



ADVISORY COUNCIL MEETING MINUTES APRIL 9, 2025

The Milwaukee County Aging Advisory Council convened virtually. Members and attendees also joined by teleconference.

Members Present

Denise Callaway, *Chair*
Paula Pennebaker, *Vice Chair*
Commissioner Mark P. Behar
John Griffith
Commissioner Eugene Guskowski
Gail Morgan
Nancy Simuel

Members Excused

Patricia Dunn
James Kimble
Anne Laatsch

Members Excused continued...

Debra Lewis
Kent Mayfield
Suzanne Ryer
George Schneider
Barbara Wyatt Sibley

Staff Present

Daniel Idzikowski, *DHHS*
Emily Petersen, *DHHS*
Vonda Nyang, *DHHS*

Attendees from Public

Rene Smith

MINUTES

I. CALL TO ORDER AND ROLL CALL

Advisory Council Chair, Denise Callaway, called the meeting to order at 3:09 p.m. Emily Petersen, Advocacy and Policy Coordinator took the roll call. A quorum was not present. Chair Callaway skipped the action items until they gained a quorum.

II. REVIEW AND APPROVAL OF THE MARCH 12, 2025, ADVISORY COUNCIL MEETING MINUTES

Due to a non-quorum of Council members, Chair Callaway tabled the meeting minutes until the next Advisory Council meeting in May.

III. 2025 FIRST QUARTER REPORT 2025-2027 AREA AGING PLAN

Emily Petersen, Advocacy and Policy Manager for AAA, led the discussion on the 2025-2027 Area Plan Goals, presenting the goals document on screen. This meeting segment focused on progress updates for the first quarter of 2025. Key highlights included:

- Meetings with state and federal legislators to advocate for aging priorities.
- Assistance provided to 24 new senior clients with financial counseling.
- Collaborate with the LGBT Community Center and Urban Ecology Center to organize senior trips.
- Maintenance of transportation ride numbers at levels consistent with 2024.
- Scheduling of cooking demonstrations in the kitchens of senior centers.
- Implementation of blood pressure hubs and educational programs at senior centers.
- Planning of caregiver support courses.

Due to the introduction of Peer Place, the new data management system, some challenges were noted regarding data analysis. However, the transportation program received positive feedback from its users.

IV. RECRUITMENT OF MEMBERS TO THE ADVISORY COUNCIL

The Advisory Council discussed the recruitment of new members. Advocacy and Policy Manager Emily Petersen reported receiving several inquiries from potential candidates, including individuals from the aging network, a Catholic home, and the Senior Leadership program. The Council emphasized the importance of maintaining diverse membership, with at least 50% of council members coming from the older adult population. Additionally, the Council agreed to continue outreach efforts to potential candidates, follow up with former members of other committees, and forward any relevant information to the Chair and/or the AAA Director.

V. PUBLIC ENGAGEMENT STRATEGY

The Advisory Council discussed the process for selecting new members for the Aging Advisory Council. They agreed that staff should recommend candidates, which the current council will review before forwarding them to the Commission on Aging for final approval. The council's role is to ensure diverse representation and to assist in recruiting candidates from underrepresented groups rather than simply handpicking members. They emphasized the importance of engaging active participants and discussed outreach to potential members for labor councils and legal aid organizations. Additionally, the group noted that current council members who wish to continue their involvement should inform the leadership.

VI. ANNOUNCEMENTS

Update on the McGovern Park Senior Center Listening Sessions:

Commissioner Eugene Guskowski updated the Advisory Council regarding the McGovern Park Senior Center listening sessions. The first session, held this

morning, attracted around 100 attendees. The listening session centered on the MKE Hub report, potential options for site reuse, and the need for additional space and enhanced security.

The second session is April 10, 2025, at 6 p.m. at the McGovern Park Senior Center. The third session will be a virtual meeting on April 12, 2025.

Revisiting Listening Session Participants: AAA Director Daniel Idzikowski suggests reconnecting with the listening session participants to share the new plan's outcomes. He is seeking feedback from the Advisory Council regarding this idea and their potential involvement in leading the process.

During the discussion, the Council addressed communication challenges between various committees and departments. They proposed hiring an expert to help overcome these barriers. Director Idzikowski noted that the Department of Health and Human Services (DHHS) currently has one individual responsible for communication and an outreach coordinator focused on aging and disability services. However, no new marketing personnel has been hired at this time.

Advisory Council Plans Community Outreach: The Advisory Council is discussing plans for community outreach to share details about the adopted plan. Director Idzikowski will prepare a proposal to revisit previous meeting locations and improve communication strategies, including utilizing local press releases and the Next-door app.

The Council also addressed the Commission's efforts to raise awareness about issues facing older adults, potentially through an event with the Milwaukee Press Club. A Council member encourages increased involvement from senior centers in advocacy efforts, especially in preparation for the upcoming Aging Advocacy Day **on May 13th** in Madison, for which transportation will be organized.

VII. ADJOURNMENT

MOTION: To adjourn.

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

Meeting Adjourned at 4:25 P.M.

Sincerely,

Vonda Nyang
DHHS/AAA Executive Assistant