



Full Board Meeting

April 21, 2025 | In-person/ Teams /10:00 a.m. –12:00 p.m.

Members

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

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

Staff

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

Welcome & Call to Order

The Full Board Meeting was called to order by President, Thelma Drake.

Before the Board moved to vote on the consent agenda, Thelma introduced Lisa Dixon, the new Chesapeake appointee to the Board. Lisa is retired from the Navy and the Department of Defense and currently operates a homeless shelter serving single adults and families aged 18 to 65. After her introduction, the Board of Directors took turns introducing themselves and extended a warm welcome to Lisa.

Consent Agenda Approval

Thelma Drake requested a motion to approve the consent agenda, which included the Executive Committee Meeting Minutes from 3.27.25.

The **motion was made by Pamela**, and **seconded Caryn**, and all were in favor.

Steve informed the Board of the proposed revisions to the Bylaws that includes removing the Fundraising Committee—since it overlaps with the existing Finance Committee—and requiring at least one Board member to serve on an Ad Hoc committee. These changes were made to match Board participation with members' strengths and relieve the Directors from serving on multiple committees.

With no further questions, a motion was made to approve the bylaw changes as presented. The **motion was made by Pamela** , and **seconded Sondra**, 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 March Financials, noting that there were no significant changes. At the halfway point in the fiscal year, finances are stable, and revenue is slightly higher than expected, largely. Wanda encouraged Board members to review the financial notes previously shared and to reach out with any questions.

She also introduced the Finance team to the Board as a way for them to connect with staff and have a chance to meet the newest members on the team. Each team member shared their name, title, and length of time with the organization, giving the Board an opportunity to welcome them.

Strategic Goal 1: Awareness of Services

Leila informed the Board about the upcoming **Annual Public Hearing**, which gives the opportunity for community input to help shape the agency's Area Plan. The Public Hearing is set for **Thursday, June 12th, from 1:00 to 3:00 PM**. The event will be held at the Norfolk office and virtually via Teams/Facebook Live with a 30-day public notice issued to the public and community partners. The Board President is expected to give opening remarks, Steve will present a presentation, and community questions will be collected in advance and throughout the Public Hearing.

Leila also shared the Area Plan timeline, noting that a full submission is required this year due to changes at the state level. Staff are currently participating in DARS training to complete the required plan sections and budget. From June through July, the agency will finalize public input, consult with the Advisory Council, and prepare the final submission to DARS by the August 1 deadline.

Next, Jane Constantineau reported that the Gala raised \$72,662 in profit—\$7,000 more than last year. Revenue included \$600 from raffles, \$5,000 from the silent auction, and \$6,000 in donations. Sponsorships were secured primarily through personal relationships, emphasizing the importance of Board connections. Word-of-mouth proved most effective for ticket sales.

Jane also shared that postcards were sent to promote the Hayden Village Center as a rental venue in Franklin and Southampton. In Isle of Wight, a marketing campaign is underway to raise awareness that the Windsor bus route is open to all residents, not just seniors.

In addition, the agency is running digital and print ads in Windsor Weekly and sending geo-targeted email blasts to homes near bus stops to promote the Windsor route. Ridership is being tracked to measure the impact. Additionally, the Better Together Café at the Windsor Town Center is being advertised due to rare program openings.

So far this year, staff have participated in 32 community events and sponsored 7. April and May are particularly active, with Older Americans Month bringing in numerous outreach opportunities.

Jane also highlighted "Give Local 757", a fundraising platform that is similar to Giving Tuesday but locally focused. It presents a key opportunity to engage donors even though it comes with competition from other nonprofits. Board members were encouraged to help spread the word.

Finally, the Spring Direct Mail campaign is being refreshed. For the first time, Senior Services is designing its own branded letter, with 10,000 pieces going out—half to in-house donors and half to prospects.

Strategic Goal 2: Staff Efficiencies

Mike Godwin started his update by informing the Board that Principle Strategies has sent Senior Services this year's employment law update template, which is used to revise the employee handbook. These updates follow state and federal legislative changes, typically issued around March after General Assembly sessions conclude.

The agency updated the previous employee handbook, focusing first on required legal changes such as Safe Harbor policy, Personnel Files, and the use of Marijuana. Approximately 30 pages were updated, primarily to revise existing language for clarity and compliance. Mike noted that a document summarizing these changes was shared via email, with key updates highlighted, particularly those added to reduce organizational liability and ensure all legally required policies are properly communicated.

