



ADVISORY COUNCIL MINUTES

MARCH 21, 2024 VIA ZOOM

Council Members Present: Susan Leuthauser, Liz Sherwin, Patricia Steiner, Dawn Dunnegan, Cyndi Mears, Michele Ross, and Pat Swartzlander

Council Members Absent: Frank Iliff, Diane Carr and Brian Teeter

Staff Present: Becky Passman, Kathy Hyde, Stephanie Newton, Lisa Harwood, Devin Hansen, Sonita Oldfield-Carlson and Sharon Schnoor

I. Call to Order

The meeting was called to order at 9:05 a.m.

II. Roll Call

Roll call was taken with 3 members absent, but a quorum was present.

III. Approval of Agenda

Motion made by Michele Ross, seconded by Liz Sherwin, to approve. All were in favor.

IV. Approval of Advisory Council Meeting Minutes of December 14, 2023

Motion was made by Patricia Steiner and seconded by Cyndi Mears to accept the Minutes as written. All were in favor.

V. CEO Update

Becky gave a brief report regarding the Area Plan Update. She also mentioned some of the discussion taking place about changes being considered in the Older Americans Act 2024 Reauthorization. There are some changes they want to make to the Older American Act that the AAAs have concerns about. Becky said she will send out more information as she receives it.

VI. Old Business – None

VII. New Business

- a. Review of SFY25 Area Plan Update – This is the last year of the 4-year plan. ADS has changed the plan update format. The focus is to give a summary update of progress made on gaps and strategies identified in the four-year plan. One of the targets was minority outreach and rural coverage. Becky talked about our nutrition programs and the changes and effects after COVID money was discontinued and we could no longer support the Iowa Cafes partnerships with restaurants in most counties. Minority consumers increased through established sites, and we were identified as one of the most effective in the State. Rebranded with a new logo for our congregate meal sites, and they are now known as Community Cafes. We also upgraded our technology at some of the sites in efforts to help modernize the sites. We introduced Moms Meals to rural areas that we could not serve previously. We found family caregiver virtual caregiver support groups do not attract participants. Health Promotion has seen some activities take place on a limited basis virtually and has been successful at some of our sites. Evidence based programs are hard to get to rural counties, but progress has been made through partnerships. Home modification program is growing, hope to find funding to sustain it. Iowa Return to Community has had issues with our recent high rate of turnover. Minority focus has been successful. Elder abuse referrals have increased through coalition partnerships.
- b. Advisory member questions, comments, input – Dawn Dunnegan asked if our services were income based. Becky explained that means testing is prohibited, but we are tasked with serving those with the greatest economic need, social need, or those in danger of institutionalization. Through the intake process, contractors are looking to provide for those with highest physical, economics, or social needs. Because of limited funding, prioritizing scores are used. Cyndi Mears asked about Moms Meals availability and were told available for all 17 counties. Lisa Harwood said Moms Meals are a service we contract, but private pays can get them too. Can get two weeks of meals. Liz Sherwin asked regarding home modifications as to how they access that. Sonita Oldfield-Carlson answered that primarily advertising is through promotion and word of mouth. Target to most remote counties. Contracted through Evidence Based program. Must be delivered by home hazard program that uses an Occupational Therapist, with whom we have a contract for services. Promoted through flyers, highlighted on meals menu that go out monthly and Milestones Minute. Have done considerable articles submitted to most rural areas. If contacted, they go through Sonita. Michele Ross asked about our rebranding. Told that started through the Iowa Cafes, a program that had to be discontinued because of lack of funding. Only remaining partnership is with Lucky Frog located in Maquoketa. Able to keep them because they have continued a home delivered meals program for their area. Owner very passionate regarding program and took

personal interest in people he was serving to the point where he lowered his prices to work with Milestones. If ever able to bring back the cafes we have kept the infrastructure in place. Also asked about any impact in Des Moines County area. Hospital used to deliver home meals. Would it impact our numbers because of the new medical center? Lisa said we have seen a general increase for home delivered meals through the winter. Michele asked for contact information from Sonita, which she promptly gave to her. There was a question about the HARP Program and Becky said a big goal is to find funding sufficient to maintain and expand it to all 17 counties. Have pilot program with one provider. Choice of providing service according to availability by provider, although provider said would go to other areas but sometimes need in one or two counties. Sonita said HARP funding will run out in September of this year. Evidence based programs difficult to do unless we have partnerships in other communities to reach counties in service areas. Becky said Area Plan identifies gaps in services. Michele asked how we are trying to increase numbers at cafes. Told we recruit people to come back to the cafes. Lisa said we staff reach out to previous attendees at café sites and Iowa Café programs. After the Iowa Cafes closed, we were able to maintain attendance at original sites. Staff do community outreach, do newspaper and radio and various community activities. Our volunteers are really a great network, and we do activities at meal sites, which has been a focus. We have upgraded internet service at many sites and Sonita able to offer some classes there virtually. Minority outreach through the Diversity Center and Hispanic meal sites. Sonita mentioned that if in residence at communities such as elderly high rises we do remind them that we are available to help them.

VIII. Informational Reports

- a. Nutrition Program Update – No additional information.
- b. Social Services Program Update – Adrian on vacation. No additional information.
- c. Health Promotion & Home Safety – Sonita mentioned Health Promotion – Better Health/Better Choices program being suspended as it is difficult to obtain the numbers needed for that program. Right now, focusing on other areas where there is more interest.
- d. Marketing Update – Just finished another report and doing a lot of work on telephones the past few days. Trying to find effective ways to advertise meal sites that are cost effective.

IX. 2024 Advisory Council Meeting Schedule

Next Advisory Meeting is June 20 at 9 a.m.

X. Adjournment

Motion made by Pat Swartzlander and seconded by Liz Sherwin to adjourn the meeting.