



Advisory Council Meeting September 14, 2022

A quorum of **Advisory Council** members convened virtually on Wednesday, September 14, 2022. Members and attendees joined the virtual meeting with video conference and conference call options (computer or telephone).

Members Present:

Commissioner Janice Wilberg, *Chair*
Gene Guskowski, *Vice Chair*
Patricia Dunn
Commissioner John Griffith
Sally Lindner
Kent Mayfield
Commissioner Cherie Swenson
Barbara Wyatt Sibley

Members Excused:

Ruth Bevenue
James Kimble
Ann Laatsch
Nia Norris

Members Excused:

Suzie Ryer
Commissioner Cindy Van Vreede
Amanda Weiler

Staff Present:

Michelle D, DHHS
Dan Idzikowski, *DHHS*
Jill Knight, *DHHS*
Vonda Nyang, *DHHS*
Bekki Schmitt, *DHHS*
Carrie Koss Vallejo, *DHHS*

Attendees from the Public

Commissioner Gloria Miller

MINUTES

I. CALL TO ORDER AND ROLL CALL

Chair Janice Wilberg called the meeting to order at 3:06 p.m. Daniel Idzikowski, Aging Unit Director/ Program and Planning Manager for DHHS Division on Aging, took roll call.

II. REVIEW AND APPROVAL OF THE MAY 11, JUNE 8, 2022, JULY 13, 2022, AND AUGUST 10, 2022, ADVISORY COUNCIL MEETING MINUTES.

MOTION: To accept the May 11, June 8, 2022, July 13, 2022, and August 10, 2022, Advisory Council meeting minutes.

ACTION: Motion prevailed by unanimous consent (Griffith Moved, Mayfield Second)

III. PROGRESS REPORT FROM SENIOR CENTER SELECT COMMITTEE ON SENIOR CENTERS

Gene Guskowski shared the Envision Report and six charges, to evaluate suggestions presented in the envisioning board, categorize suggestions long and

short-term challenges, review program and infrastructure the senior centers need, to develop and monitor short and long-term plans for the senior centers and programs. Ascertain recourse necessary to carry out plans and finally to report these recommendations to this Advisory Council.

In late 2021 meetings were held twice a month with different subcommittees evaluating existing programming, evaluating future partners and envisioning what a 21st century senior center would look like. Gene shared the accomplishments, and how the 21st century attributes should be demonstrated in all seniors' centers. Assessments were completed on all five County owned senior centers which included conversation with administrators and active county participants to determine how they stacked up against the 21 attributes. Six, larger scale questions have been in discussion regarding the senior centers. Discussion regarding implementing the 21 attributes, to attract more participation in the senior center's improvements must be made. The committee recommends that Milwaukee County should continue to own and operate all five senior centers, but acknowledges that three of the five senior centers can be improved but two of the seniors' centers are falling behind.

There was discussion regarding whether Milwaukee County should consider constructing new senior centers or replace current ones, and how to strategically increase accessibility. Opening new centers may benefit smaller interest groups and neighborhoods. The committee discussed whether Milwaukee County should consider expanding the senior centers as multi-generational community centers, and whether municipalities within Milwaukee County should operate senior centers. The committee recommends connecting with other municipalities to coordinate programming.

Lastly, the committee discussed whether the COA should support the program in all senior centers across the County utilizing the Older American Act funding. One guest asked about the cost of running the centers along with the what the cost might be if alternative types of services were held. Member Gene commented that Dan would be able to answer any cost questions but mentions the result of not having sufficient funding seeking partners is necessary. Carrie Koss Vallejo shared that Milwaukee County supports the five county owned senior centers at rate of \$100,000 annually to support the meal programs and \$892,867 to support the programming and the administration. Member Barbara Wyatt Sibley's shares her concern whether the kind of partnership will be considered, public, private or governmental partnerships. Gene shared that a county wide conversation between municipalities should occur to get intergovernmental working together.

Carrie Koss Vallejo reminded the committee that socialization services in smaller community bases are also funded in addition to the five county senior centers at sites including the Milwaukee LGBT Center, Milwaukee Christian

Center, United Community Center, and the Indian Council of the Elderly. The Chair shares she is anxious on the implementing it along with seeing the final recommendations, mentions there is no required action on their part.

IV. COMMUNICATION STRATEGIES RECOMMENDATIONS

The Chair announced the drafted recommendations from the Advisory board that represent all discussions throughout the year on the issue of communication. Chair Wilberg shared the reference of the coordination and communication goals that have been established in the area plan.

The first goal is to create communication outreach strategies to reach older adults, particularly communities of color, tribal members, veterans, individuals who are homeless or in temporary shelter. Leveraging existing contacts to partner with agencies to improve communities. Second area plan goal is to convene the aging network on a regular basis to provide opportunities for referral collaboration sharing of best practicing in mutual learning. Third, increase connection to older adults by leering increased collaboration within Department of Health and Human Services and dedicate specific funding in the budget to communication and outreach strategies.

Chair shared the four proposed draft recommendations:

Contract agencies need to address planned methods for community outreach and engagement to new and diverse audiences. In response to Request for Proposal (RFPs) and report their efforts outcomes in their semiannual reports to the Commission on Aging Services Delivery Committee. Secondly, establish partnerships with community outreach efforts through safe and sound, and the City of Milwaukee NSP, as well as neighborhood-based organizations for door-to-door distribution of information about Commission on Aging programs, services and opportunities. Third, utilize ARPA funding, which has been reserved for communication and outreach to support direct mail efforts to publicize key programs, such as nutrition, senior centers and wellness. The fourth recommendation was to explore the development of credible messenger approach that mobilize seniors already involved in Aging Services to reach out and engage their friends and neighbors.

Committee Member Kent Mayfield asked whom these proposed recommendations will go to. Chair responded that they would go to the full Commission on Aging, to pursue these requested activities. Commissioner Griffith suggested communication through audiovisuals. Also suggested for a permanent communication committee, with representation from all committees be able to communication on what is being done for the Commission on Aging. Chair

asked if that should another proposed recommendation. Kent Mayfield suggested for this document to be accessible to the Director to share with other boards.

MOTION: To accept and forward the Communication Strategy Recommendations to the Commission on Aging.

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

V. AGENDA ITEMS AND ANNOUNCEMENTS:

- Bekki Schmitt announced upcoming events, she shared links in the chat box. The National Fall Prevention Week will have to events first event will be held Tuesday at Elks Lodge 10:00 AM – 12:00 PM, second will be held at Wilson Park Senior Center. Another upcoming event is the Medicare Series, where presentations on Medicare are scheduled at 8 community sites across the county. Three target presentation will be held at the United Community Center, 16th Street Clinic and the Laotian Community Center. Virtual event has been recorded; presentation is available on website to view.

VI. ADJOURNMENT: Meeting adjourned at 4:10 p.m (Lindner /Wyatt Sibley)

The next Advisory Council meeting will be November 11, 2022, a virtual meeting.
Respectfully submitted,

Christel Colorado
Executive Assistant