



Clark County Commission on Aging  
1300 Franklin Street, 6<sup>th</sup> Floor  
Vancouver, Washington

## Meeting Notes

Tuesday, February 19, 2013

4:30 – 6:00 p.m.

Members Present: Patti Gray, Bob Holdridge, Kathy McLaughlin, Lisa Rasmussen, Randy Scheel, Kiersten Ware, Karin Woll

Absent: Chuck Frayer, Gary Beagle

Community Partner Attendees: Klaus Micheel, David Kelly

Staff: Oliver Orjiako, Colete Anderson, Jacqui Kamp, Mary Beth O'Donnell

### Welcome and Call to Order

- Minutes from January 15 were unanimously approved as submitted.
- Chair report:
  - No report at this time.
  - Proposed the idea of commission members getting together informally over coffee to talk about their work. Anyone with space to offer for a gathering, let Kiersten know.

### Work Committee Updates

- Communication:
  - Kim from Vancouver library gave a presentation of their new website at the committee's meeting. Will be exchanging links for access to each other's sites.
  - Lisa and a few others filled in for Karin and presented at WSU master gardeners extension, a program for rehab gardening at some boarding facilities. Randy volunteered one of his employees to help.
- Housing:
  - Committee meeting notes were sent to CoA members.
  - Bob announced an agreement has been reached with a shared housing group in Portland to extend their services into Clark County. Much to be done to establish program here. Work plan is being developed over the next few months. He anticipates one year, possibly longer, before actual start up.
- Transportation:
  - Colete reported in Chuck's absence. They are working on the volunteer sidewalk program. It will be a few months out before there's anything substantial to report.

- Healthy Communities:
  - Neighborhood meeting was held on January 16 for weatherization grant to encompass three neighborhoods; Marrion, Burton Ridge, and Forest Ridge. Clark County is partnering with them. Many homes in these neighborhoods are single story, ranch style built in the 50–60's. 38 households have qualified under the grant with more customers waiting for an energy audit.
  - Another neighborhood meeting for the targeted area will be April 9<sup>th</sup> at Marrion School. Purpose is to start dialog with the public about their wants and needs for the neighborhood. Hopefully, with the help of volunteers, the CoA can address some of those.
- Supportive Services:
  - Working on bringing telehealth to the community to enable more people to age in place, have a healthier lifestyle and keep costs down.
  - Committee met on February 7<sup>th</sup>. Telehealth has reached a tipping point – technology is advancing, regulations are being revised to allow it more readily, insurance companies are reimbursing it, hospital physicians and medical groups are getting on board, and the consumer is getting more technologically sophisticated. Timing is perfect for this to be introduced in this community.
  - Committee has a PowerPoint presentation almost ready which will provide an overview of telehealth – how it works, who the players are, opportunities and challenges, why we're advocating it, how it's being dispersed, etc. Randy will forward it to Jacqui for review and approval.
  - Discussed creating a vision statement to drive a strategic plan. It will be in line with the CoA mission and vision. Came up with about 15 components. Will distribute draft when complete. Next steps are to develop a plan with goals, objectives, tactics and a time frame.
  - Talked about putting on a forum for health care professionals and vendors, and if successful hold one for the public to generate interest and awareness of this topic.
  - Committee will be discussing housekeeping issues regarding frequency of their meetings, times, length, etc.
- Community Engagement:
  - Continuing work on time banking. Made contact with group in northern Washington that has offered to advise on volunteer recruiting, marketing, and a contact for software that can be used to track hours and volunteers. Attempting to set up a meeting with the executive director before the stakeholder's meeting on Wednesday, May 22<sup>nd</sup>. Also, will be in contact with local groups to ensure there's no duplication of efforts in the community.
- Benchmark:
  - Last meeting identified a number of reliable county data resources. Currently pooling information and organizing it by committee which will be tied into the annual report. Report format will start with demographic section. SWAAD has provided good, general information to be included. A report on each committee and their stories of progress will follow. Report due in June.

- Jacqui working on updating CoA website. Looking to complete in mid-March. The CoA will be the primary focus and the Aging Readiness Plan secondary. There will be tabs/links for each of the committees so one can go directly to the page and see what projects are being worked on, get contact information, and allow opportunities for volunteers to engage in that project. Colete and Jacqui will give feedback to the chairpersons.
- Booth secured for 50+ Expo, May 19<sup>th</sup>. Email will go out in the next month to the CoA to gather volunteers to help at the event.

