



ADVISORY COUNCIL MEETING OCTOBER 16, 2024

The Milwaukee County Aging Advisory Council convened virtually on Wednesday, October 16, 2024. Members and attendees joined the meeting by video and teleconference.

Members Present

Commissioner Denise Callaway, *Chair*
Commissioner Mark P. Behar
Commissioner Eugene Guskowski
James Kimble
Anne Laatsch
Debra Lewis
Sally Lindner
Gail Morgan
Suzanne Ryer
Nancy Simuel

Members Excused

Patricia Dunn
John Griffith
Sandra Janzer

Members Excused Continued...

Jim McLaughlin
Kent Mayfield
Commissioner Paula Penebaker, *Vice Chair*
George Schneider
Barbara Wyatt Sibley

Milwaukee County Staff

Christel Colorado, *DHHS*
Daniel Idzikowski, *DHHS*
Jill Knight, *DHHS*
Emily Petersen, *DHHS*
Kayla Steinke, *DHHS*
Deidra Williams, *DHHS*

Attendees from the Public

MINUTES

I. CALL TO ORDER AND ROLL CALL

Chair Denise Callaway called the meeting to order at 3:05 p.m. Executive Assistant Christel Colorado, took the roll call. A quorum was present.

II. REVIEW AND APPROVAL OF THE SEPTEMBER 25, 2024, ADVISORY COUNCIL MEETING MINUTES

MOTION: Approve the September 25, 2024, Advisory Council meetings.

ACTION: Motion prevailed by unanimous consent (Behar Moved, Laatsch Second).

III. UPDATE ON PROGRESS ON AREA AGING PLAN

AAA Director Daniel Idzikowski provided an update on the progress of the goals

outlined in the Milwaukee County Area Agency Plan for 2022-2024. He discussed whether the Area Agency on Aging (AAA), along with the Commission on Aging and its committees and councils, has met, exceeded, or fallen short of the goal expectations and whether improvements are needed before moving on to the upcoming 2025-2027 Area Agency Plan. The Area Agency on Aging (AAA) and the Advisory Council decided not to include long-term goals in the 2025-2027 Area Agency Plan.

IV. PUBLIC INPUT REVIEW FROM THE PUBLIC HEARINGS

The Advisory Council reviewed a summary document compiled from three public listening sessions held in October (October 7, 2024, October 8, 2024, and October 9, 2024). They discussed the general themes from the public's feedback and suggestions. The Council went through all the goals, incorporating suggested language changes to clarify and improve the goals highlighted in red within the goal matrix. One new goal created under socialization is to enhance communication outreach.

Some Council members expressed concern about the low attendance at the listening sessions, noting that they, along with the Commission, represent and make decisions for Milwaukee County's population of 200,000 older adults. The Council discussed strategies for reaching more people to raise awareness and gather additional feedback. Suggestions included increasing media involvement, such as placing advertisements on transit buses and incorporating Milwaukee County's public relations team into the outreach efforts. Part of the discussion focused on the limited availability of Milwaukee County information on Google, the search engine most people use. The Council considered developing and introducing a goal for enhanced web access and communications that could be included in the overall goals. Chair Callaway suggested addressing these topics while finalizing the Area Aging Plan Goals.

V. FINALIZE AREA AGING PLAN GOALS

The Advisory Council reviewed each goal individually, and the proposed changes to the area plan goals are highlighted in red (See document titled "Summary of October Public hearings and Goals Revisions"). As they assess these goals, they will incorporate the critical feedback from the public listening sessions. This feedback emphasized the need to improve communication, clearly define socialization, and clarify the objectives of the Senior Center. Emily Petersen noted the tweaked changes that the Council had made during the review at the meeting. Caregiving, Evidence-based Wellness, Heart Health, Nutrition, and Transportation goals and metrics didn't have suggested changes to its objectives or metrics.

Advocacy Committee: There is one suggested goal change for the Advocacy Committee's fifth goal and metric regarding the senior leadership program which is highlighted in red.

MOTION: To approve the new language for the Advocacy Committee's fifth goal.

ACTION: Motion prevailed by unanimous consent (Behar Moved, Guskowski Second).

MOTION: To approve the new language for the Advocacy Committee's fifth metric.

ACTION: Motion prevailed by unanimous consent (Simuel Moved, Behar Second).

Senior Center Committee Goals and Metrics: The Advisory Council eliminated the first goal and metric for senior centers, as it is already addressed in other goal areas. The second suggestion was not accepted because it falls under the broader new programming category, which aligns with the Milwaukee MKE Hubs report. Regarding the third goal, which is the second goal listed under Socialization, it was recommended to modify the title to "Socialization and Social Supports" rather than moving the goal. Additionally, the suggested goal under Socialization was proposed for removal to use it as a discussion point to develop a fourth goal.

MOTION: To eliminate the first goal and metric for Senior Centers because it's covered in other areas within the Senior Center Goals.

ACTION: Motion prevailed by unanimous consent (Guskowski Moved, Behar Laatsch Second).

MOTION: To not accept the second suggested change as it falls under the MKE Hubs Report

ACTION: Motion prevailed by unanimous consent (Guskowski Moved, Behar Second).

MOTION: To modify the title Goal Socialization to be Socialization and Social Supports.

ACTION: Motion prevailed by unanimous consent (Behar Moved, Simuel Second).

MOTION: To remove the last suggested goal listed under socialization.

ACTION: Motion prevailed by unanimous consent (Guskowski Moved, Behar Second).

Local Goals: The Advisory Council voted to accept a proposed change to the language of the third local goal. While the Council was finalizing its last goal and metrics, it lost its quorum. Nevertheless, the Council continued its work on the language for the fourth local goal and metric under Communication. The new language for the fourth goal aims to improve the quality of life for older adults and increase their visibility in Milwaukee County. The Council plans to enhance outreach efforts to inform older adults about the Area Agency on Aging programs and available services to achieve this. The metric associated with this fourth goal involves thoroughly identifying the Request for Proposal

(RFP) process event to develop a comprehensive communication plan and any necessary funding.

MOTION: To accept the language change to the third local goal.

ACTION: Motion prevailed by unanimous consent (Behar Moved, Guskowski Second).

MOTION: To approve the fourth goal language

ACTION: Motion prevailed by unanimous consent (Guskowski Moved, Behar Second).

MOTION: To approve the fourth metric language

ACTION: Motion prevailed by unanimous consent (Callaway Moved, Simuel Second).

MOTION: To accept the goals and metrics, and local goals as presented.

ACTION: Motion prevailed by unanimous consent (Guskowski Moved, Behar Second).

VI. NEXT STEPS & MEETING SCHEDULE

The Advisory Council will receive a final copy of the area plan goals by November 7, 2024. The next meeting of the Advisory Council is scheduled for November 13, 2024, from 3:00 PM to 5:00 PM. It will be held at the Marcia Coggs Human Services Center at 1220 W. Vliet St., Conference Room 104. The complete Area Agency on Aging Plan will be submitted to the Commission for final approval **on November 22, 2024**. The Commission on Aging will forward the approved Area Aging Plan to the County Board for its approval.

VII. ANNOUNCEMENTS

There were no announcements.

VIII. ADJOURNMENT

MOTION: To adjourn.

ACTION: Motion prevailed unanimously, (Behar Moved, Guskowski Second)

MEETING ADJOURNED AT 5?? P.M.

Respectfully submitted,

Vonda Nyang
Executive Assistant