With no further questions, a motion was made to approve the Employee Handbook changes as presented. The **motion was made by Pamela** , and **seconded Barbara**, and all were in favor.

For an Operations update, Steve informed the Board that the agency's main focus is currently on Monitoring and the Area Plan.

Senior Services received double the amount from last year through the Housing Trust Fund and was awarded the full requested amount from DRPT for the upcoming fiscal year.

Additionally, the agency was awarded \$100,000 through the Elder Abuse Prevention Fund as a sub-recipient in partnership with PAA. These funds must be expended by December 2025. The project will support local Adult Protective Services (APS) and other organizations serving vulnerable adults through training and education, collaborative network sessions, awareness campaigns, and direct client services.

Finally, Leila notified the Board that the upcoming DARS monitoring visit is scheduled for May 6–8. The review will cover the period from January 1, 2023, to December 30, 2024, spanning three fiscal years. The purpose of the visit is to follow up on corrective action plans from the previous review, assess compliance with DARS requirements, and identify any potential issues along with recommended resolutions. There will be an entrance meeting on May 6th to go over the Monitoring process and answer questions and then an exit meeting on May 8th to debrief.

Strategic Goal 3: Board Effectiveness

Leila informed the Board that there are still vacancies for South Hampton, Franklin, and Portsmouth—both for jurisdictional and appointed members. Even if a jurisdictional seat is filled, a candidate can still be recommended to the Board of Supervisors for appointment.

Leila also thanked Thelma for recommending three strong candidates, with whom she had the opportunity to speak with each of them. All responded promptly and submitted their Board member documents. The next step is for the Board Development Committee to meet with the candidates. Once the committee agrees to move forward, their information will be shared with the full Board to vote.

Finally, Leila asked the Board whether they would be interested in holding another Board Retreat this year. The majority agreed that it would be beneficial, noting the value of connecting with one another. It was suggested that the retreat be held at the Hayden Village Center, allowing members who haven't visited to tour the site and engage with staff and seniors in Franklin.

Strategic Goal 4: Sustainability

Steve shared with the Board about upcoming meetings related to the potential creation of a foundation. After speaking with several partners and community members, Steve hopes to present a tentative direction for the Board to consider based on those conversations.

He also shared that the agency has now received the full amount from the bequest, which totaled \$1.7 million—higher than the initial estimate of \$1.4 million. By the time planning begins, available funds may be close to \$2 million. Steve noted that while launching a foundation is feasible, significant investment will be needed for outreach and public awareness, which will be discussed further after the upcoming meetings.

Steve provided an update on Joshua Place, a proposal for a Norfolk property, which is being considered for development into senior housing. The proposal includes tearing down most of the existing structure while renovating a small portion and constructing 24 tiny homes and a 24-unit apartment building. The project would provide affordable housing for older adults and help move qualified individuals experiencing homelessness into stable housing.

A proposal has been submitted to the city, and the next step is to learn whether it will be accepted. If approved, the project will be returned to the Board for further discussion and next steps.

Lastly, Steve shared an update on the Collective Impact program, which aims to support homebound older adults currently receiving Meals on Wheels five days a week. The pilot would extend meal support through the weekend by providing partially prepared meals on Fridays.

Participants would finish preparing the meal with a volunteer, engaging in meaningful conversation to build connection. The meals would be portioned to allow for leftovers to be reheated on Sunday, effectively expanding meal access from five to seven days a week. Steve promised to update the Directors when talks have been finalized.

Lastly, Leila shared a recap of her recent trip to Washington, D.C. for the **USAging Policy Briefing** held March 30–April 1. Led by Amy Gotwall, USAging's Chief Policy Officer, the event focused on the

reauthorization of the Older Americans Act (OAA). The primary goal of the briefing was to prepare advocates to push for OAA reauthorization and understand upcoming federal budget developments.

Key takeaways included strategies for advocating on behalf of Area Agencies on Aging (AAAs), insights into budget reconciliation, and the impact of proposed cuts to Medicaid and staffing. It was also noted the importance of effectively communicating with congressional staff, many of whom may be unfamiliar with the OAA. Attendees were encouraged to share real stories from the community to make a stronger, more personal case for continued support.

With no further questions or business, Thelma Drake requested a motion to adjourn. The **motion was made by Pamela, seconded by Caryn**, and all were in favor.

Respectfully submitted by Leila Willis 05/14/25

Approved by: