

**Center for Positive Aging Board of Directors Meeting
March 13, 2009**

Present: Bruce Erickson, Mary Arthur, Rachel Lee, Jeri Boland, Barbara Murrin, Harry Haisten Jr., Karen Lucas, Ellen Dunn, Brad Catherman, Lizabeth Andrew, Henry Carson
Staff: Suzanne Economopoulos, Walter Coffey

Bruce Erickson called the meeting to order.

Approval of Minutes: Minutes from 1/28/09 and 2/6/09 meetings were approved.

Financial Report given by Harry:

- As can be noted on Balance Sheet:
 - Merrill Lynch account - ½ in mutual fund created a year ago.
 - Community Foundation balance is the same.
- As can be noted Profit Loss Budget vs. Actual:
 - Negative currently
 - Affiliates down approximately \$26,000
 - Grants – maintains previous levels at \$4,000
 - 2 items yet to come are Annual Fundraising (5100) and additional grants
 - Looking for additional revenue
 - Bruce inquired about income coming in throughout the year. Harry affirmed this by giving example of North Avenue Presbyterian's quarterly contributions.
 - Overall encouraged that \$42,000 is in already.

Web Site Development presented by Walter:

- Walter presented the Home Page for the web site and explained changes that have been made such as wording and color. Still missing place for providers.
- Stacey House of New Lifestyles offered partnership at Institute Board Meeting – language, etc. still in negotiation. Relationship good for N.L. because of potential hits and consumers.
- Further discussion:
 - Board to develop criteria for providers and invite providers.
 - How much geographic area to cover? Possible connection to AAHSA website for other states. Want website to remain simple, focused, helpful and clear.
 - How can we get to top of search engine when key words are typed?
 - How do we limit links?
 - Suggestions to change wording such as change consumers in first paragraph to you and removing 'has been.' Walter and team to continue working on semantics.
- Walter not yet sure of financial investment in that contract is yet to be determined. Currently \$5,000 is budgeted.

Provider criteria and fee structure discussed:

- Want providers to self assess and self certify using the criteria and by signing a covenant created by the Board.
- Criteria discussed – good reputation, good management, stable ownership, referral by a member, signs Quality First Covenant, participates in CPA programs such as webinars. Criteria to be clearly listed on webpage.
 - An attorney will be involved so as to not create liabilities in regards to certification, etc.
- Criteria used for the Association will be used for Consumer Products/Services.

Congregation criteria and fee structure discussed:

- Moving towards providers supporting center so that the Center can support congregations more. This support would come through listing the congregations as ‘senior friendly’, webinars, training days, etc.
- Costs needs to remain low in that the goal is to have congregation participation.

Tentative date to start website is July 1.

14th Annual Golf Tournament Updates given by Harry:

- Scheduled for October 12 with 8:00am registration and 8:45 shotgun start. Lunch and awards would be at 12:30pm.
- Entry fee is \$150 which includes cart, practice range, gift bag, snacks, lunch and prizes. Foursome fee would be \$500 in advance.
- Hole sponsor would be \$500. Hole sponsor with foursome would be \$1000 or \$900 in advance. Sponsors will receive sign recognition and recognition in brochure.
- Reminder to be mailed to past participants in June.
- Detailed letter with brochure to be mailed in early August.

Annual Fund Campaign:

Needs people to help review letters and look at time line. Mary and Rachel volunteered.

Meeting Dates set:

May 15th, July 24th, September 11th, October 12th (golf), November 13th. All to be from 9:00-11:30am.

Updates from Staff:

- **Suzanne:**
 - Printing newsletters in-house.
 - Going back to monthly email newsletter – although, probably not delivered to congregations monthly (currently delivered every other month).
 - Channel 6 working on Aging Parents.
 - New York Life wants to be community partner.

- **Other:**
 - Asked for AmeriCorp VISTA volunteer to be reassigned. Looking for another VISTA volunteer.
 - Reminded to look at websites for any upcoming events.
 - Meals on Wheels looking for a less expensive catering company. Harry and Lizabeth volunteered to help with this process.
 - Harry reported that Virginia Smith is not doing well.

Meeting Adjourned.

Submitted by: Ellen Dunn, Secretary