

**AREA AGENCY ON AGING OF PASCO-PINELLAS, INC.  
BOARD OF DIRECTORS' MEETING MINUTES  
June 17, 2019**

**Board Members Present:**

President, Camille Hernandez, Mayor, City of Dade City, Pasco County  
Vice-President, Charles Robinson, Esquire, Pinellas County  
Secretary Virginia Rowell, Pinellas County  
Treasurer, Harriet Crozier, Pinellas County  
Immediate Past President, Chris Comstock, Pinellas County  
Anne Corona, Pasco County  
Audrey Baria, Pinellas County  
Barbara Sheen Todd, Pinellas County  
Charlie Justice, Commissioner, Pinellas County Board of County Commissioners  
Elithia Stanfield, Pinellas County  
Judge George Jirotko, 6<sup>th</sup> Judicial Circuit  
Julie Hale, Pasco County  
Linda Lee, Pinellas County  
Martha Lenderman, Pinellas County  
Robert Hatfield, Pasco County  
Sallie Parks, Pinellas County

**Board Members on Tele-Conference:**

None

**Board Members Not Present:**

Mike Wells, Commissioner, Pasco County Board of County Commissioners  
Paul McClintock, Pasco County  
Stuart Strikowski, Pinellas County

**Others Present:**

Ann Marie Winter, Executive Director, Area Agency on Aging of Pasco-Pinellas  
Katherine Carleton, Chief Financial Officer, Area Agency on Aging of Pasco-Pinellas  
Tawnya Martino, ADRC Director, Area Agency on Aging of Pasco-Pinellas  
Jason Martino, Director of Planning, Area Agency on Aging of Pasco-Pinellas  
Bonnie Hough, Director of Outreach, Area Agency on Aging of Pasco-Pinellas  
Peggy Herlache, Director of Program Accountability, Area Agency on Aging of Pasco-Pinellas  
Wendy Arroyo, HR Administrator, Area Agency on Aging of Pasco-Pinellas  
Virginia Cruz, Recording Secretary, Area Agency on Aging of Pasco-Pinellas  
Kristina Jalazo, Director GCJFCS  
Mona Allen, Neighborly Care Network  
Kathy Creighton, Executive Assistant to Commissioner Mike Wells, Pasco

**Agenda Item # 1 – Call to Order**

The Area Agency on Aging of Pasco-Pinellas, Inc., Board of Directors' Meeting was held Monday, June 17, 2019 at 9549 Koger Blvd., St. Petersburg, FL. President Camille Hernandez called the meeting to order at 9:34 a.m.

**Agenda Item # 2 – Introduction of Audience**

President Hernandez asked the audience to introduce themselves and welcomed them to the meeting.

**Agenda Item # 3 – Public Meeting Notice**

President Hernandez announced the meeting was publicly noticed.

**Agenda Item # 4 – Roll Call**

Ms. Ann Marie Winter, Executive Director, called the roll. A quorum of board members was present.

**Agenda Item # 5 – Public Comments for Items on Agenda**

None.

**Agenda Item # 6 – Addendum Item (s) or any other Item Requiring Board Discussion**

None.

**Agenda Item # 7 – Consent Agenda**

President Camille Hernandez stated that the items on the Consent Agenda were - Board Meeting Minutes – May 20, 2019; Finance Committee Meeting Minutes – May 2, 2019; Financial Statements -April 30, 2019; Surplus/Deficit Report – April 30, 2019; Program Monitoring Report(s) 1. Gulf Coast Jewish Family and Community Services – Community Care for the Elderly, Alzheimer’s Disease Initiative, Home Care for the Elderly; Annual Review: 2. Pasco County Community Services Department – Emergency Home Energy Assistance for the Elderly Program – Annual Visit; New Vendors – 1. STJ Home Care Inc dba Assisting Hands Home Care of St. Petersburg – Community Care for the Elderly, Home Care for the Elderly, Alzheimer’s Disease Initiative, and Older Americans Act Title IIIE; 2. Scharfeld Care Solutions, Inc. dba Senior Helpers of Spring Hill – Community Care for the Elderly, Home Care for the Elderly, Alzheimer’s Disease Initiative, and Older Americans Act Title IIIE.

