



ElderSource  
INSTITUTE

*Age Your Way™*

December 1, 2017

8am

Agenda

- |      |                     |                  |
|------|---------------------|------------------|
| I.   | Welcome             | Don Roberts      |
| II.  | Approval of Minutes | Don Roberts      |
| III. | Financials          | JaLynne Santiago |
| IV.  | Old Business        |                  |
| V.   | New Business        |                  |
| VI.  | Adjourn             |                  |

**ElderSource Institute Conference Call Board Meeting**  
**10688 Old St. Augustine Road**  
**Wednesday October 11, 2017**  
**2:00 PM**

**Present**

Don Roberts, Chair-via phone  
Janice Donaldson-via phone  
Patrick Daly-via phone  
Shawn Mollitt-via phone  
Stu Gaines-via phone

**Staff**

Heidi Katz  
Jacklyn Overby  
JaLynne Santiago  
Linda Levin  
Sherry Holmes

**Meeting Called To Order**

Don Roberts called the meeting to order at 2:02 PM.

**Approval of Minutes**

The minutes from July 28, 2017 meeting were approved by acclamation.

**Financials**

JaLynne Santiago, Director of Finance and Administration noted that the Balance Sheet for August shows a bit of an increase in Cash which does not include the \$70,000 transfer approved by the Parent. Linda explained that the Parent had approved three years of giving ElderSource Institute (EI) \$70,000. This year is finishing the third year.

Regarding the Net Margin Report, YTD Actual we are at a Gross Margin as of August 31 of \$28,853 a little above where we would be on a YTD Budget \$24,333. YTD Operating Expenses is at a negative \$53,837 but below the YTD Budget of \$69,798 in Operating Expenses. JaLynne stated this is a good thing as we are at a Variance of \$16,064 which is moving in the right direction.

**2018 Draft Budget**

The LGBT Grant is for \$30,000 not \$25,000 as was mentioned originally. JaLynne will make that change and the total Program Revenues will be \$70,000 and Program Expenses are \$16,660 with a Gross Margin of \$53,400 and Operating Expenses of \$147,303. JaLynne noted that she kept everything relatively the same from 2017. The major difference is the Office Equipment and the Leasing. Last year staff budgeted to purchase a computer for Jacklyn Overby and in 2018 we have Heidi Katz's lease. JaLynne noted that there is a cost savings there. That leaves us with a Net Operating Margin of a negative \$93,904. The highlighted Transfer In of \$70,000 is the amount that the Board may request from the Parent Board. JaLynne stated that she can make the change in the budget at the Board's request. Linda explained that staff did not budget for revenue that was not known. Staff did some estimate but very conservative. The goal is always to bring in more revenue as Jacklyn and Heidi will be working on that both in the sale of products that we have now and developing new product as we go forward. Staff budgeted along the lines of our performance in 2017. Stu asked if there was a marketing plan. Linda stated that Heidi will be working on a marketing plan for 2018 now that there are more products. Staff is working on a grant with No Margin- No Mission. This an organization that helps non-profits with getting into revenue generating services and they would help EI with the marketing. More revenue was expected from Care Transitions and Evidence Based Programs. Don thinks that continuing to

build our evidence based programs is more sustainable than Care Transitions. He suggested meeting later to try and project a breakeven point. Don suggested looking at it from the Parent's perspective by asking where EI expects to be in a year or two or even three years from now, in view of our challenges with funding at the AAA. Stu interjected that there should be a business plan to reflect all of this.

### **Motion**

A motion to accept the budget for 2018 as presented was made by Stu Gaines and seconded by Shawn Mollitt. Motion passed unanimously.

### **Old Business**

#### *Activity Update*

Heidi Katz, Director of Business Innovation and Development is diversifying the targeted audience for trainings.

#### *Available Online*

The online trainings are not taking off as anticipated and our collaborative partners are experiencing the same. Staff is conducting some community open trainings for a fee and these have been very successful. Heidi indicated that they will continue doing these. They have a menu coming up starting next week through early December.

#### *Coming Soon*

Heidi referenced the available trainings listed on her report and indicated that some are still being worked on. Staff is in contract discussion with the Medicare Rights Center. The Women's Center has put together a program, Bullying and Aging. EI wants to improve the program, do the training and share revenue with them. Staff is waiting to hear back on the agreement sent to them.

#### *Community Calendar*

Heidi stated that these trainings are per person fees and hosted at ElderSource. Heidi and Jacklyn are doing the trainings with the exception of the Missing Pieces Plan. The creator of this program will do that training. She is one of our collaborative partners.

Heidi listed the trainings that are collaborative as: Missing Pieces Plan, Disability Sensitivity and Inclusion (United Spinal-No Revenue), Dementia Care Provisions, Positive Approach to Care, Bullying and Aging, Medicare Rights MI Pro. Don thinks that these trainings provide a good fit for a strategic and updated marketing plan.

