of Allegiance. A quorum was present.
- 3. APPROVAL OF AREA AGENCY ON AGING ADVISORY COUNCIL MEETING MINUTES**
– The minutes of the November 9, 2011, meeting were approved with one correction being

made. Item # 5.2 on page 6 was corrected to include Sue Tatangelo on the list of those that abstained from voting on the item. (Gossom/Silberberg/Passed)

4. COMMITTEE REPORTS

- 4.1 **SNAC Update** – Darlene Benz informed the group that a new manager for the thrift store had been hired and would be taking over January 15, 2012. The manager will help with the renovation and will learn the procedures of the position in February.
- 4.2 **Outreach Committee Report from November 22, 2011** – Rose Gossom presented the report. She reported that outreach committee members discussed the PowerPoint presentation and the difficulties the committee is having in making contact with the prospective venues. The committee decided that if one presentation was given a month it would accomplish the committee's goal. The committee's goal #2, the Outreach Postcard was discussed and suggested changes will be made. Committee goal #3, compiling a list of companies that give senior discounts, was discussed. A list, retyped from an article written by Nanci Cone in the Ventura Breeze paper was provided to the committee by Susan Williams (Santa Paula Senior Center). Permission will be asked of Nanci to redistribute the list with additions from the committee to post on the VCAAA website. New committee goals were added which are as follows: presentation of the new VCAAA website to senior centers; requesting that Ventura County Senior Centers' community computers to have a link on their computer desktop to the VCAAA's website; and outreaching to local colleges & university media departments requesting students to video tape the Advisory Council meetings.
- 4.3 **Senior Nutrition Committee Report from December 14, 2011** – Susan White Wood presented the report on behalf of the committee. The task force was given an update on the release of the RFP. Ms. Jump explained that the price per meal has been recalculated and that the final version of the RFP was being changed to reflect the new number of available service units. VCAAA funded meals for FY 2012-13 will be capped at 170,601. Additionally, Susan explained that developing an RFP that is attractive to new and innovative applicants is a challenge when there are so many restrictions that need to be addressed for the current business model. Susan also needs about 5 days lead time to publish the legal notice. The final RFP will be issued before December 23.

The current fiscal year price per meal is the driving force behind a letter sent to the CEO explaining the situation and the current year deficit of \$53,970 or approximately 15,780 meals. The VCAAA has asked the County to provide the \$53,970 however; the task force should make decisions in the event that the money is not forthcoming. A couple of different options were presented that will prevent the 15,780 meals from being served this year. The pros and cons of each option were discussed at length and the task force voted to recommend an 11% cut in meals across the board – applicable to all grantees. Each grantee will determine if and where the cuts will be made to their local programs. If a grantee decides not to cut service, they can opt to pay for the additional meals with local funds and still receive the VCAAA bulk discount. The vote was unanimous with Yvonne Ontiveros abstaining. It was noted that the Advisory Council

should be very sensitive to the perception people may have of the 11% cut in VCAAA funded meals; that the increase in demand and the rising costs of food and fuel have out-paced the funding available.

The task force discussed various ways to raise additional funding. The VCAAA is exploring establishing a 501 (c) 3 for the benefit of the agency as a whole; however, this is no easy task for a government entity and could take years. The task force will recommend to the Executive Committee to approve the recommendation of the task force by next week. Since the reduction in meals for the current year will need to begin in January, Susan will notify Senior Nutrition grantees of the cuts before Christmas.

- 4.4 **Executive Committee Report from December 15, 2011** - Darlene informed the council that the Executive Committee met on December 15, 2011. The purpose of the meeting was to review the senior nutrition committee's recommendation to reduce the number of meals served in FY 2011-2012 by 11% (or 15,095 meals). Typically, this is something that would be brought to the full Advisory Council, however a decision was needed in December so that meal sites could be notified and start reducing the number of meals served effective January 1, 2012.

This reduction was needed due to the rising cost of food and fuel. If current demand holds true we will not have enough funds to pay for food. In order to contain program costs, the amount of meals served must be reduced 11% (or 15,095 meals) from January 1 to June 30, 2012. A CAP on the number of meals served has also been incorporated into the FY 2012-2013 Request for Proposal for the Senior Nutrition Program (as approved at the November 2011 Advisory Council meeting). The County Executive Office has been notified of the issue.

Meal partners will be given the flexibility to manage the reduction in a way that is least intrusive to their particular meal site. All Advisory council members were notified via email on December 19, 2011. The Executive Committee voted to accept the committee's recommendation.

- 4.5 **Legislative Committee Report from November 9, 2011** - June Glasmeier presented the report. Committee members reviewed the draft VCAAA advisory sheets and made some additional suggestions. Additional work will be done on the documents with the hopes that it will be finalized soon. Committee members reviewed the top 10 California Senior Legislature (CSL) proposals from the 2011 CSL session and made suggestions as to which items should be included in the County of Ventura Legislative platform.

