

VENTURA COUNTY AREA AGENCY ON AGING  
ADVISORY COUNCIL MEETING MINUTES

Advisory Council Center  
646 County Square Drive, Suite 100  
Ventura, CA 93003  
July 9, 2014

Advisory Council Members Present

Paul Boog (Port Hueneme COA)	Mary Kaplan (Supervisory Appointee)
Smita Dandekar (Supervisory Appointee)	Karen King (Camarillo COA)
Jay Evans (Camarillo COA)	Antoinette Olson (Simi Valley COA)
Ady Esparza (Oxnard COA)	Ginny Rockefeller (Ojai COA)
Rosemary Flores-Gordon (Service Provider)	Mel Silberberg (Supervisory Appointee)
June Glasmeier (CSL)	Neill Spector (Simi Valley COA)
Sandra Fide (Moorpark COA)	Sue Tatangelo (Special Population)
Nick Fotheringham (Thousand Oaks COA)	Sylvia Taylor Stein (Service Provider)
Lawrence Hartmann (CSL)	Donald Todd (Special Population)
Nancy Healy (Thousand Oaks COA)	Vicki Tripoli (Moorpark COA)
Vivian Johnson (Fillmore COA)	Bill Witt (CSL)

Advisory Council Members Absent

Lori Harasta (Ventura COA)  
Lisa Hayden (Supervisory Appointee)  
Marion Holzworth (Ventura COA)  
Ricardo Melendez (Special Population)  
Nancy Rowe (Immediate Past Chair)- EA

VCAAA Staff Present

Ashley Alberts	Katharine Raley
Aracely Garcia	Elizabeth Renteria
Victoria Jump	Christine Voth
Denise Noguera	Denise Jawad-Wendell
Monique Nowlin	
Brian Murphy	

Guests

Brenda Birdwell  
Kathleen Ahern  
Phil Chandler  
Ann Springer

1. **Call to Order** - The meeting was called to order at 9:00 a.m. by Chair Nick Fotheringham (Thousand Oaks COA).

2. **Pledge of Allegiance** – Nancy Healy the Pledge of Allegiance. A quorum was present. Nick Fotheringham asked all new members to introduce themselves.

3. **Approval of Area Agency on Aging Advisory Council Meeting Minutes** - The minutes of the June 11, 2014, meeting were approved. (Tatangelo/Silberberg/Passed)

4. **Public Comments** –

Elizabeth Renteria – Elizabeth introduced herself to the new members as the Outreach Coordinator and asked that they get in touch with her in order to get their picture for their Advisory Council badge taken.

Brenda Birdwell – Brenda is now working for the Braille Institute as their Adult Services Manager, She explained about the services that they offer in the community.

Ann Springer – Ann introduced herself as the business development manager for the Camarillo Health Care District. She spoke about the Healthy Attitudes magazine and the renovation of CHCD's adult day care center.

Paul Boog – Paul spoke about the deterioration of Port Hueneme's beaches and the efforts to save them. He encouraged those that were interested to attend a coastal commission hearing.

Phil Chandler – Phil introduced himself to the Council as working for the home care agency Right at Home. He spoke about the USC Center for Body Computing and a current study on heart health that advisory council members could become a part of.

Smita Dandekar – Smita spoke about current classes being offered at Simi Valley Senior Center that are free and open to all such as chair yoga.

Kathleen Ahern – Kathleen notified the group about a fundraiser on July 20 at the Anacapa Yacht Club for disabled veterans.

Marty Kaplan – Marty introduced himself as a Supervisorial Appointee and also the chair of the board of Caregivers. He invited all to an Art Exhibit at the Maritime Museum in Oxnard on July 9 to benefit Caregivers.

5. **Consent Agenda Items** – the consent agenda containing the Senior Nutrition Committee report from June 16, 2014, the Housing and Transportation Committee report from June 10, 2014 and the Outreach Committee report from June 24, 2014 were accepted. (Boog/Todd/Passed)

6. **Discussion Items/Presentation/Motion**

6.1 **Fall Prevention Program.** Monique Nowlin gave a presentation on the new fall prevention program at the VCAAA in collaboration with Community Memorial

Hospital, Ventura County Medical Center, Ojai Valley Hospital, Emergency Medical Services (EMS), Ventura County Public Health, Ventura City Fire Department, Ventura County Fire, Livingston Memorial and Assisted Home Health. Due to the number of falls, the impact on the senior's health, and the increasing health care costs associated with them, the Ventura County Board of Supervisors has funded a Fall Prevention Coordinator position at the VCAAA. When a person over the age of 65 falls and 911 is called the person becomes part of the fall prevention program. The VCAAA Fall Prevention Coordinator, Carley Vailu'u, becomes the point of contact with EMS and the Emergency room doctor ultimately keeping track of fall assessment data, services recommended and received and measurable objectives. The advisory council had a lot of questions about the program and personal stories about the impact of loved ones falling in their lives. Due to the interest and importance of the topic, falls will be discussed at the September meeting as well with some initial program data being provided.