#### *FSCJ*

Staff has contracted with FSCJ and a day of training has been scheduled for their nursing students on November 15. There will be three trainings for 25 students. Our fee is \$3,125.

Tomorrow Linda and Heidi will be meeting with the Associate Dean at UNF-Brooks College of Health about bringing these trainings to their students. Jacksonville University (JU) and Nova Southeastern University are no longer interested prospects in the trainings.

#### *LGBT Elder Cultural Competency*

Heidi stated that five training packages have been sold to: Marlboro, MA; Los Angeles, CA; Flint, MI; Norfolk, VA; Charlotte, NC (all AAA Agencies).

Heidi noted that the sales cycle is a little lengthy as the last two sales were from participants that took her trainings in March and these sales were made over the last two months.

Heidi is developing a webinar for the Brookdale Regional Directors around the country, anticipating that there may be some interest. Jacklyn has downsized the webinar into a sales video to make a brief sales pitch and teaser. This will be placed on our website. Jacklyn has compiled a list of AAA's around the country, organizations that specifically advertise that they work with LGBT Elders, associations, and organizations. Stu indicated that these are the things that he would like to see in the Marketing Plan, the steps that go into, how this will be marketed across the country. Don suggested looking into piggybacking other programs into this.

### *Professional Certification*

The funds from the LGBT of \$30,000 will be used for the LGBT Business Certification program that staff will be rolling out. This is another revenue generator coming into this year and the end of next year. Linda explained that this would be the developmental and implementation of this certification. People, who meet the criteria, would pay to get certified and get listed into a data base that was developed last semester by UNF students. Linda noted that customers could opt to do one year or two year certification. They must meet certain criteria, such as the training; have policies, outward symbols, and etc. These requirements have to be maintained the entire time. Staff will be monitoring this or otherwise revoke that certification. There would be a link on ElderSource and EI's website.

Staff has an upcoming call with the Southeastern Association of Area Agencies on Aging (SE4A) Executive Committee and hoping to launch a collaborative relationship with them. They have a SE4A University where courses are offered online to member agencies in the southeastern states on a variety of topics, none of which include LGBT Elders. They are considering incorporating our training into their SE4A University. There are a couple of other partnership opportunities that we are exploring with them that is related to this subject.

EI is in conversation with an organization Society of Certified Senior Advisors. They have a fully accredited senior advisor program. Staff wants to determine if their certification can be sold through our website for a revenue share. They would like to include our trainings as a possible elective with their professional certification program. Staff has asked to be trained as instructors. There is an online and classroom option. This gives staff the ability to build classes out of this or take it outside of just an online situation.

### *Invitations*

The Florida Diversity Council invited EI to present our Disability Sensitivity Inclusion training at their April chapter meeting in Jacksonville. The National Association of Senior Move Managers (NASSM) has invited EI to present three of our trainings (LGBT Elder Cultural Competency, Age Sensitivity and Elder Abuse Awareness and Prevention) at their national conference in Ponte Vedra in February with a free booth for the four day conference. They have approximately 500 members coming from all over the country. Heidi believes that these invitations will give EI great exposure and networking opportunities with our trainings.

### **Evidence Based Programs**

*Healthy Eating for Successful Living*

This program will start in November with a workshop in a senior center in Jacksonville. Heidi and Jacklyn will be trained as master trainers. The developers will be subsidizing a lot of the cost. They want to take this program to highest tier status. Staff will be doing 10 workshops throughout 2018. Staff will be having conversations to turn this into a revenue generating program.

#### *Stress Busting for Family Caregivers*

This program has a master training component which allows EI to expand and sustain without additional cost. Heidi and Jacklyn will be trained as master trainers to work with people who are caring for those with dementia and, or chronic disease. Staff wants to approach corporations to bring EI into their business site for employees who are caregivers. These employees can participate in a nine week workshop that is at maximum one and a half hours over a lunch break.

#### *HealthRYTHMS*

The developers have presented EI with a potential opportunity through a grant. Linda has reached out to the AAA's in the area and there was no interest.

#### *Volunteer Database*

Staff is working with the UNF IT students on their senior project which goes through the end of April 2018.

#### *Grants*

Jacklyn Overby, Special Projects Coordinator informed the group that there is a grant pending with Florida Blue for a Care Transitions program. Staff is also exploring another potential for Care Transitions through an AARP grant. Jacklyn is working on a grant with Fidelity Foundation to consult with an entity-No Margin No Mission. They would provide consultation over 34 weeks for earned income business plan, development and implementation. This grant would help to hire consultants and to give EI growth capital for launching some of the programs that result through the business plan. Staff will also explore the Humana grant again, attempting to go for a different group of health and wellness programs that should be opening up in the next month.

