

COMMITTEE: EXECUTIVE	SEPTEMBER 28, 2015	LOCATION: 10 NORTH SAN PEDRO ROAD, RM 1018
PRESENT: Teri Dowling, Jim Monson, Ana Bagtas, Chris Asimos, Ralph Marchese, Salamah Locks, Ellie Bloch GUESTS: Cicily Emerson: H&HS, Marianne Gontarz-York: Commission on Aging		
EXCUSED: Jody Timms, Allan Bortel, Sybil Boutilier, Lee Pullen ABSENT:		
RECORDER: Gary Lara		
Next Meeting: 10 N. San Pedro Rd., Conference Room 1025 - Monday, October 26, 2015		

MINUTES SUMMARY	ACTION TAKEN/RESPONSIBLE PARTY
<p><u>Agenda</u></p> <p>Chair Dowling called the meeting to order at 10:38 a.m. The agenda was approved as written.</p> <p><u>Minutes</u></p> <p>The July 27 minutes were approved as written.</p> <p><u>Public Comment</u></p> <p>None</p>	

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Chair Dowling turned the meeting over to Cicily Emerson from the Health and Human Services Public Relations Media Team. Cicily provided an overview of the new website, www.livelonglivewellmarin.org and described its purpose and intent which is to raise awareness about Aging and Adults Services (AAS) by reaching key influential people in the community, exposing people to the 457-INFO number and the work of the Commission on Aging.

Cicily distributed talking points and reviewed them with the Executive Committee. The objectives are noted as follows:

End Vision #1: Influencers know policy work of AAS led by Commission on Aging.

Smart Goal: By June 2016, key influencers will understand that the County is proactive in planning and addressing policy and service needs of older adults.

Key Messages: Marin Health and Human Services/Aging and Adult Services is proactively addressing issues related to aging in Marin County. Everyone in Marin has a role to play; Marin HHS/AAS is working with many partners to address the changing demographics in our county.

End Vision #2: Seniors, caregivers and other service providers know how to get information and navigate the services/system.

Smart Goal: By March 2016, we will see a 35% increase in volume of calls to the 457-INFO line and an increase in effectiveness/satisfaction of services.

Key messages: Marin Health and Human Services/Aging and Adult Services 457-INFO line helps older adults and their caregivers navigate Marin’s community resources. The 457-INFO line and the online Community Resource Guide are tools for enhancing overall service delivery for older adults in Marin.

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Cicily noted the recent survey that was sent to influential people in the community (rotarians, lion’s clubs and chambers of commerce). This will provide an opportunity for people to partner with us.

Commissioners provided the following feedback:

- 1. More awareness of commission activities through the media
- 2. California Senior Legislature (CSL) needs more community awareness
- 3. Add verbiage about CSL, being mindful about policies and procedures

Cicily noted it will be important for commissioners to read and know the talking points as noted on the handout and that it is meant to be a general overview; the talking points are not tailored for any one specific program.

A demo of the www.livelonglivewellmarin.org website was given. Cicily asked Gary Lara to send the url link out to the commission.

Cicily noted that moving forward, collateral materials will need to be developed for individuals that do not have access to the web; examples are book marks and the Community Resource Guide. We will also need to determine how to use other materials so people know how to get information and link resources together to help further everyone’s work. A press release will be planned around the 457-INFO number as well as planned outreach through the Board Aide networks.

Aging Program Manager Ana Bagtas commented that apart from older persons and their caregivers, adults with disabilities should be included as a target population, especially in light of the formation of the Aging and Disabilities Resource Center (ADRC) in Marin in the not so distant future.

Commissioner Marianne York noted all commissioners will have baseline information (the purpose of the talking points) and noted at some point in the future, the media team can provide training to the commission on how to conduct a good presentation.

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In closing, Cicily noted this was the beginning of a long-term relationship through public relations outreach.

