

COMMITTEE: EXECUTIVE	JANUARY 22, 2018	LOCATION: 10 NORTH SAN PEDRO ROAD, RM 1018
<p>PRESENT: Lee Pullen, Sybil Boutilier, Francie Bedinger, Teri Dowling, Salamah Locks, Chris Asimos, Jenay Cottrell, Ralph Marchese, Michael Hagerty</p> <p>PUBLIC: Linda Jackson, Joe O’Hehir</p>		
<p>EXCUSED: Jody Timms, Marianne York, Ellie Bloch</p> <p>ABSENT:</p>		
<p>RECORDER: Gary Lara</p>		
<p>Next Meeting: 10 N. San Pedro Rd., Conference Room 1018 - Monday, February 26, 2018</p>		

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<p><u>Agenda</u></p> <p>Chair Locks called the meeting to order at 10:39 a.m. Quorum established. The agenda was approved as written.</p> <p><u>Minutes</u></p> <p>The November 27, 2017 minutes were approved as written.</p>	

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Public Comment:

Joe O’Hehir, CEO of Whistlestop, introduced himself and noted he is the Chair of the Aging Action Initiative Steering Committee and that Linda Jackson is the project coordinator.

Chair’s Report:

Chair Locks reported the following:

1. College of Marin Mini Medical School:

Locks recently attended the College of Marin (COM) third annual Mini Medical School: Medical Science and Aging. The program is offered in conjunction with Stanford University and UC Davis.

Mini-Medical School seminars have been developed with a focus on the second half of life, normal human aging and avoiding diseases. Locks encouraged the executives to attend the second session next week and hopes to model this seminar for the Commission’s upcoming special event on May 3, 2018.

2. “Engage at Every Age” May Health Event:

Locks noted the theme for Older Americans Month in May is “Engage at Every Age” and will be used as the underlying theme for the May 3rd event.

At the March Commission meeting, we will have an update from the committee Chairs on their objectives. During the month of April, members will report about their meetings with their respective Board, city or town council representatives.

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Director's Report:

Director Pullen reported the following items:

1. Age-Friendly Marin Project Manager:

Director Pullen noted a project manager for Age-Friendly Marin was selected, Cynthia Seymour. Additional details were provided through emails that were distributed recently.

2. Year of the Older Adult:

The kick off celebration for this Board sponsored event will take place at the Board of Supervisors Chambers tomorrow around 9:30 a.m. with a reception to follow. Everyone is encouraged to attend. The definition and purpose of the initiative are as follows:

The 2018 Marin Year of the Older Adult will include a year-long calendar of events and programs focusing on the vitality, contributions and challenges of Marin's older adult residents. The program will also initiate new policies, programs and resources to promote an age-friendly Marin County.

The five goals of the project are:

- I. Promote Marin as a great place to grow old
- II. Bring all ages together to understand and celebrate the social, cultural and economic contributions of Marin's older adults

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- III. Raise community awareness of ageism affecting the opportunities that an older population bring to Marin
- IV. Align and showcase collaborations between and among neighbors, businesses, government, education and community organizations to expand opportunities for older adults
- V. Identify new strategies, programs, and resources to support and address the needs of Marin’s older population

Joe O’Hehir noted the committee has a well planned out calendar of events. The ad agency, Citron/Haligman, created a logo pro bono. O’Hehir noted they have put together a media budget proposal and will approach County Administrator, Matthew Hymel, to request \$75,000 for funding of the project for the calendar year. O’Hehir further noted the importance of creating awareness to the public about the projects the County is sponsoring.

Commissioner Dowling agreed to accompany O’Hehir to the discussion with Matthew Hymel. Director Pullen noted he will opt out of this meeting since Health and Human Services Director Grant Colfax declined the request from Supervisor Rodoni to fund the project.

Chair Locks asked about specific items that require funding for the campaign. O’Hehir noted: logo, tagline, print ads in the Marin IJ, ads on the back of Whistlestop buses, promotional video and website development.

3. Capitol Day, February 22, 2018

Pullen noted Area Agency on Aging directors and council members from throughout the State will be attending the annual C4A Capitol Day. Key legislative staff will meet with attendees and

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share their thoughts and insights on the budget and other issues facing the Legislature this year. Last year, budget director Mike Cohen provided a very enriching overview. Commissioners have attended previous sessions and are encouraged to attend this year.

Locks noted that TACC (Triple A Council of California) members will also be meeting with their representatives.

Action Item:

Approve letter of support for LilyPad Homes:

The executives requested the following revisions:

Commissioner Boutilier: add “AUD” in parenthesis after the first reference to Accessory Dwelling Units. A reference should also be made to Junior Accessory Dwelling Units “JAUD.” Boutilier also noted the Commission cannot endorse a private company; however, Commissioner Hagerty noted LilyPad Homes is now a not for profit.

