

Middle Alabama Area Agency on Aging (M4A)
Board Meeting Minutes
Wednesday, July 26, 2017

The M4A Board of Directors met on Wednesday, July 26, 2017. Board members in attendance: Mr. Richard Lovelady (Chairman), Rev. Glenn Bynum (Vice-Chair), Ms. Gay West (Secretary), Mr. Dean Calvert, Ms. Lee Ann Clark, Ms. Senta Goldman, and Ms. Sherry Reaves. M4A Staff members in attendance: Ms. Carolyn Fortner (Executive Director), Ms. Tammy White (Fiscal Director), Ms. Crystal Crim (Administrative Director), and Robyn James (Development and Marketing Director).

The meeting was called to order by Chairman Richard Lovelady at 10:07am. Opening prayer was led by Rev. Bynum. A quorum was declared. There were no proxies.

- A. A motion to approve the agenda was made by Rev. Bynum and seconded by Ms. Clark. All others were in favor; no one opposed.
- B. A motion to approve the minutes from the May 3, 2017 Board meeting was made by Rev. Bynum and seconded by Ms. West. All others were in favor; no one opposed.
- C. Executive Director's Report by Carolyn Fortner
 - 1. Changes at ADSS: Ms. Fortner updated the Board that the ADSS Commissioner has changed from Commissioner Neal Morrison to Acting Commissioner Todd Cotton.
 - 2. Letter from Retirement Systems of Alabama (RSA) (handout): Ms. Fortner discussed a request from the RSA regarding a Board Resolution for a one-time \$616 lump sum payment for former Executive Director Frances McCullough. The Board took no action on creating a Board Resolution for the RSA request.
 - 3. Letters of Support (handout): Ms. Fortner discussed two letters of support requests M4A received. One request was from the Alabama Department of Senior Services (ADSS) regarding the State Health Insurance Assistance Program (SHIP) and the other request was from the City of Harpersville regarding their plans to open a new senior center. Ms. Fortner shared the importance of both programs and that M4A provided a letter of support to both entities.
 - 4. Nutrition Update (handout): Ms. Fortner shared with the Board the serving days for each senior center in M4A's region. Ms. Fortner also shared that M4A's FY 2018 Nutrition funding projection does not look good and that M4A is still waiting on the finalized budget from ADSS. Currently, the federal government is working under a continuing resolution which level funds the program through the end of September 2017. She shared that she will keep the Board updated. Carolyn shared with the Board that M4A received \$170,000 in state funds from ADSS for meals. This money was provided to M4A due M4A's aggressive plan to feed seniors in its region. It is uncertain whether M4A will receive the same \$170,000 in state funds in FY 2018. In addition, although ADSS provided the additional state meal funds,

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M4A's nutrition budget is still projected to be over-budget. Ms. Fortner will keep the Board updated.

5. **Potential Program Cuts:** Ms. Fortner shared with the Board that, due to a Senate proposed budget, M4A, as well as other AAA's, may have to cut both the SHIP and SCSEP programs due to funding. She shared the importance of both programs with the Board. Presently, M4A will continue to operate as usual. Ms. Fortner will continue to keep the Board updated. The Senate currently proposes to eliminate funding to the SHIP program.
6. **Development and Marketing Update (Robyn James) (handout):**
 - i. **Tools and Strategies:** Ms. James discussed M4A's marketing strategy and marketing tools. She shared how the tools and products M4A has purchased and/or developed, such as bags, shirts, "The Book," website, and Facebook page has reached the community and continues to encourage individuals and organizations to contact M4A. She shared that, in just 5 months, M4A has distributed over 5,000 copies of "The Book." Ms. James discussed that M4A's website and Facebook page continue to receive new visitors weekly. She shared that M4A's weekly newsletter, both the weekly e-newsletter (759 readers) and monthly hardcopy newsletter (over 100 readers), continues to grow in readership.
 - ii. **Advisory Council (handout):** Ms. James discussed how M4A has revamped the Advisory Council meetings, as well as engaged them to participate more in agency outreach. She discussed the "M4A Messengers" initiative which encourages Advisory Council members, as well as other community members, to conduct outreach for M4A. This initiative will also allow M4A to promote the participating members' organizations. Robyn discussed the recent Advisory Council meeting where she began promoting the M4A Messengers. Robyn shared with the Board that the response, overall, was good.
 - iii. **Legal Document Bootcamp (handout):** Ms. James discussed M4A's partnership with Jan Neal for the Legal Document Bootcamp in September. She discussed the potential for more boot camps in the future.
 - iv. **Dementia Friendly Professionals and Caregivers Book (handout):** Ms. James discussed the "Dementia Friendly Professionals and Caregivers" book that Jan Neal developed for M4A. This is one of four books the Jan Neal Law Firm will create for M4A. The second

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book is called “Designing a Long-term Care Plan.” The second book is still in development and Robyn will update the Board once it is completed.