Chair Dowling thanked Cicily and Marianne for their time and inquired if they would be able to help the commission figure out the next steps. Dowling suggested a six month followup. Cicily mentioned a presentation of the Live Long, Live Well campaign to the full commission would be appropriate.

Chair’s Report

Chair Dowling reported on the following items:

Due to meeting time constraints, there are no items of an urgent nature that need to be reported.

Director’s Report

Ana Bagtas, Aging Program Manager, provided the following report on behalf of Director Pullen who is currently on vacation:

Aging and Adult Services has a very busy fall season. There are three state audits:

- 1. Fiscal monitoring (October 5-9)
- 2. Ombudsman Program (October 14-16)
- 3. Aging Program (November 2-6)

A desk review will be part of the process. We will look at this as an opportunity to make corrections and realign procedures where necessary.

We are moving ahead with the Aging and Disability Resource Center (ADRC). The core partners are the Area Agency on Aging and the Marin Center for Independent Living. The resource has four main service components which will include enhanced information and assistance, options counseling, and transitions care, and short term service coordination. The Area Agency on Aging already offers several of these services. This resource will

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allow us to work collaboratively with each other. A protocol has already been drafted for the enhanced information and assistance. Staff from both agencies met on September 22 to review the enhanced information and assistance protocols and get an initial training on how the service will be coordinated between the Area Agency on Aging and Marin Center for Independent Living. Everyone is looking forward to working with one another as we develop a no wrong door approach.

Action Item:

Review of Presentations for FY 2015-16: January, March and June 2016:

The Executive Committee held a discussion about the topics that could potentially be covered during the months of January, March and June of 2016.

Commissioner Bloch recently met with David Wain Coon, Ed.D. Superintendent/President of College of Marin and noted he would like to come and speak to the commission about senior education.

Chair Dowling suggested a motivational speaker that can talk about how to give a good presentation before a town council. Committee members commented that this might be more appropriate to do this as a separate training since the public may not be interested in attending a presentation on this topic.

Dowling also suggested elder abuse.

Commissioner Asimos would like to see a national push for dementia-friendly cities.

The executives also suggested an Ombudsman program.

Commissioner Marchese suggested a “Needs Assessment” debriefing; similar to an Area Plan update presentation. Program Manager Bagtas noted that January would be a good time for this since the results would have been tabulated by December, and Amy Dietz is planning on presenting the results to community stakeholders so that they may take part in setting priorities and establishing Area Plan goals. It was noted the

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commission should plan on at least an hour and a half for this meeting. The setup can be discussed further at a later date.

Commissioner Locks inquired about the survey results of the Healthy Aging Symposium from May 2015. Bagtas noted the results are available and she will distribute them to the group offline.

The executives weighed the topic subjects of the ombudsman program versus dementia-friendly cities. Chair Dowling asked Commissioner Asimos to explore the latter and to determine if there is a group available that could speak to this topic.

The executives decided the March 3rd meeting will be an Ombudsman program and the June 2nd meeting will be dementia-friendly cities. Elder abuse will be held as a backup topic.

In regard to the March 3rd Ombudsman program, Bagtas noted they will pick a topic about fiduciary and conservatorship and will work with the County Public Guardian’s Office to develop the program.

Commissioner Monson said it would be good to invite our counterparts from Sonoma County to the commission’s October meeting since State Senator McGuire covers both Sonoma and Marin Counties. Bagtas will send the October Commission announcement to Adult and Aging Director Diane Kaljian at the County of Sonoma.

Ways to improve attendance at Commission on Aging meetings were discussed. Commissioner Marchese suggested each commissioner bring a guest to the commission meeting as a form of outreach and public relations.

Since HICAP usually presents at the November Commission meeting, a change of venue for future November meetings was suggested.

