

Service Advisory Council & Strategic Planning Committee

Meeting Minutes

Tuesday, August 27th , 2024

10:00 – 11:00am/ 2551 Eltham Ave, Ste Q, Norfolk, VA 23513

In-person/Teams

Service Advisory Council/ Strategic Planning Committee				Staff	
Caryn West, Chair	P	Suzanne Puryear	P	Steve Zollos, CEO Ex-Officio	P
Brenda Cobb, Vice-Chair	P	Rebecca Riordan	A	Brigid Miller, CFO	A
Madeline Dunstan	A	Larhonda Ross	P	Charnitta Waters, SDO	P
Nila Holleman		Rachael Trussel		Leila Willis, EA	P
George Jones	P	Mark Bragg	A		
Tanya McDonald	A	Ariane Williams	A		

Time	Description	Presenter
10:00 – 10:00am	<u>Welcome & Call to Order</u> The Service Advisory Council and Strategic Planning Committee Meeting was called to order by Caryn West , who asked all participants for a short introduction.	Caryn West, Chair
10:00 – 10:05	<u>Consent Agenda Approval</u> Caryn West requested a motion to approve the consent agenda that included the Public Hearing Report 06.04.24 . The motion was given by Chanda Chann , seconded by Larhonda Ross , and all were in favor .	Caryn
10:05 – 10:20	<u>Senior Services Update: Advocacy Presentation</u> Steve provided an update on Senior Services, highlighting ongoing advocacy efforts. Rebecca Brown has been meeting with key delegates and senators to push for a \$4.3 million increase in funding for senior services. The increase is necessary due to the growing senior population, inflation, and the long waitlist for services. Steve emphasized that the request is small in proportion to the state's \$8.3 billion budget, and the funds would support area	Steve

agencies on aging across the Commonwealth. The plan is to seek a 10% annual funding increase through 2030, contingent on receiving this year's requested increase.

Steve also provided an update on a \$1.5 million estate, of which he has been named the executor. The funds are expected to be available within 9-12 months, pending probate. Plans are being developed to use the estate funds in a way that maximizes their impact. Steve expressed interest in forming a foundation or LLC to manage the funds and raise awareness about the needs of older adults. The foundation's mission would focus on supporting senior services, with the long-term goal of expanding its reach and impact. Steve is seeking input from partners to help shape the foundation's structure and strategic direction.

Steve also mentioned recent promotions within the team. Monika Lorke-Zajac has been promoted to Director of Business Development, Caitlyn Allen has taken on the role of Wellness Director, and Sharon Saboo has been promoted to Wellness Manager.

Wellness

Charnitta expresses that Caitlyn has been excelling in her new position, and the Wellness Department has several exciting projects on the horizon, such as the Better Together Cafe.

Transportation

Charnitta states that the Transportation Department is adapting to the new RideCo system, with the hope that it will improve the ease and efficiency of senior transportation services. Charnitta announced that they just completed a series of "how-to" videos, and the Transportation Manager will be visiting various senior sites and housing communities to demonstrate how to use the app to book rides. These videos will provide a step-by-step guide, making it easier for seniors to book rides right at their fingertips.

Business Development

Charnitta states that the Business Development Department is currently working through some growing pains with the VDC program. As they expand and refine their strategies, the department hopes to double their profit from last year (\$100,000) to continue to care for veterans in the area.

In-Home Services

Charnitta states that on the in-home services front, our programs are performing well, although, as expected, the team has been facing some workforce challenges. There have been transitions within the team, but the demand for personal care, homemaker, and caregiver services continues to be strong. The team is working hard to meet this demand despite these staffing changes.

	<p>Steve mentioned that they have issued a public notice seeking meal vendors to help meet the growing demand for Meals on Wheels. With the impending end of the ARPA funding, they can no longer rely on a single provider to meet the needs of the program. As a result, they have been exploring partnerships with multiple meal vendors in the area to ensure a sustainable solution and have been in talks with the Chesapeake Department of Human Services.</p>	
10:20 – 10:45	<u>Updates from the Community</u>	All
10:45 – 10:50	<p><u>Upcoming Events</u></p> <p>Steves expresses that the Legislative Breakfast is a few weeks away and will be on September 12th, 2024 at the Westminster-Canterbury. Amy Gotswald, the Chief Public Policy Officer from USAging, will be the main speaker for the event. Steve mentions that the council’s attendance is important, and it will be an excellent opportunity for the council to meet their legislators.</p> <p>Next, Steve asks the council to save the date of the Annual Meeting, which is to take place on January 24th, 2025 at the Town Center City Club. This meeting will be an official Board meeting.</p> <p>Lastly, Steve announces that our 2nd Annual Gala will take place on March 7th, 2025 at the Neon House in Downtown Norfolk. It is a new location with a unique atmosphere and Steve assures the council that they will have a great evening and gain an opportunity to support the older adult community in an impactful way.</p>	Steve Zollos, CEO
10:50 – 11:00	<u>Other Business</u>	All
11:00	<p><u>Adjourn</u></p> <p>With no further questions or business, Caryn West asked for a motion to adjourn. The motion was made by Chanda Chann, seconded by Larhonda Ross and all were in favor.</p>	Caryn West