Larry Hartman read the list of items that were included on the Ventura County Legislative Platform:

State Legislative Agenda and Platform -

- The County supports proposals that would: increase funding for elder abuse prosecution and prevention programs; expedite reimbursement or restitution to

seniors victimized by financial crimes, increase the penalties for those convicted of crimes against seniors; expand the list of mandatory reporters of elder abuse to include money wire transmitters; and require homecare agencies to perform background checks on their employees/contracted employees working in seniors homes.

- The County supports funding and efforts to move toward community-based services as opposed to nursing home placement.
- The County supports full funding for the Long Term Care Ombudsman– which provides service to 7500 Ventura County seniors through a professionally trained staff of some 40 to 50 volunteers - and also supports efforts to ensure that the funding collected through the Citations Penalty Account remains dedicated to this program. Additionally, the County supports efforts to create an independent State ombudsman office.
- The County supports proposals that would allow dignity in death that includes privacy in nursing home rooms for those with less than five days to live as well as additional services for the terminally ill.
- The County support efforts to establish a Silver Alert program to locate missing persons with Alzheimer’s disease and Dementia who wander off.
- The County supports efforts to expand Medicare coverage of dental care and hearing and visual aids for seniors.

Federal Legislative Agenda and Platform

New Bill Requests

- Senior Safe Housing Program. Support is requested for an appropriation of \$250,000 for the Area Agency on Aging, Human Services Agency, Health Care Agency, and Superior Court to jointly develop a senior safe housing program aimed at providing caregiver services and shelter for senior victims of elder abuse and/or domestic violence while their perpetrator is being investigated and/or prosecuted.

Major Policy Issues – By Department

- The County supports efforts that would increase appropriations under the Older Americans Act including expanding the Older Americans Act to include funding for Adult Protective Services. The county also supports efforts to consolidate funding streams for congregate and home delivered meals under the older Americans Act.
- The County supports funding and efforts to move towards community-based services as opposed to nursing home placement.
- The County supports efforts to fully fund the Elder Justice Act and any Federal legislation relating to elder abuse that increases the funding provided for elder abuse prevention, assessment and intervention, with increases to the penalties for those convicted of crimes against seniors. The County also supports increasing the penalties for those convicted of crimes against seniors or disabled.
- The County supports efforts to advance legislation to save Medicare and

Medicaid dollars while rebalancing the long-term care system by building on the non-Medicaid community-based network support system embodied in the Older Americans Act. A program such as Project 2020 would provide funds to Area Agencies on Aging to provide person-centered access to information, funds for evidence-based disease prevention and health promotion, and enhanced nursing home diversion services.

- The County supports efforts that would increase funding for the Federal Transit Administration Section 5310 program and expand use of 5310 funds to cover operating assistance. This change would make the program consistent with other Federal transportation programs and would allow nonprofits to obtain new vans and buses as well as ensure funding for maintenance, insurance, fuel, and driver compensation.
- The County support efforts to establish federally coordinated Silver Alert program to locate mission persons with Alzheimer's disease and Dementia who wander off.
- The County supports efforts to expand Medicare coverage of dental care and hearing and visual aids for seniors.
- The County supports efforts to increase the allowable tax deduction for mileage incurred by volunteering by seniors age 60 and over up to the Federal business allowable mileage deduction.

Advisory Council Discussion – Council members asked next time to see the items that didn't make the list and also discussed what the next steps were in the process. CSL members shared that they were recently interviewed by the Ventura County Star about CSL.

- 4.6 **Health Issues Committee Report from November 9, 2011** - Sue Tatangelo presented the report. Committee members reviewed the Senior Health Report, making several final changes including recommendations for fall prevention activities. The majority of the meeting was spent discussing the indicators. The committee decided that instead of giving the county a letter grade, a pass or fail would be much easier. Indicators were expanded on and changed in some cases. The availability of data will determine if some of the indicators remain. Diane Emerick with Public Health agreed to help out the committee and check and see if certain data was available through public health (Tdap & shingles vaccination rates and data related to drug overdose). The report, once finalized and the recommendations contained within it will be brought before the Advisory Council for adoption and will become part of the VCAA's 2012-2016 VCAA strategic plan.

Advisory Council Discussion – Steve Lehmann shared with the Council the activities of a LEAN VC. There is a small 55+ subcommittee that needs more members in order to make sure that older adults are represented. They are focused on helping Public Health with their national grant and need more members to help the committee reach its goal of reducing chronic disease by 5%. Sue Tatangelo committed to adding the LEAN VC to the next Health Issues Committee agenda.

5. DISCUSSION ITEMS/PRESENTATIONS

- 5.1 **Senior Nutrition Committee Report from November 15, 2011** - Susan White Wood presented the report on behalf of the committee. The committee was presented with the first draft of the Request for Proposals (RFP) seeking bids for the Sr. Nutrition Program for FYs 2012-16. The RFP has been developed to allow applicants to apply for money in each community to provide all or part of the needed services which consist of four components: meal preparation, packaging and delivery; local storage and delivery; congregate operations; and home-delivered meals. Applicants may also apply to provide services in one, two, four or all communities currently being served. Patti and Susan explained that this format will encourage existing applicants to apply as well as potentially generate new interest.