Discussion Items:

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a. Annual International Conference on Hoarding and Cluttering:

Chair Dowling made an announcement about the upcoming 17th Annual ICHC Conference scheduled for November 5th and 6th at the Hilton in the San Francisco Financial District. Continuing Education Units are available. Please see the following url link for registration information:
<http://mentalhealthsf.org/programs/ichc/conference/registration/>.

b. HICAP Program Update:

Program Manager Bagtas noted that HICAP is no longer doing quarterly meetings but are providing the service metrics established in the Area Plan.

Gary Lara read a brief email from Program Coordinator Michele McCabe noting the November 12th HICAP program at the Tiburon Town Hall will take about 30 minutes followed by a Q&A. HICAP will also speak for an additional five minutes about becoming a HICAP volunteer.

c. Meeting with Health and Human Services Director Grant Colfax:

Commissioners Bloch and Bortel had previously expressed they would like an opportunity to have a conversation with H&HS Director Grant Colfax. The meeting would include Aging and Adult Services Director Pullen and four members of the Commission on Aging.

After discussing this matter further, it was decided this meeting would be postponed until after the data is tabulated from the Needs Assessment. This data would serve as specific talking points about the needs expressed by constituents throughout Marin.

Bagtas also noted that Health and Human Services is undergoing strategic planning and it would be a great idea for the commission to look at County's stratetgic plan to see how our data and priorities may bealigned with HHS strategic planning priorities.

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Committee Reports

- **Health and Nutrition:** Commissioner Asimos provided an overview of the recent “Go4Life” presentation at the September 10th General Commission meeting. The program and PowerPoint presentation were very well received and noted that AAA Registered Dietician, Mary Louise Zernicke is superb at the work she does.

The “Being Mortal” screening was held at the Rafael Theatre in downtown San Rafael and was also very well received by the public in spite of limited public relations promoting. There were 95 people in attendance and the program was translated into three languages: Spanish, Vietnamese and Russian.

Commissioner Asimos commented the Institute on Aging of San Francisco (IOA) is moving ahead with their plans to come to Marin County and present their own screening of “Being Mortal” at the Buck Institute for Research on Aging in Novato. The screening is scheduled for Tuesday, November 10th. Patrick Arbore is going to be the presenter. Asimos is considering ways of how the commission can be involved.

- **Housing and Transportation:** Commissioner Bortel was unable to attend today’s meeting due to a scheduling conflict. The committee’s next meeting date is Wednesday, October 14th.
- **Legislative Task Force:** Commissioner Bloch distributed the list of 20 bills which will be reviewed at the next Legislative Task Force meeting on Friday, October 2nd. Of particular interest is the “End of Life” bill which could still go through without a signature from the Governor as long as he doesn’t veto the bill.

This year marks the 35th anniversary for the California Senior Legislature (CSL). Work is currently underway for their annual commemorative program.

Bloch noted bills at level three indicate the Marin County Board of Supervors has sent a letter supporting the bill. Bloch will ask Program Coordinator Michele McCabe to resend the letters of support as a reminder to the legislators.

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Bloch noted that Supervisor Steve Kinsey will be holding the North Bay Caucus in Oakland to go over the bills.

The next meeting for the Legislative Task Force is Friday, October 2nd.

- **Planning Committee:** Commissioner Boutilier was not able to be present at today’s meeting due to another commitment. Chair Dowling read some notes Commission Boutilier forwarded for the executives.

The needs assessment is coming along. We have received 1,300 surveys to date.

Commissioner Boutilier recently attended a meeting with Commissioner Hickey and Superintendent of Schools, Mary Jane Burke. The meeting was very successful and Superintendent Burke offered to send digital copies of the needs assessment survey to all the school voluteers and distribute them in English, Vietnamese and Spanish.

General distribution of the survey will continue through October. The Planning Committee’s next meeting is on Tuesday, October 6th at the Redwoods.

New Business

None

The meeting adjourned at 12:21 p.m. The next meeting is Monday, October 26th, 2015 from 10:30am to 12:00pm.