



Executive Committee Meeting

Thurs, May 22nd, 2025| In-person/ Teams /10:00 a.m. –11:30 a.m.

Members

Thelma Drake, President- Absent
Amy Pucci, Vice President - Absent
Chanda Chan, 2nd VP - Present
John Mihaly, Treasurer - Present
Sondra Kendrick, Secretary- Present
Barbara Booker- Williams- Absent
Dick Grice- Present
Pamela Barton – Absent
Caryn West - Absent

Deonna Butler- Absent
Francesca Richardson - Present
Greg Grootendorst- Absent
Gary Zalas - Absent

Staff

Steve Zollos- Ex Officio
Wanda Rivers - CFO
Charnitta Waters – COO
Leila Willis - EA
Jane Constantineau- Dir. Of Marketing

Welcome & Call to Order

The Executive Committee Meeting was called to order by 2nd Vice President, Chanda Chan.

Consent Agenda Approval

Chanda Chan requested a motion to approve the consent agenda, which included the Full Board Meeting Minutes from 4.21.25.

The **motion was made by Francesca Richardson**, and **seconded John Mihaly** and all were in favor.

Public Comments

There were no registrations for public comments.

Finance Committee - Wanda Rivers

Wanda provided the Board with an update on the April Financials, noting that there were no significant changes. Wanda encouraged Board members to review the financial notes previously shared and to reach out with any questions.

***The April Financials documents were sent to the Board after this meeting, so the Board could fully review them.**

Strategic Goal 1: Awareness of Services

Steve reported that the monitoring went well, and the team received positive feedback from the DARs. A full monitoring report is expected within 30 to 60 days. While some changes will be necessary, Steve does not anticipate any major issues. Once the report is received, it will be sent to the board for review, and the team will implement the required changes to their departments.

Jane reported on recent marketing efforts, including a May ad in the Primetime insert of the Pilot focusing on "Food is Medicine" and Mrs. Bonner. Senior Services has launched a postcard campaign in Franklin and surrounding areas promoting the Hayden Village Center as a community venue. As a result, we have booked 20 calls, 3 tours, and 3 rentals. In addition, Windsor's fixed-route bus service campaign has also launched, funded through Isle of Wight jurisdictional funding, featuring a billboard, digital and print ads, postcards, and sponsorship of the IOW County Fair. This campaign has already resulted in a threefold increase in ridership since February.

In Development, Jane shared that the spring direct mail campaign for home-delivered meals, sent to 10,000 households, is running on a smaller scale than the fall campaign but has historically been profitable. Last year's ROI was 6.7%, compared to 62% in the fall. The team raised \$2,000 from Give Local and \$65,000 in Annual Fund donations in FY25, excluding Gala profits of \$73,000, totaling \$138,000. Additionally, \$44,246 was raised for Meals on Wheels this fall.

On the Grants front, the team received a \$10,000 grant from Dominion for home-delivered meals and is preparing for jurisdictional funding asks, aiming to reach City Council ahead of budget discussions.

Regarding Volunteers, the program is progressing well with a new volunteer front desk receptionist at Hayden and another starting in the Norfolk office next week. The emergency meal box delivery saw a strong turnout, and efforts to recruit more Silver Surfers coaches are ongoing. The volunteer section of the website is also being revamped to improve engagement.

Jane also introduced her Marketing team to the Board, which includes the Marketing Specialist, Community Outreach Coordinator, Grants Administrator, and Volunteer Specialist.

Strategic Goal 2: Staff Efficiencies

Mike gave the Board a brief HR update. Since the last meeting, a full-time Human Resources staff member has been hired to be on-site 5 days a week at Senior Services. The HR representative started a couple of weeks ago and is currently working on various projects while getting up to speed.

Mike shared that the Employee Handbook is almost finalized with just a few minor tweaks left and should be released to staff later this week. Mike announced that an Employee Orientation was presented to the Leadership team and approved. HR and Leadership are now working on setting dates for the orientation, which will be a half-day session for new employees. During this time, new hires will meet the directors, have a session with Steve, go over key parts of the handbook, and get to know the company processes. The orientation is designed to help new employees connect with the Leadership team and understand how they can navigate the office.

Next, Charnitta gave an update on Business Development efforts. Things are continuing to grow with the Veterans Directed Care program, and they're considering hiring additional staff to keep up with the high volume of referrals. As previously mentioned, The Managed Care Organization program ended on April 30th

due to some changes at the top level and low profitability. And lastly, the CTI program is doing well, and the new counselors are well adjusted.

For Transportation, the team has been awarded a grant for a feasibility study to explore the potential of electric vehicles and charging stations with more updates to come.