7. M4A Update on Efforts to Diversify Funding (Robyn James) (handouts):
 - i. Fundraisers (handout): Ms. James discussed M4A’s fundraising efforts. She shared that, in May 2017, M4A had its first fundraising event in St. Clair County (BBQ Feeding Frenzy), where M4A raised \$15,784.30 (gross). The proceeds were used to feed seniors in St. Clair County. Ms. James shared that M4A is gearing up for its second fundraising event in Chilton County (Soup-er Feeding Frenzy “Cook-Off”). This event will have local home health and hospice providers compete against each other in a County-wide cook-off. Community members are encouraged to purchase a feeding frenzy ticket for \$15, which covers unlimited soup and an “End Senior Hunger” bowl and spoon. All proceeds from this event will be used to help feed seniors in Chilton County.
 - ii. Dementia Grants (handout): Ms. James shared the “Creating Dementia Friendly Communities” Toolkit with the Board. She shared with the Board the various trainings she and the grant team have conducted across Shelby County. Ms. James also shared that M4A recently applied for the “Alzheimer’s Disease Initiative: Specialized Supportive Services Project” grant with the Administration for Community Living (ACL). This grant will allow M4A to expand its current work with law enforcement officers, and other first responders, regarding creating Dementia Friendly Communities. Ms. James will keep the Board updated.
 - iii. Ms. Fortner shared that M4A is looking to apply for CAWACO and CFGB grants in order to expand the current work with Dementia Friendly Communities in all of its counties.
 - iv. Ms. Fortner updated the Board that M4A received certification for the Veterans-Directed Home and Community Based Services (VD-HCBS) program. At this time however, the VA in Birmingham has placed a hold on the program. Ms. Fortner will update the Board as she receives information.
 - v. Ms. Fortner updated the Board that the Medicare Reimbursed Diabetes Self-Management Training (DSMT) start date was pushed to October due to NCQA accreditation process that is happening statewide. M4A still needs to hire a Registered Dietician for this program.
 - vi. Ms. Tammy White discussed Private Pay opportunities for M4A.

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Currently, M4A is developing its private pay program. Recently, M4A's Part D Wellness Coordinator was contacted by Blue Cross and Blue Shield to provide group Arthritis and Group Diabetes Self-Management classes to groups outside of those served by M4A. Ms. White requested that the Board approve a fee schedule for M4A to charge for such classes. The funds received from the classes would be placed into the Part D Wellness program. Ms. White also discussed the Board approving an Administrative Copy/Fax fee schedule.

8. Area Plan Update (handout): Ms. Fortner shared with the Board that all AAAs are required to complete an Area Plan every four years and that this year is Area Plan year. Ms. Fortner reviewed the following: Executive Summary, Narrative, Verification of Intent and Assurances. Ms. Fortner also discussed the regional projected growth in M4A's region between 2010 and 2020. She shared the following: Blount County would increase by 97.7%, Chilton County would increase by 81.7%, Shelby County would increase by 248.8%, St. Clair County would increase by 162.9%, and Walker County would increase by 27.7%. Ms. Fortner provided the Board with a breakdown of the Rural, Race, Poverty and Disability, Health Indicators, and Food Desert information for each county in M4A's region as well. She shared M4A's five primary goals, as well as its four additional goals which address the Community Needs Assessment results. These additional goals include: Food, Home modifications/Home safety, Funds to help pay for utilities, and Transpiration. Ms. Fortner requested that the Board approve the Verification of Intent, Assurance, and Area Plan.
9. Tax Tribunal and Circuit Court Appeal (handout): Ms. Fortner updated the Board that M4A received its tax-free status from the Department of Revenue Tax Tribunal and will not have to go to court.
10. Program Report (handout)
 - i. Ms. Fortner updated the Board about M4A's programs and services for FY 2017 (3rd Quarter). For the first three quarters of FY 2017, M4A provided direct services to 6,711 consumers. Alabama Cares served 94 caregivers with respite and 73 caregivers with supplemental services. Medicaid Waiver served 418 Elderly and Disabled Waiver (E&D) consumers, 4 consumers in the 530 Waiver, 8 ACT Waiver consumers, and 21 Personal Choices consumers. Nutrition served 1,561 seniors with 106,554 congregate meals and 1,381 seniors with 217,264 homebound meals. SenioRx assisted 402 clients and SHIP assisted 2,387 clients. Legal services assisted 304 seniors and Ombudsman opened 56 new complaint cases. Ms. Robyn James discussed the medication education agency she is partnering with to educate individuals in M4A's region about medication compliance.

D. Fiscal Report (handout): Ms. Tammy White presented the fiscal report. Ms. White shared that M4A is currently on track regarding its grants; a few programs have gone over and M4A had to use local funds to cover the overages. The SHIP program was provided \$24,114.00 of the next plan years' funding up front. Due to the changes in SHIP in April 2017, a small amount of

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funding was released at this time. Pending ADSS budget approvals, Ms. White has created a budget for SHIP based on the current released funding. Ms. White provided the Board with a Profit & Loss by Class for the St. Clair County BBQ Feeding Frenzy event. M4A made \$8,210.17 (net) on this event. Ms. White also provided the Board with projected FY 2018 budgets for Title V and SHIP. She shared that M4A has made adjustments to cover administrative costs of both programs, such as changing where employees are placed and what funding streams they are paid from, in order to alleviate financial burdens to both programs.

E. Old Business: None

F. New Business:


1. Mr. Calvert made a motion that the M4A Board approve M4A's fee schedule. This schedule allows the following: charging for copies of documents provided to any person or business entity outside of the scope of service (\$1.00 per page), charging \$75 for Group Arthritis Exercise Classes outside of the Part D program, and charging \$75 for Group Diabetes Self-Management Classes outside any grant funding. This motion was seconded by Ms. West. There was no opposition; the motion was carried.
2. Mr. Bynum made a motion that the M4A Board approve the Area Plan, Verification of Intent and Assurance for FY 2018-FY 2021. The motion was seconded by Ms. Clark. There was no opposition; the motion was carried.

There being no additional business, Mr. Calvert made a motion to adjourn the meeting and it was seconded by Ms. West. All were in favor and no one opposed.

The next Board meeting will be on Wednesday, September 27, 2017 at M4A and will begin at 10:00 am.

Approved:


Richard Lovelady, M4A Board Chairman


Date