Vice-President Charlie Robinson made a motion to approve the Consent Agenda. Ms. Sallie Parks seconded. None opposed, motion carried.

**Agenda Item # 8 – Items for Discussion from the Consent Agenda**

None.

**Agenda Item # 9 – DOEA Request to provide support to another PSA**

The Executive Director, Ms. Ann Marie Winter informed Board members that the DOEA Secretary, Richard Prudom requested the AAAPP Executive Director to assist the Department with an issue at PSA9. Ms. Winter explained that the request is to provide technical assistance on an as needed basis, on a work group which includes an Executive Director of an AAA, the DOEA and other departments of the Governor’s Cabinet. Ms. Winter informed that this assignment is expected to last up to 6 months of time and resources. Ms. Winter stated that an initial meeting will be held on June 18, 2019 where more information will be provided. Ms. Winter explained that contingent on how the issues at PSA9 are resolved it may require an extension of time to accomplish the ongoing work of the Strategic Plan goals and strategies. Ms. Winter pointed out that it is important to participate on this DOEA assignment because dependent on how the issues at PSA9 are resolved it may have an impact on other Area Agencies on Aging in the state. There were questions and positive comments from Board members on Ms. Winter’s request. Ms. Sallie Parks made a motion to approve the Executive Director’s participation on the DOEA work group. Ms. Virginia Rowell seconded. None opposed, motion carried.

**Agenda Item #10 – Strategic Plan Update**

President invited each Board Champions to provide an update on progress to date towards the Goals and Strategies completion as follows:

**BOARD GOAL #1: ADDRESS UNMET NEED AND AAAPP’S WAITLIST**

**STRATEGY 1: Conduct a professional community wide needs assessment survey.**

Board Champion: Sallie Parks    Advisory Council Champion: Kerry Kimball Marsalek  
Status: On Target a total of 2035 persons completed the mail in survey and an additional 57 through the focus groups reaching a 21% response rate. A report is expected by July 2019.

**STRATEGY 2: AAAPP convenes and serves as lead agency to build a community wide coalition to address priority needs; bringing people, agencies and businesses together to establish common goals and commit resources to improve outcomes for seniors and persons with disabilities**

Board Champion: Sallie Parks  
Status: Completed

**STRATEGY 3: Increase the use of volunteers and interns to meet unmet needs**

Board Champion: Martha Linderman and Advisory Council Champion: Lena Wilfalk  
Status: Completed. Sallie Parks has made introduction to USF St. Petersburg to recruit interns.

**STRATEGY 4: Reduce the number of persons on the waitlist**

Board Champion:  
Status: Year 3 Project

**BOARD GOAL #2: INCREASE FUNDING**

**STRATEGY 1: Increase funding from foundations**

Board Champion: Virginia Rowell  
Status: On Target, no major update.

**STRATEGY 2: Increase funding from for-profit entities.**

Board Champion: Chris Comstock  
Status: On Target  
We have identified entities which AAAPP can target in the future. A list of these entities will be presented at the August Board of Director meeting and seek Board members assistance for introductions or contact to those companies.

**STRATEGY 3: Explore what it will take to establish AAAPP as a taxing authority.**

**Board Champion: Commissioner Charlie Justice**

Status: On Target.  
Reached out to local delegation to engage their enthusiasm. Recommend that AAAPP Board invite a State Association Lobbyist to present his thoughts on this issue and then a Board decision to seriously commit to this initiative. Implementation would require not only technical but extensive legal and budgetary work before a plan can be presented to legislators.

**STRATEGY 4: Improve planned gift solicitation efforts.**

Board Champion: Chris Comstock  
Status: On going

**STRATEGY 5: Explore developing a plan to solicit philanthropic gifts from individuals.**

Board Champion:  
Status: Project Year 3.