Meals funded by the VCAAA are greatly reduced. The only program not affected by meal caps will be Ojai. Discussion followed about redistributing some of the money from Ojai to other, more needy communities, however, no decision was made. The Task Force agreed that the data is disturbing, that people are going to be upset but that they must be made aware.

Recommendations

The Committee recommends that the full Advisory Council approve the following:

1. Have Supervisorial appointed Advisory Council Members meet with their respective Supervisors and explain the situation one on one.
2. Draft a letter from the full Advisory Council to the Board of Supervisors briefly explaining the history of the program, the critical nature of those served and dire need for more funding;
3. Encourage the Senior Nutrition Action Council (SNAC) to generate larger sums of money in the form of corporate sponsorship, grant-writing and large scale fundraising efforts;
4. Have the Advisory Council's Outreach Committee regularly seek corporate sponsorship and donations.

Motion to approve: Tony Bellasalma
Second: Toni Olson
Abstain: Yvonne Ontiveras
Motion approved by voice vote.

- 5.2 Recommendation for the Executive Committee to approve the recommendations of the Planning and Allocation Committee regarding Request for Proposals for FY 2012-2013 – Darlene Benz presented the item.

Motion to approve: Mel Silberberg
Second: Tony Bellasalma
Motion approved by voice vote.

5.3 Strategic Plan Development – Darlene Benz led off the discussion and Christine Voth facilitated. Christine explained to the council that we are in a strategic plan process preparing for the state. We are all on the SS VCAA and need a map of where we are going. We need to set our course, we are not opposed to taking side trips but we need to know our destination. Members were presented with the SWOT analysis data, a chart of Maslow hierarchy of needs and how VCAA programs fit in it. The council was asked: do we want to take the same voyage (same goals and priorities), is there something we haven't looked at? Do we want to take a new voyage?

Points of discussion –

- Our vision statement needs to be revisited, specifically looking at a different term than “aging industry”. We need to broaden our vision philosophically and see aging as a lifelong process or we miss out on potential collaborations.
- We need to rethink how we look at retirement and the extra years that we are given. Too much emphasis is placed on retirement. Productivity is not lost and people don't stop doing things. Encourage bucket lists at senior centers. Focus more on the positive aspect of the retirement years – what can we do? Move from surviving to enjoying.
- Encourage visibility - There is a lot positive going on that we can capture and share. Invite the BOS to the meetings regularly. Create a save the date card for BOS Members.
- People can do more than they think that they can do. Volunteering brings socialization and getting to know like minded people. Invite someone to give a hand. When we have AAA meetings it doesn't only have to be AAA people.
- We need to change the tone of the AAA and not make it only about the frail and low income since they are not the majority in this county. We need to encourage self enhancement activities.
- Limited resources bring new opportunities. Create a business committee and get businesses involved. We need to appeal to them. They have a role to play in all aspects of the community. Markets will involve the senior community. We need to ask the business community for money to support our programs. A potential avenue is involvement with the chamber of commerce's. We can invite them to meetings.

The Advisory Council formed a focus committee/group for the strategic plan to review and develop ideas. Those committing to be part of the group include: Mel Silberberg, Marty Kaplan, Nick Fotheringham, Sue Tatangelo, Lisa Hayden, Scott Jones, Nancy Healy, Benjamina Montoya. Max Vanderwyk, Nancy Rowe, Rose Gossom and Marisue Eastlake.

6. NEWS YOU CAN USE - Included for informational purposes.

7. ADVISORY COUNCIL MEETING SCHEDULE - Included for informational purposes. An updated copy was provided as the date listed for the Health Issues Committee was

incorrect. The correct date is January 31, 2012. Also added to the calendar were the January 26, 2012, senior nutrition committee taste test and the March 8, 2012 Request for Proposal review.

8. CSL UPDATES – June provided an update on some of the CSL bills that

9. COMMENTS FROM CHAIR

10. PUBLIC COMMENTS

June Glasmeier - June reported that the Senior Congress VIII will be held February 1, 2012 at St. Maximilian Kolbe Catholic Church in Thousand Oaks.

Andrea Gallagher – Andrea is the new co-president of Senior Concerns with Carol Freeman. She informed the Council that Seniors Concerns has started an advocacy program at Moorpark Senior Center. She also pointed the Council to a flyer left on the back table about a Caregiving Series that they are running in February featuring Lisa Hayden. The series is called, “Coping with Loneliness as a senior”.

Nancy Healy – Nancy reported that Susan Poore of the Village to Village Network will be visiting the Thousand Oaks Council on Aging on March 1, 2012, from 1-3 pm. The meeting/presentation will be broadcast on the local cable channel.

Steve Lehmann – Steve reported that SCAN will be donating 3 blood pressure cuffs to the MSSP program after the meeting.

11. OTHER BUSINESS - The date of the next meeting is March 14, 2012.

12. ADJOURNMENT - There being no other business, the meeting was adjourned at 10:50 a.m.