### Open Issues

- Communication Policy
  - Crafted to provide guidelines and parameters for presentations.
  - Draft was distributed last month, edits sent out last week. Added three more policy items in red for discussion.
  - Motion to approve policy was seconded and unanimously approved.

### Presentation: Commission on Aging Overview and 2013 Priorities

- Lisa Rasmussen, Vice Chair of the CoA, gave the presentation to the group that will be used when speaking in the community and representing the commission. Basically it describes the mission and purpose of the commission and each of the work committees, their goals and projects.
- Jacqui has prepared a condensed, one page, informational handout that will be distributed to various cities in the county when Lisa visits their council meetings. She will be going out to thank them for their support for the aging plan and informing them of the commission and their work. Contact information for commission members is included on the handout.
- Discussion on how to spread the word in the community about the CoA.
  - Requested CTV film the commission meetings.
    - **Action: Oliver to look into it.**
  - The library will also be a useful source for getting the word out.
  - The 50+ Expo will be good exposure.
  - Lisa's working on getting before the C-Tran board.
  - A few things going on with the Senior Messenger: Kathy McLaughlin writes an article that appears periodically, in March there will be a headline piece with the library, in May a headline piece on the 50+ Expo.
  - Going forward the meetings will highlight speakers and specific topics, i.e. April will be Universal Green Design. There will be a major presentation at the evening, two hour event at the library video-taped by CTV and available on Channel 23, the county and library's website, and hopefully Senior Messenger will pick it up as well.
  - Lisa wants to have a booth again at the County fair.
  - The speaker's bureau is nearly finished developing a resource directory. Once the presentation is ready and the website is complete, the next phase is to contact groups, introduce ourselves and give the presentation.

- Universal Design message being delivered in the community by county program “Planet Clark”. There will be a booth at the Home and Garden Show in April and some volunteers from the Housing committee will be out there.
- Jim Wilson also has been involved in the UD effort and will speak at the April meeting as “Housing” is the focus topic that month.
- Public comment on presentation:
  - Word of mouth tremendously important to aging readiness plan. Suggestion to have a booth at open air markets with information on the CoA.
  - Presentation helpful because each task and committee’s work is explained. Part of communication is the audience you want to target. People in 40–50’s age group start becoming aware of aging because of their parents and don’t have knowledge of what services exist in the community for support. Reaching out to that age group is a good idea. Social media would be another vehicle to use especially with that age group. Lisa commented that the CoA Facebook page should be available soon.
  - Suggestion: have you thought about who you would like to target, what group are you going after? What will you tell them when they ask how can they help? (Answer: everyone in Clark County. How? Technology, person to person, networking, partnerships, etc.)
  - Let people know commission members are volunteers. That might encourage more people to jump on board.

#### New Business

- CoA Meeting Calendar:
  - Add March 6, Benchmark committee meeting; March 29, Housing Committee. Reminder to email Colete with any additions. This calendar will be helpful in putting together the annual report for the BOCC with regards to the groups’ activity.
  - A list of confirmed presentations for future meetings was reviewed. More ideas for topics listed at the bottom.
- Funding Work Committee:
  - Benchmark committee researching who will house the data and who would pay for that. Kiersten pulled several leads on funding that she shared with the committee. Everyone keep eyes and ears open for opportunities – grants, partnerships, RFP, etc. To be eligible for grants you need to have non–profit status. There might be organizations out there to partner with that would be willing to have funds run through them.
  - Bob asked the group to consider the idea of establishing a foundation for the CoA, similar to the Parks department. The CoA does not need money to provide services. The goal is to find or create a group in the community to do that. Funds would be for administrative use. Forming a foundation would also create a constituency in the community.
    - Questions to consider: how would the foundation board interact with and/or govern commission members? How would the county handle this? Could seek advice from the Parks foundation to answer questions.
    - Kiersten suggested the topic be discussed at the retreat in August.

Public Comment:

- Pat LaCroix, member of Clark County Arts Commission – they have a foundation and she offered to be a resource to the CoA. She sits on both boards. She has past interest in working with art and aging and attended a conference in Canada on aging and disabilities.

Adjournment

- Meeting adjourned at 6:00. Next meeting March 3<sup>rd</sup>.