

**Georgia Institute on Aging
Board of Directors Strategy Planning Meeting
January 20, 2009**

Present: Antoinette Sturm, Tom Downs, Jeff Fucito, Barbara Woodhouse, Jeff Bird, Mackey Ashbury, DeDe Nichols, Stacey Howse, Stacey Shulman, Jeff Smyth, Moe Miller, Michael Nischan, Greg Capers

Staff: Walter Coffey, Jacque Thornton

Absent: Chad Carter, Nancy Morrison, Gary Selph, Ginny Helms, John Murphy, Kimberly McGinnis

Welcome and Board Member Introductions:

Antoinette called the meeting to order and welcomed new members to the Board of Directors.

Walter provided an overview of Board responsibilities and the By-laws, as well as the history of Aging Services of Georgia, the Georgia Institute on Aging and the Center for Positive Aging. Walter also shared the "2008 Year in Review", which highlighted activities related to advocacy, member services, the new website and accomplishments for the Georgia Institute on Aging. In 2008, over 1600 people participated in 50 events with 120 presenters.

Review and Update MasterPlanning Arrow:

Jeff Bird led the Board through this process. Updates included:

1. Needs: no changes
2. Purpose/Mission: > Education
3. Big Picture Objectives: > IT delivery of education
4. Milestones: > On-line training/distance learning – January 2009
> Culture change network
> More grants
5. Ideas: > move AmeriCorps/VISTA to the Center for Positive Aging
6. Roadblocks: > remove "Lack of branding"
7. Resources: > add Grants
8. 2008 Priorities:
9. 2009 Priorities: > Increase membership/branding
> Increase non-member participation
> Secure more grants and funding for wellness programs
> On-line University
> Focus on raising more development money via sponsorships

Update and Development of Focus Areas: The 2009 Resource Development Committee was appointed. Members include Jeff Bird, Jeff Fucito, Jeff Smyth, Moe Miller, Tom Downs, Jacque Thornton and Walter Coffey.

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Call to Order and Approval of Minutes from October 30, 2008:

Antoinette Sturm called the meeting to order at 12:45 p.m. Minutes were reviewed and approved.

Financial Report:

Jeff Fucito presented the Balance Sheet as of January 20, 2009. Aging Services of Georgia and the Georgia Institute on Aging (GIA) have recently switched accounts from SunTrust to One Georgia Bank. One Georgia Bank focuses on non-profits, has no fees and offers a better interest rate.

There was a discussion of risk management and accounting procedures that should be implemented. As the new GIA Treasurer, Jeff offered assistance with filing the 990, as well as reviewing controls and bank reconciliation for Aging Services of Georgia, the GIA and the Center for Positive Aging. The Financial Report was approved.

Resource Development:

Walter reviewed GIA grants that have been received. These include \$ 13,500 for the PEARLS training with the Fuqua Center at Emory and \$ 40,000 for four statewide training events on Supervisory Coaching Model Training for Housing Providers.

The 2008 Cabaret was very successful and raised \$ 14,000 this year. Jacque explained ideas for two future fund-raising events. A "Casino Night" is being considered for late September 2009, with a fund-raising goal of \$ 8,000. A "La Cabaret" is being proposed for May 2010, with a fund-raising goal of \$ 15,000.

Jacque also reviewed GIA Sponsorships levels. The 2009 Sponsorship goal is \$ 75,000. She asked that all Board members thank these sponsors and ask sponsors to continue to support the GIA.

Jacque reviewed the Membership Recruitment report. As of January 2009, there is one new Associate Member, 13 Joint Member prospects and 39 Associate Member prospects. Joint Members pay state and national dues, while Associate Members pay state dues.

Professional Development/Education:

DeDe reviewed a draft of the GIA events planned for 2009, as well as the 2009 Joint Annual Conference planned with the South Carolina Association of Non-Profit Homes for the Aging (SCANPHA). This conference will be held in Augusta on March 30 – April 1, 2009.

Jacque mentioned that Aging Services of Georgia's Quarterly Luncheon will be held on February 10. The morning session will be a program on "Radical Hospitality in Elder-Care Communities". There will be five Professional Forums in the afternoon.

President's Report:

Walter provided an update on Aging Services of Georgia, including their 2009 Board of Directors. Focus areas of Aging Services of Georgia for 2009 include:

- . Continuing to Create a Strong Sense of Community,
- . Strengthening our Leadership Position,
- . Advancing Advocacy, and
- . Promoting Excellence throughout the Continuum of Aging Services.

Aging Services of Georgia has many organizational relationships. These include national and regional organizations, state organizations, state government, higher education and local organizations.

Old/New Business:

The next GIA Board of Directors Meeting will be held on Wednesday, April 22, 2009. The August and October Board of Directors Meetings will be scheduled at a later date. The Annual Business Meeting will be held on December 3, 2009 at Lenbrook in Buckhead.

Closing Remarks and Adjournment:

Antoinette reminded all Board members to pledge their support to GIA. Pledge cards will be emailed to all Board members.