**BOARD GOAL #3: EXPAND AWARENESS & ADVOCACY EFFORTS**

**STRATEGY 1: Create a standing Board Committee to oversee and implement awareness and advocacy initiatives.**

Board Champion: Elithia Stanfield  
Status: On Target

The Committee met on June 3, 2019. The two issues raised were: to seek additional volunteers with PR and marketing experience and the next step for the Committee. The Committee realized that none

of the Advisory Council members has PR and Marketing experience, hence a resolution was made to seek expertise from outside. This will take the form of Board presentations or round table discussions with more intense conversations on PR and marketing. This will assist in resolving the issue of whether or not outside individuals with PR and marketing background can serve on this committee. The next step for the Committee in assessing the overall goal to expand awareness and advocacy efforts, it was assumed that the committee was established as a standing committee and coordination with the other strategies under Board Goal #3 is necessary, therefore the committee will meet with the Board Champions to coordinate the activities to achieve the overall goal.

**STRATEGY 2: Develop simple standardized messages and training to ensure compelling and consistent messaging.**

Board Champion: Barbara Sheen Todd

Status: Ongoing

Ms. Barbara Sheen Todd meet with the Executive Director who outlined her responsibilities as Board Champion. Ms. Todd is currently pursuing marketing contacts at St Leos University and USF and will liaise with Board Advocacy Committee in moving forward.

**STRATEGY 3: Establish & nurture relationships with Legislators so that they understand needs, issues and support solutions.**

Board Champion: Anne Corona & Bob Hatfield

Status: Ongoing

**STRATEGY 4: Identify target audiences that have access to our client population and select the appropriate distribution channels for each segment of our target population.**

Board Champion: Virginia Rowell

Status: Year 2 and 3 project.

**BOARD GOAL #4: EXPAND, DIVERSIFY AND STABILIZE COMMUNITY PARTNERSHIPS**

**STRATEGY 1: Explore expanding services to seniors through Medicaid Managed Care Long Term Care Program (SMMCLTC)**

Board Champion: Charlie Robinson

Status: On Target

**STRATEGY 2: Expand participation in Evidence Based Prevention Programs/Service Delivery Model to help increase community resources focused on solving problems that face the elderly and persons with disabilities.**

Board Champion: Kerry Kimball Marsalek

Status: On Target

Jason Martino provided a matrix detailing the research and summarization of (4) existing and potential models which identified additional opportunities that AAAPP could adopt to better serve the community. The programs highlighted were Care Transitions Intervention (CTI), National Diabetes Prevention Program (NPDD), NYU Caregiver Intervention and Program to Encourage Active, Rewarding Lives for Seniors (PEARLS).

**STRATEGY 3: Identify/expand partnerships to include nontraditional partners that can help increase community resources focused on solving problems that face the elderly and persons with disabilities.**

Board Champion: Anne Corona

Status: On Target.

Ongoing research of medical societies and physicians.

### **Agenda Item #11 – Annual Luncheon Final Report**

Ms. Katherine Carleton reported that the 2019 Annual Luncheon was a success. A total of \$25,890.68 was realized as net revenue.

### **Agenda Item #12 – Senior Citizen Services, Inc Funding**

Ms. Tawnya Martino provided a brief overview of a grant award in the amount of \$2000 from Senior Citizen Services Inc. Ms. Martino noted a significant reduction in funds compared to prior contributions. Ms. Martino informed that the non-recurring funding will enhance the Diapers for Dignity: Adult Incontinence Supply Bank Program by making more supplies available for those in need. There was a question on the reason for the smaller amount received. There was a suggestion that the AAAPP link with pharmaceutical companies for assistance. Ms. Sallie Parks made a motion to accept funding. Dr. Audrey Baria seconded. None opposed, motion carried.

Ms. Ann Marie Winter recognized the Cathedral of St. Peter for their cash donation of \$5150 and supply of adult incontinence towards the Diapers for Dignity Program in the last eight months.

Ms. Winter stated this was made possible through the direct intervention of Board member Ms. Virginia Rowell who is a congregant of the church.