6.2 **Advocacy and Marketing Discussion.** Victoria Jump provided some information about what the Outreach Committee was working on and that this exercise would provide some needed guidance and input for the committee. Members and guests were broken up into small groups and asked to visit the seven (7) question stations around the room putting down their thoughts. After all groups had a chance to respond to all questions, each person was asked to place a colored dot on what they thought was the most relevant response to each questions. The collective responses will be used to help the outreach committee prioritize. The responses are as follows:

1. What is our message?

AC	Non AC	Idea
8	1	Assisting seniors to remain independent as long as they can and provide assistance when they can't remain independent
7		We advocate for the aging population and identify services for seniors and get them matched together
2		Identify positive aspects of being a senior
	3	Notify community of available senior services
		Find a way to get info to isolated seniors
		We are advocates and experts
		If seniors don't hang together we'll and separately

2. What kind of commitment can you make to being an advocate?

AC	Non AC	Idea
6		Being another voice where needed
3	2	Hot topics from our CSL – for newspaper articles such as the Star, Breeze, VC reporter, Acorn, etc.
2	1	Encourage others - be a role model
2		Present as a speaker once a month is needed

2		COA broadcast locally emphasizing the VCAAA and what it is about
1		Attend council and board of supervisors meetings
1		8 hours a month
1		Uniform information we as members deliver to our community. Uniform presentations
		This question is key to the success of our mission

3. How do we honor the past efforts of our predecessors while adapting to the changing needs of seniors today?

AC	Non AC	Idea
6	1	Continue what is working; change what is not working
5		Recognition spurs the energy to continue to volunteer
4	1	I don't see a need for formal recognition of a job well done
3		Give credit where credit is due
	1	Recognition is a way of bring these efforts to the community as a PR – marketing tool
1		Establish a legacy award
		Continued memory of past accomplishments so that they are not reinvented

4. How can we work together as committee members to bring about change and move our agenda forward?

AC	Non AC	Idea
9	1	Council members need to take information back to their councils on aging
6		Come prepared, participate and accept assignments and follow through
5		Accept others options even when different from yours
5		Take responsibility and do lot
3		Does the work of the committees get incorporated into the strategic plan? If so does AC approve plan before it goes to the state.
2		From my experience some members rarely attend meetings and contribute little and do nothing outside of meetings. Attendance at meetings should be required – missing a certain number should excuse people from the committee and members should be told that committee work involves more than attending meetings
	1	Have uniform effort to work countywide and avoid duplication and address gaps.
		Help VCAAA focus on annual work plan

		Attend meetings remotely
		Keep and honor what is means to participate actively.

5. As advisory council members what do you need that you aren't getting?

AC	Non AC	Idea
3	1	Happy with current information and materials
2		More committee meetings right after primary meeting
2		Phone in meetings
2		pizza
1		Consistent meeting time – less meeting time change
		Doughnuts or alternatives

6. Other than the partnerships we currently have, who else can we partner with that's not part of our current circle? What sort of events can we host or sponsor to get our face out in the community?

AC	Non AC	Idea
9		More effective interface with all the senior centers
3		Churches – partner with faith community
2		New sectors including deeper penetration in health care sector
1	1	NAMI
1		Local trade association – Bar, MD's, hospitals
1		Partner to hand out information
	3	Look at organizations serving seniors in the community – private businesses and non-profits
1		Welcome wagon – new town group
1		Association of realtors
		Fraternal organizations – Lions, Elks, Rotary, Kiwanis
		Restore the community events like we had before

7. How would you get the message out to the larger population about what VCAAA does?

AC	Non AC	Idea
5		Public service spots/City TV channel
3		Community newspapers – Acorn
3		Press – human interest story to showcase the work of the AAA. Front page articles in primary paper or on TV

3	1	Healthcare sector partnership gives greater outreach and credibility to agency
2	2	Social media - Facebook page – YouTube seniors in action
2		Local service organizations
	1	Network or invite other organizations serving seniors
1		More publicity in media; reinstate the events we had for boomers
		Co-op advertising with other organizations
		City newsletter – Camarillo “City Scene”

7. **Advisory Council Meeting Schedule** - The meeting schedule for FY 2014-2015 was included for informational purposes.
8. **CSL/TACC Update** – June reported that there was no TACC report for July. She would be attending the TACC meeting in August and would report in September. Larry Hartmann provided a brief update on current bills of interest. Bills mentioned included ones relating to elder abuse, establishing a southern California Veterans Cemetery, increasing the tax credit for long term care and a bill relating to in-home supportive services.
9. **Committee Membership Selection for FY 2014-2015** - Members were review the list and make sure that their committee choices were reflected.
10. **California Commission on Aging AgeWatch for June 2014** – Included for informational purposes.
11. **Comments from the Chair** – There were no comments from the chair.
12. **Other Business** – there was no other business.
13. **Adjournment** – the meeting was adjourned at 10:35 a.m.(Boog/?/Passed).