Commissioner Locks asked the executives about the next action step for the letter. The executives agreed to send the letter back to the Housing and Transportation Committee for further drafting. Commissioner Marchese noted it was not a problem.

Discussion Items:

- 1. Senior Housing in Marin Report:

Commissioner Marchese noted Commissioner Hagerty initiated this report back in June of 2017. This report is still in its early stage and expects it to stay in draft form for quite some time. This report is the first to forecast the older adult population and housing needs for each of the 12

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jurisdictions in Marin. This report is intended to enable planning by each City Council and the county Board of Supervisors to meet future housing needs of older residents in their community. Marchese reviewed the report summary with the executives. Marchese noted Marin has about the right number of skilled nursing homes and assisted living units for the present, though the needs may increase by 35% in 2030 and further noted Marin has a major shortage in affordable units for older adults. Marchese requested the executives to read and further critique the report.

Commissioner Dowling inquired about the process for this report and if Marchese’s committee had endorsed it. Marchese noted his committee has endorsed the report and that Commissioner Hagerty will schedule a formal vote. Dowling requested Marchese to bring the written plan back to the executive team after the committee vote.

Commissioner Boutilier stated the committee cannot use the phrase “silver tsunami” and instead suggested “longevity trend.”

Linda Jackson noted the housing report has been distributed to the planning directors in each of the following cities: Larkspur, Ross and Sausalito.

Joe O’Hehir thanked the Housing and Transportation Committee for their hard work and encouraged them to not spend too much time with the planners and focus on having elected officials look at the majority of needs.

O’Hehir further noted that in terms of approaching a Marin economic forum, a paid study should be completed and tied into the economic community. We need to get their involvement and endorsement. Whistlestop’s 54-unit senior housing complex awareness is going to hit on another project. We are waiting to see what public awareness is and their response. Elected officials need to take the lead.

Jenay Cottrell noted that skilled nursing is experiencing a big trend; more beds are being

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converted to rehabilitation. More communities are establishing a memory care facility.

Commissioner Dowling noted resident care facilities in San Francisco are closing and that fewer and fewer are opening as a business.

Chair Locks had to excuse herself to attend another meeting. The Chair responsibilities were turned over to Vice Chair Marchese.

Committee Reports:

- **Planning:** Commissioner Boutilier noted the committee reviewed the Area Plan outline and will discuss it further at their next meeting. Another needs assessment will be conducted next year. The committee will also be reviewing reports from every committee as to what their plans and goals are for next year. Objectives are due by the end of January. The Area Plan will be reviewed at the April 5th Commission meeting and approved by the Commission at that time.
- **Health and Nutrition:** Commissioner Asimos noted the committee was meeting this afternoon to finalize the agenda for the February 1st Commission meeting at Whistlestop. The guest speaker is Rammohan Rao, Ph.D., Principal Research Scientist at AFFIRMATIVhealth. The committee will be putting together their goals and objectives for next year.

Asimos debriefed about her participation on the Health and Human Services oral board panel to select the new director for Behavioral Health and Recovery Services. This was a full day commitment that involved other community partners in addition to the H&HS leadership panel. Of the 44 applicants that applied, six were invited to interview. Asimos expressed concern over the fact that the interview questions didn't adequately address aging problems. Commissioner Dowling hopes this feedback will be brought to the attention of H&HS Director Dr. Colfax.

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- **Housing and Transportation:** Commissioner Marchese noted his report had been provided earlier in the meeting (see discussion item #1, page 5).
- **Legislative Task Force:** Commissioner Boutlier noted the task force has been reviewing all proposed legislation that pertains to older adults. The task force will select a few major areas that it wishes to focus on and advocate. At the next meeting, the task force will look at bills introduced including those of the CSL. The task force goals have been turned into the Planning Committee.

New Business/Other:

Commissioner Marchese expressed a concern over perception from an intellectual and political perspective over reframing how we look at aging, how to address the other side of the coin and educating people at the grassroots level. It may be necessary to go to mental health and create a committee.

Commissioner Boutlier noted the term “silver tsunami” has been used for several years now and implies a negative outlook. This same attitude needs to be fostered.

Commissioner Dowling suggested outreach and public relations as a means to address the issue.

Linda Jackson suggested a reframing discussion could start within this committee and be tied into the spring convening of the Aging Action Initiative.

Pullen noted a musing session is not the best avenue for discussions at the Executive Committee level.

Marchese hopes to have a workshop to continue this discussion. This item will go on the Executive agenda for next month’s meeting and be referenced as “Reframing Aging to the Next Level.”

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The meeting adjourned at 12:01 p.m. The next meeting is Monday, February 26, 2018 from 10:30 a.m. - noon.