### **Agenda Item #13 - World Elder Abuse Awareness Day Presentation**

In the absence of Ms. Christina Simonetti, Victim Advocate Program Manager, Ms. Bonnie Hough Director of Outreach presented on the observance of World Elder Abuse Awareness Day which was held on June 15, 2019. Ms. Hough reported that the National Center on Elder Abuse continues to estimate that 1 in 10 older Americans are victims of elder abuse, neglect or exploitation every year. Ms. Hough informed that in 2018, Florida ranked #1 for fraud complaints and #2 for identity theft according to the FTC, this is 15% of all fraud reports made nationally. Ms. Hough stated that local law enforcement does not currently have a local tracking system in place to report the amount of scam reports or total average amount which makes it harder to gain awareness of the local impact on seniors. Ms. Hough emphasized that in order to safeguard seniors from becoming possible victims is to educate on abuse, neglect, exploitation and scams. Ms. Hough reported that the AAAPP Victims Advocate Program Manager, Ms. Christina Simonetti and her team created an event for the first time on June 13, 2019 in Pasco County to educate seniors. Presentations were made by Deputy Ron Buzzetto from the Pasco Sheriff's Office and Ms. Heather Conley, from the Florida Department of Children and families, Adult Protective Services. Ms. Hough stated that the Pasco County Board of Commissioners also presented proclamations in recognition of World Elder Abuse Awareness Day.

On that note, Commissioner Charlie Justice also presented a proclamation on behalf of the Pinellas County Board of Commissioners to the AAAPP President and Ms. Hough.

### **Agenda Item #14 – President's Report**

President Hernandez thanked everyone for their efforts in moving forward the Strategic Plan. President Hernandez commented on the importance of adhering to Sunshine Laws as a Board. President Hernandez clarified that Board of Directors meeting is the only forum where Board members can discuss items which are potentially brought before the Board to be voted on. President Hernandez stated that in order to avoid any violations of Sunshine Laws, options for Board educational training were currently being explored to educate all Board members on the importance of Sunshine Laws. President Hernandez mentioned that she will be participating in the upcoming AAAPP Public Hearing which will take place on July 18, 2019 at the Dunedin Public Library and invited Board members to attend. In closing Ms. Hernandez announced that there will be no Board meeting in July and wished everyone a Happy 4<sup>th</sup> of July.

### **Agenda Item #15 - Executive Director's Report**

Ms. Winter presented her Executive Director's report to the Board. Ms. Winter informed that the CASOA survey closed on May 21 with a total of 2035 surveys completed. Ms. Winter announced that there was a suspected case of Hepatitis A at the Galen Wilson Center in Pasco County and invited Ms. Peggy Herlache to give an update on the situation.

Ms. Winter also reported as follows: the Caregiver Connect Facebook Live's final session will be on held on June 25, 2019 at the Aging Well Center in Clearwater; A survey of 20% of the seniors receiving meals from the Pilot Project to provide home delivered meals was conducted last month; Launching of DOEA required Dementia Care & Cure Initiative to develop a workgroup and provide training throughout the community is on the way; CARES's interest in selling its building in Dade City and now sourcing a bigger space to provide more services with OAA and other funded adult day care services; AAAPP office remodel and safety upgrade have been completed; AAAPP has been awarded an award from N4A, the award will be presented at the annual national conference in New Orleans in July; the Executive Director has been selected to serve as Secretary on the F4A Executive Committee for a 4 year term effective June 2019. Ms. Winter's activities for the month included 17 meetings.

**Agenda Item #16 – Board Members Comments**

Judge Jirotko announced that there has been a major shortage of shingles vaccine for persons over 60 at most pharmacies. He enquired whether the AAAPP had received any information as this was a significant concern for seniors in the community.

Mr. Chris Comstock congratulated Mr. Jason Martino on the front office upgrade that was completed within budget. Mr. Comstock referred to an article from Bloomberg/Tampa Bay Times which stated that seniors are not saving enough and working longer, a future concern for seniors. He stated that he attended the Honors Flight and met a veteran who was 100 years old and another who was 90 years old who served in Korea. Mr. Comstock requested that members of the Executive Committee submit their vacation dates to the Executive Director so that committee meetings may be scheduled accordingly.

**Agenda Item #17 – Open Agenda/Public Comments**

None.

**Agenda Item #18 – Adjourn**

There being no other items for discussion, the meeting adjourned at 11:15 a.m.

Respectfully Submitted,

Virginia Rowell, Secretary

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Virginia Cruz  
Recording Secretary

Approved if signed

Date \_\_\_\_\_