



ElderSource, Inc. (Parent)  
Board Meeting  
May 19, 2021  
Time: 12:00pm

Agenda

- |      |   |                 |
|------|---|-----------------|
| I.   | Call to Order   | Elizabeth Gunn  |
| II.  | Review of Minutes                                     | Elizabeth Gunn  |
| III. | CFO Report  | James Lee       |
|      | a. Financials   |                 |
|      | b. Audit  |                 |
| IV.  | Committee Reports                                     |                 |
|      | A. Development Committee                              | Catherine Kelly |
| V.   | Subsidiary Reports                                    |                 |
|      | A. ElderSource Institute/Medicaid Management Services | Stuart Gaines   |
|      | B. AAA Eldersource                                    | Elizabeth Gunn  |
| VI.  | Other Business  |                 |
|      | A. Bylaws Committee                                   | Linda Levin     |
| VII. | Adjourn   |                 |

Vision: Older adults and adults with disabilities are valued and have the resources they need to live with dignity and security in an age- and ability-friendly community.

Mission: ElderSource empowers people to live and age with independence and dignity in their homes and their communities.

Inclusion Statement: ElderSource values all people – including but not limited to all nationalities, socio-economic backgrounds, abilities, races, genders, religious perspectives, sexual orientations and gender identities – in everything we do. We welcome the unique insights and perspectives of all persons in our quest to fulfill our mission.

MINUTES  
ElderSource, Inc. (Parent) Board of Directors Conference Call  
March 17, 2021 at 2:00PM  
Via Zoom

**PRESENT**

Elizabeth Gunn, President  
Melissa Gilreath, Secretary  
Catherine Kelly, At Large  
Dr. Sandy Robinson  
Fran Pepis  
Brenda Ezell  
Ed Salek, Treasurer  
Walette Stanford, At Large  
Stuart Gaines

**STAFF PRESENT:**

Linda Levin, Chief Executive Officer  
James Lee, Chief Financial Officer  
Jessica Del Rio, Executive Administrative Assistant

**CALL TO ORDER:**

President Stuart Gaines called the meeting to order at 2:05 PM

**ROLL CALL:**

Jessica Del Rio, Executive Administrative Assistant, called the roll. A quorum was present.

**APPROVAL OF MINUTES:**

Stuart Gaines moved approval of the minutes of the December 29, 2020 meeting of ElderSource, Inc. Board of Directors. Ed Salek seconded the motion. The motion carried without opposition.

**COMMITTEE REPORTS:**

***Strategic Planning Committee***

Linda reviewed the strategic plan update. She advised that 2022 will be a new strategic plan cycle. Below are the highlights of the status report.

***Objective 1.1***

Linda stated that staff recommends considering this objective of delivering high quality services as completed. Staff did add Risk Management as a strategy to capture the efforts being made by staff since the initial writing of this plan.

***Objective 1.2***

Linda reviewed objective 1.2. Staff is recommending discontinuing this initiative. Staff will continue our training and including LGBTQ elders in our DEI efforts, but not as a separate strategic initiative. The efforts listed in the plan were not able to be successfully accomplished. Efforts were previously reported.

***Objective 1.3***

Linda reviewed objective 1.3. She stated that the initial strategies have been put on hold

due to COVID and funding.. However, staff added to implementation of Uniper for isolated seniors and T-Care for caregivers to improve the quality of life and reduce isolation in seniors. Grants were received in 2020 and 2021 for these two projects.

#### *Objective 2.1*

Linda reviewed objective 2.1. Linda reported that all original strategies, with the exception of the relationship management database, have been completed. New activities have been added to this objective, such as the implementation of Uniper and T-Care have taken place.

#### *Objective 2.2*

Linda reviewed objective 2.2. She stated that we accomplished the first strategy of creating a telephone reassurance program. The second strategy to objective 2.2 of seeing if it could be a revenue generating program was updated to show the target date of 2022.

#### *Objective 3.1*

Linda reviewed objective 3.1. Staff recommends not moving forward with the objective of creating a Service Marketplace. There are a number of other similar services that already exist, such as Amazon marketplace, Angie's list, etc. and the cost and labor required make it prohibitive.

#### *Objective 3.2*

Linda reviewed objective 3.2. She stated that it is recommended not to move forward with this objective, establishing a thrift shop, at this time due to competing priorities, cost and labor required. The Committee recommended re-considering at a future date in 2022.

#### *Objective 3.3*

Linda reviewed objective 3.3. Staff made updates to this objective to more accurately reflect activities since the initial writing of the plan. Linda reviewed the additions in the action steps and target dates to objective 3.3.

#### *Objective 4.1*

Linda reviewed objective 4.1. She stated that this is considered completed. The Senior Advocacy Coalition was established and meets and shares as needed. Currently, that is the extent of the desires of the participants at this time.

#### *Objective 5.1*

Linda reviewed objective 5.1 regarding increasing awareness of ElderSource. The initial action steps have been completed as written. Staff added the following action steps to the objective:

- Work with a firm to increase visibility in general
- Work with a firm to increase visibility throughout the region using data to drive targeting efforts

#### *Objective 5.2*

Linda reviewed objective 5.2. She stated that most of this objective was completed. Staff added the following action steps to the objective:

- Contract with a consultant to evaluate development opportunities and develop a plan.
- Hire a VP of Development

#### *Objective 6.1*

Linda reviewed objective 6.1. She stated over the past two years, the agency has made

a commitment of time, effort, and resources to advance the workplace culture. The Leadership Team has intentionally brought to the forefront our desire to create an inclusive, diverse work environment. This goal strives to build on what we have already begun, including adding a focus at the Board level.

Linda recommended the following additions to this objective:

- Continue messaging of our commitment to diversity, equity, and inclusion
- Engage Board committees (Personnel and Governance) in developing and implementing a strategic focus
- Recruit Board members increase diversity
- Use data to inform communications and targeting of services

### *Objective 6.2*

Linda reviewed objective 6.2, green governance. She stated that this objective is currently ongoing and has changed since COVID-19. She recommended the following additions to the objective:

- Consider hybrid office to reduce footprint, reducing utilization of resources (e.g., electricity/water)
- Evaluate ways in which to increase going paperless

### *Objective 6.3*

Linda reviewed objective 6.3. She stated that this objective is a placeholder for those activities that arise for Wise Owl. She recommended the following additions to this objective:

- Consider hybrid use of the existing building
- Consider renting space in the existing building

### Motion:

Catherine Kelly moved to approve the updated strategic plan as presented. Fran Pepis seconded the motion. The motion passed without opposition.

### **SUBSIDIARY REPORTS:**

#### ***ElderSource Institute***

At this time, there is nothing new to report for ElderSource Institute.

#### ***Medicaid Management Services***

Stuart Gaines presented the report of the Medicaid Management Services Inc. Board of Directors. He stated that we are now participating in the Network Lead Entity Learning Collaborative Think Tank and the Financial Acumen Learning Collaborative.

Linda stated that the Network Lead Entity Learning Collaborative Think Tank is where there are several AAA's in the country that are invited by ACL to participate and learn about working with plans and to be the network lead entity. Each of the Community Based

Organizations (CBOs) completed a Network Lead Entity Readiness Assessment which looked at seven domains: leadership, administration, marketing, strategy, financial, business, network. The results reflect the areas in which each of us need to focus development. We reviewed the results and prioritized the areas we had in commonneeding development.

Linda talked about the Financial Acumen Learning Collaborative. She stated this is an area of need for development for us is in financial acumen. Contracting with health

plans and systems is very different than working with grants. We applied and were selected for the Aging and Disabilities Business Institute's Financial Acumen Learning Collaborative. We are one of 15 CBOs selected. We will be engaging in an interactive curriculum that covers a wide array of financial acumen topics and practices such as pricing, assessing net income using various pricing methods, evaluating and managing financial risk, and calculating return on investment.

### ***Wise Owl Properties***

Fran Pepis presented the Wise Owl Properties report. She stated that we closed on the property next door and the new tenants are doing well. For future planning we will be working with the ElderSource leadership and see how we want to use the current building. We may consider a hybrid model and possibly use the building with MMS and other nonprofits as a tenant.

### ***AAA ElderSource***

Elizabeth Gunn presented the AAA ElderSource Board of Directors report. She stated that we are working strategically with diversity, equity, and inclusion in regards to our recruiting of Board members, staff members, and those we serve.

Our Bylaws Committee recently updated our bylaws. The changes made allows us to continue to meet virtually while still complying with the Sunshine Law.

### **Other Business**

The Board members requested meeting at a regular scheduled times. Board members agreed to meet every other month at 2:00 PM after the AAA Board of Directors meeting.

### **ADJOURNMENT:**

Having no further business, the meeting was adjourned at 3:52 PM. Jessica Del Rio, Executive Administrative Assistant, prepared the minutes.

Approved by: \_\_\_\_\_  
Melissa Gilreath, Secretary

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