Shawn questioned whether the Diversity and Sensitivity training classes had been offered to the National Association of Realtors or any financial advisors since they deal with seniors on a regular basis. Heidi stated that they have started to compile local contacts for these two markets as well as attorneys and state attorneys because of the Missing Pieces Plan.

Linda informed the group that ElderSource is in conversation with a new entity who is applying to be a Plan under the new grant announcement from the Agency for Health Care Administration (AHCA) and they are reaching out to Area Agencies on Aging, lead agencies and providers to be in their network if they get awarded. Staff did speak with them. There are things that EI can do being a separate entity if they become a Plan under Medicaid Managed Long Term Care (MMLTC). EI could be involved in Care Transition Coaching, Consumer Directive Care Services, and Quality Assurance, and a number of other things that they could hire EI for. Staff is exploring this now as well as our other AAAs. This is another opportunity for EI and the agency.

There was no further business for discussion and the meeting was adjourned.

**Meeting adjourned at 3:07 PM**  
**Minutes by Sherry Holmes**

Approved by: \_\_\_\_\_

Date: \_\_\_\_\_

**ElderSource Institute, Inc.**  
**Balance Sheet/Statement of Financial Position**  
**October 31, 2017**

	Balance as of October 2017	Balance as of September 2017	Balance as of December 2016
<b>ASSETS</b>			
Cash and Equivalents	\$192,104.33	\$92,854.87	\$146,289.42
Programs Receivable	5,578.07	5,206.46	4,300.00
Accrued Revenues			
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Total Current Assets	<b>197,682.40</b>	<b>98,061.33</b>	<b>150,589.42</b>
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<b>TOTAL ASSETS</b>	<b>\$197,682.40</b>	<b>\$98,061.33</b>	<b>\$150,589.42</b>
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<b>LIABILITIES AND FUND BALANCES</b>			
Accounts Payable	\$1,213.50	\$1,262.00	\$4,398.00
Deferred Revenue	76,025.00	48,525.00	49,400.00
Intercompany Payables	59,564.98	50,486.43	34,551.72
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Total Liabilities	<b>136,803.48</b>	<b>100,273.43</b>	<b>88,349.72</b>
Fund Balance (unrestricted)	62,489.70	62,489.70	29,382.37
Net Margin - Current Year	(1,360.78)	(64,701.80)	32,857.33
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Total Net Fund Balance	61,128.92	(2,212.10)	62,239.70
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<b>TOTAL LIAB. AND FUND BALANCES</b>	<b>\$197,932.40</b>	<b>\$98,061.33</b>	<b>\$150,589.42</b>
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ElderSource Institute, Inc.  
Net Margin Report/Statement of Activities  
October 31, 2017

	2017 Budget	YTD Budget	YTD Actual	Variance	Remaining Budget	Highlights
<b>Program Revenues</b>						
LGBT	\$30,500.00	\$25,416.67	\$31,876.88	(\$6,460.21)	(\$1,376.88)	
Evidence-Based Program	\$39,000.00	\$32,500.00	\$16,825.00	\$15,675.00	\$22,175.00	
Training			\$4,831.01	(\$4,831.01)	(\$4,831.01)	
<b>Total Program Revenues</b>	<b>69,500.00</b>	<b>\$57,916.67</b>	<b>53,532.89</b>	<b>4,383.78</b>	<b>15,967.11</b>	
Other Revenues						
<b>Total Revenues</b>		<b>\$57,916.67</b>	<b>\$53,532.89</b>	<b>\$4,383.78</b>	<b>\$15,967.11</b>	
<b>Direct Program Expenses</b>						
LGBT	3,000.00	2,500.00	2,636.47	(136.47)	\$363.53	
Evidence-Based Program	30,000.00	25,000.00	16,585.00	8,415.00	\$13,415.00	
Training			186.70	(186.70)	(\$186.70)	
<b>Total Program Expenses</b>	<b>33,000.00</b>	<b>27,500.00</b>	<b>19,408.17</b>	<b>8,091.83</b>	<b>13,591.83</b>	
<b>Gross Margin</b>	<b>36,500.00</b>	<b>30,416.67</b>	<b>34,124.72</b>	<b>(3,708.05)</b>	<b>2,375.28</b>	
<b>Operating Expenses</b>						
Salaries	85,000.00	70,833.33	71,835.00	(1,001.67)	13,165.00	Accrued Payroll
Employee Benefits	20,978.25	17,481.88	17,746.61	(264.74)	3,231.64	
Payroll Taxes	7,239.50	6,032.92	4,973.65	1,059.27	2,265.85	
Other Employee Expenses	1,967.42	1,639.52	1,590.00	49.52	377.42	
Travel & Conferences	3,250.00	2,708.33	1,471.39	1,236.94	1,778.61	
Telephone & Internet	967.00	805.83	191.90	613.93	775.10	
Office Supplies	750.00	625.00	276.47	348.53	473.53	
Printing & Supplies	3,000.00	2,500.00		2,500.00	3,000.00	
Postage & Shipping	989.00	824.17	13.52	810.65	975.48	
Office Equipment	3,520.00	2,933.33	517.20	2,416.13	3,002.80	Computer lease
Outreach	1,000.00	833.33	500.00	333.33	500.00	
Dues & Subscriptions	100.00	83.33	99.00	(15.67)	1.00	
Property & Liability Insurance	646.00	538.33		538.33	646.00	
Taxes & Licenses		0.00	61.25	(61.25)	(61.25)	Sunbiz Annual Report
Consulting Fees	9,860.00	8,216.67	5,616.25	2,600.42	4,243.75	
Audit Fees	1,931.00	1,609.17		1,609.17	1,931.00	
Legal Fees			563.26	(563.26)	(563.26)	Rezlegal - Copyright work
Staff Training			30.00	(30.00)	(30.00)	LGBT/Dementia Webinar
<b>Total Operating Expenses</b>	<b>141,198.17</b>	<b>117,665.14</b>	<b>105,485.50</b>	<b>12,179.64</b>	<b>35,712.67</b>	
<b>Net Operating Margin</b>	<b>(104,698.17)</b>	<b>(87,248.48)</b>	<b>(71,360.78)</b>	<b>(15,887.70)</b>	<b>(33,337.39)</b>	
Plus: Transfers In	70,000.00		70,000.00		0.00	
<b>Net Margin</b>	<b>(34,698.17)</b>	<b>(87,248.48)</b>	<b>(1,360.78)</b>	<b>(15,887.70)</b>	<b>(33,337.39)</b>	





**ElderSource Institute**

**12/1/2017**

**I. Trainings**

- a) Community Calendar; Per person fee based in-person trainings hosted at ElderSource
  - Elder Abuse Awareness and Prevention 12/6/17
  - Disability Sensitivity and Inclusion 12/12/2017
- b) Met with UNF College of Health about bringing our trainings to their students, similar to the contract with FSCJ. Also discussed the concept of the Professional Industry Certification.
- c) Invited to facilitate trainings at the FALA Annual Convention in Orlando in August. Not yet determined which trainings they would like.

	<b>In-Person Trainings</b>	<b>On-line Trainings</b>	<b>LGBT Sales Packages</b>
<b>Total Sold</b>	12	6	5
<b>Revenue</b>	\$5582	\$433	\$7500
<b>Authorize.net fees</b>	(\$47.75)	(\$14.79)	-
<b>Revenue Share</b>	(\$70)	(\$92.70)	-
<b>CEU Fees</b>	(\$60)	-	-
<b>Total Net Revenue</b>	\$5404.25	\$325.51	\$7500
<b>Total = \$13,229.76</b>			

**II. LGBT Elder Friendly Business Certification**

- Funding of \$30,000 received from the LGBT Community Fund
- Certification program officially rolled out in November. One organization has paid and is in the process of becoming certified. Five others are interested and in conversation. Goal to fulfill grant obligation is 15 certified companies.

**III. Evidence based Programs**

- a) Healthy Eating For Successful Living (HESL)
  - Jacklyn and Heidi are now trained as leaders and are currently facilitating the first workshop at the mandarin Senior Center.
  - Jacklyn and Heidi will be Master Trained in January

- EI will be paid \$500 per workshop by the program developers for six workshops bringing in additional revenue of \$3000
  - EI will have a UNF Intern starting in January who will be actively working with our HESL program.
  - At the beginning of February we will conduct a program Leader training for 10 Leaders who will then facilitate the remaining nine workshops for the grant. These Leaders will then be available to facilitate ongoing.
  - As part of the grant, we are providing meals for the participants. EI is partnering with the local nonprofit, Hunger Fight, to provide these meals. We will be hosting a volunteer event with Hunger Fight on February 10<sup>th</sup> to package the meals.
- b) Stress Busting for family Caregivers: we are still aiming for Master training in February, 2018
- c) Projected workshops and revenue (does not include grant funding retention)

	<b># of workshops</b>	<b>Revenue</b>
<b>Healthy Eating for Successful Living</b>	6 for developer 3 in community	\$3000 \$2100
<b>Stress Busting</b>	3	\$3000
<b>Total = \$8000</b>		

IV. Grants

- Grant update
- Fidelity Foundation
- Florida Blue
- AARP/DOEA