Although the transportation team is filling driver positions quickly, there are still openings in the Western Tidewater area, and they plan to post these positions at the Workforce Development Center Board to attract more applicants. In Wellness, the Disease Prevention and Diabetes Management programs are progressing well, with plans to expand partnerships with the State and Department of Health.

Charnitta also highlighted the success of the Farmers Market program, with all applications submitted before the online portal opened, making it one of the leading AAAs in this area. For Older Americans Month, they're hosting a series of events, including Senior Games on May 30th at the Hayden Village Center, in partnership with local fitness and healthcare organizations.

Finally, Charnitta shared exciting news about the Silver Surfers program, formerly known as Healthwise, which coaches older adults in technology. The program manager, who started in mid-January, has already exceeded the goal of serving 60+ people. With the help of 13 new volunteer coaches, the program is thriving, despite the city of Norfolk not funding it. Senior Services is now exploring internal and external partnerships to continue offering this essential service, as technology plays a key role in their programs.

Strategic Goal 3: Board Effectiveness

Leila reminded the Committee that board members are expected to attend at least 75% of meetings, with exceptions for illness or unavoidable circumstances, in which case a voting proxy should be submitted. Failure to meet attendance requirements may lead to removal. For Planning District Commission members, at least one of the two appointees must attend each full board meeting and 75% of assigned committee meetings, with coordination allowed between members. Leila also emphasized the importance of financial contributions from board members. While there is no set amount, members are encouraged to give a meaningful gift based on their capacity, with a goal of 100% participation.

Leila reported on the upcoming Board Retreat. After discussing the idea at the last executive committee meeting, it was decided to hold the retreat at Hayden Village, as many board members haven't visited the center in a while. The retreat will take place on Thursday, August 7th, from approximately 9:00 AM to 3:00 PM at the Hayden Village Center. The tentative itinerary would allow enough time for discussions, lunch, a tour, and opportunities to meet with seniors and staff at Hayden.

Strategic Goal 4: Sustainability

Leila updated the Committee on the Area Plan. The team is currently reviewing the plan and has provided supporting materials for reference by DARS to help with any questions or concerns as there has been many changes. Leila informs the Committee that the public hearing is scheduled for **Thursday, June 12th from 1:00 PM to 3:00 PM**, and Leila has sent calendar invites to the Board of Directors and the Advisory Council. Attendance and input is very important, as feedback from the Council will directly influence the Area Plan. The Area Plan is due for submission by August 1st. The team is currently planning a roundtable meeting with Leadership to assign their sections of the plan, followed by individual meetings to finalize the details.

Steve then informed the Committee about the Foundation Ad-Hoc group he formed to provide advice and guidance on foundation planning. The focus of the meeting was on establishing a foundation structure, with the goal of marketing and raising awareness, while ensuring that Senior Services remains central in the bylaws and board representation. The group suggested focusing primarily on supporting senior services, with a secondary focus on partnering with other senior-focused organizations.

Steve mentioned the group discussed the potential for investing through the foundation, either through managing funds internally or using external organizations like the Hampton Roads Community Foundation, which offers endowment management and guarantees a 4.5% return annually. No decisions have been made yet about the foundation or private funding sources, but it's an option worth considering.

The group also discussed whether to make the foundation apart of Senior Services or a separate entity. The consensus was to create a separate foundation to avoid limitations on fundraising, allowing for broader opportunities in the future. The growth strategy depends on how much money the foundation aims to raise, with suggested goals ranging from \$100K in Year 1 to \$2 million by Year 5. These numbers are rough estimates, and the board will ultimately decide based on team input and current capabilities.

Ideas for raising awareness and funds include starting affinity groups, launching a podcast, running a local media campaign, and hosting events like a golf tournament. The group emphasized that if the foundation moves forward, it should be an all-in effort, including necessary staffing and investment.

Steve assured the Committee that he will present the foundation proposal to the Full Board for a thorough discussion by the time of the retreat.

Finally, Steve reported that they've been awarded funding for a feasibility study to explore the possibility of transitioning to electric vehicles in their fleet. A productive meeting was held with DRPT, who are excited about the initiative and see it as a potential pilot for other AAAs in the state. However, there are several considerations to address, such as getting approval from the landlord, ensuring compatibility with current software, and evaluating the impact on routes or micro-transit areas. The feasibility study will provide more clarity, and the board will ultimately decide whether to move forward with the plan. Steve also noted that it's an exciting opportunity, and they are eager to explore this innovative direction.

With no further questions or business, Chanda Chan requested a motion to adjourn. The **motion was made by Francessca Richardson, seconded by John Mihaly**, and all were in favor.

Respectfully submitted by Leila Willis 06/20/25

Senior Services of Southeastern Virginia

Approved by: