



**Aging and Disability Resource Center's  
(ADRC) Governing Board  
Meeting Minutes  
April 5, 2022**

A quorum of the **Aging and Disability Resource Center (ADRC) Governing Board** members convened virtually on Tuesday, February 1, 2022. Members and attendees joined the virtual meeting with video conference and conference call options (computer or telephone).

**Board Members Present:**

Pat Bruce, *Chair*  
Rachael Bush, *Vice-Chair*  
Colleen Galambos, Ph.D., DSW  
Debra Jupka  
David Lillich, MD  
William Meunier  
Brennan O'Connell  
Cindi Pichler

**Board Members Excused:**

M. Kent Mayfield

**Milwaukee County Staff:**

Schinika Fitch, *County Executive's Office*  
Andrew Bethke, DHHS  
Shakita LaGrant-McClain, DHHS  
Marietta Luster, DHHS  
Rachel Kaehny-Frank  
Jon Janowski, DHHS  
Vonda Nyang, DHHS  
Dan Idzikowski, DHHS  
Rebecca Schmitt, DHHS  
Sara Truse, WI DHS  
David Muhhamad DHHS

**Attendees from the Public**

Henry Ross  
Levy Stein

## MINUTES

### I. CALL TO ORDER AND ROLL

Chairwoman Pat Bruce called the meeting to order at 9:34 a.m. The Department of Health and Human Services (DHHS) Aging and Disability Resource Center's Executive Assistant, Christel Colorado, took roll call.

### II. STAFF CHANGES AND INTRODUCTIONS

Chairwomen Pat Bruce discussed the ADRC Roster. If there are any changes to reach out to Executive Assistant Christel. The personal introductions, getting to know you summaries have been received by board members David, Colleen, Brennan, Bill, Tracy, Kent and Rachel.

### III. REVIEW AND APPROVAL OF THE MARCH 1, 2022 AGING AND DISABILITY RESOURCE CENTER'S MEETING MINUTES

MOTION: To approve March 1, 2022, Aging and Disability Resource Center's meeting minutes.

ACTION: Motion prevailed by unanimous consent (Bush Moved, Meunier Second.)

### IV. ADRC OUTREACH AND MARKETING STRATEGIES AND MARKETING STRATEGIES

#### a) DHHS, AGING AND DISABILITIES Bekki Schmitt, Community Program Supervisor, Michelle Allison, Information and Outreach Coordinator

Bekki Schmitt presented a Current Outreach & Communication Strategies PowerPoint. Outreach strategy and examples will be mentioned, main focus of the year will be to include new tactics and techniques. Ms. Schmitt mentioned that they have already shared information with the Commission on Aging and Advisory Council since they are currently working on communication strategies this year. Purpose statement was discussed as well as the Aging and Disability Resource Center. The New ADRC Brochure was shown, brochure should have been distributed with the ADRC informational documents prior to meeting. Brochure can also be accessed through the website. Brochure highlights the integrated ADRC serving both older adults and adults with disabilities focusing in on the services. Michelle Allison introduced herself as the Information & Outreach Coordinator.

Focus is creating partnerships and building community partnerships with nontraditional communities such as the police department, local sheriff department, and churches. To become informed of activities that they may have and have the opportunity to train and inform. Emphasizing on reaching underserved, home, bound, isolated or hard to reach population. Target audience was discussed along with what messages would be appropriate to help reach these audiences. Background information was given, 35% of audience learned about the ADRC from family members, friends or acquaintances. 26% were from referrals from another agency or organization. Ms. Schmitt mentioned the Outreach team, assisting in other services areas such as: Dementia Care, Elder Benefit Specialists, Nutrition, Prevention Program, Program and Policy Coordinator, and Transportation. Outreach events ADRC attends are large and small group presentations, resource fairs, and community events. Annual outreach contacts have been steadily growing since 2018. Due to the pandemic, outreach had been heavily impacted, but ADRC has adapted by doing virtual, drive throughs, outdoor events, mass mailing and flyer distribution. Due to the integration, Milwaukee County website has also will be updated, website will become more user-friendly. Aging & Disabilities Services has increased social media to target certain audiences, including Facebook, YouTube, email blasts as well as advertising and promotional campaigns.

## **V. ADRC GOVERNING BOARD ROLES AND DUTIES**

### **a) 2021 ADRC Listening Sessions and survey wrap-up and plans for 2022, Debra Jupka, and Vice- Chair Rachael Bush:**

Debra Jupka addressed that focus has been moving along. In previous Listening Session meeting, a discussion has been made to do four meetings. One focusing on transitional, another focusing on disability and aging, and last virtual. Refining the time- line schedule, starting with transitional due to that transitional student are coming out of high school, for them to obtain services. Discussion with Bekki Schmitt regarding how to get the survey out, a testimonial statement is a possibility. Ms. Jupka mentioned that the Listening Sessions from previous year should have been distributed to all members. They are currently using that resource but there will be updates done within this year as they go forward. If interested in being in the committee, please reach out to Debra Jupka. Chairwomen commented that the outreach can only be done based on the people who are willing to participate. Talk about hosting one through Independence First, as well as having others in focus groups. Ms. Jupka mentioned that facilitators will be needed as well as note takers. Participation is needed in actual sessions as well as planning them. Next Meeting is April 27<sup>th</sup>.

- b) **Governing Board Visioning Statement:** Kent Mayfield PH.D, M.DIV,  
and David Lillich

Chairwomen Pat Bruce addressed that the mission statement needs updating. Suggestion was to drop certain wording and to make it Milwaukee County's vision statement. Mission statement: "ADRC's mission is to provide older adults and people with disabilities the resources needed to live with dignity and security and achieve maximum independence and quality of life."

- c) **Identifying Gaps in Services,**

Rachel Kaehny-Frank, ADRC Director and Chairwoman Pat Bruce:

Director Rachel Kaehny-Frank discusses gaps and inconsistencies which identified there has been no increase of staff reporting "unmet needs" in case management system. Goal was to become more accurate; housing continues to be top unmet need. Will continue to work on reporting correctly.

Informed board about staffing, a total of five vacancies since last report was given. Currently, there are two offers that have been accepted, another that is going out soon, and a resignation from one of the Advances Professionals. ADRC will be adding another Information & Assistance position, final approval will be in May. Option Counselors returned in-person services for the functional screens in March.

Director Rachel Kaehny-Frank shared that from the ADRC Connect meeting she attended; ORCHID received ARPA funding which they will be dedicating it ADRC's modernization project. Plans include statewide resource data base, virtual I&A's, statewide marketing.

- d) **No Wrong Door, COVID-19 Vaccine, Access Supplemental Funding,**  
Rachael Kaehny-Frank, ADRC Director

Rachel Kaehny-Frank informs the board that the COVID-19 supplemental funding grants continues to be worked on. Public Health offices may have roughly about \$130,000 of expenses that are applicable to the grant. Remainder of the amount will be put in marketing campaign, in collaboration with Emergency Management.

- e) **Future ADRC Governing Board meeting schedule,** Rachel Kaehny-Frank, ADRC Director

Director Kaehny-Frank asked the ADRC Governing Board if they could move their meeting date to the third Tuesday of the month to accommodate time to

pull data for the report and have time to mail the materials. Effective for next ADRC meeting in May. Executive Assistant Christel Colorado took roll call to change date of ADRC meeting.

MOTION: To change ADRC meeting to third Tuesday of the month.

ACTION: Motion prevailed by nine members out of eleven.

## VI. SPECIAL REPORTS

- a) **Mental Health: Quarterly Report – Mental Health Services & LTC**, Mary Neubauer, Milwaukee County Mental Health Board (Scheduled for April 2022)

Mary Neubauer was not present but per Chairwomen Pat, Mary Neubauer provided a statement shared with her that will also be sent to board members.

- b) **Department of Health and Human Services**, Shakita LaGrant-McClain, Director DHHS, David Muhammad DHHS

Director David Muhammad gave a quick update on the Annual Report 2021. PowerPoint shown regarding the Department of Health and Human Services mission and vision. Focus areas were discussed: creating two systems of care by integrating Children's Services and Adult Services, "No Wrong Door" and Population, Publishing the 2020-2025 DHHS Strategic Plan operationalizing addressing social determinants of health and supporting Milwaukee County's vision: achieving racial equity and becoming the healthiest county in the state. Highlights of 2021 were shared, Dine Out program, Credible Messenger Program, Grab & Go events, Eviction Prevention. Increase in Children's B-3 and CLTS enrollments in both programs, as well as free legal assistance for veterans.

- c) **County Executive's Office Report and Board Membership Update**, County Executive Office, Schinika Fitch, Director of Community Relations

Director Fitch was not present. Chairwomen Pat gave membership update. Members will go through the process in May.

- d) **Milwaukee County ARAP Taskforce, Aging and Disabilities Services Administrator, Marietta Luster.**

Administrator Marietta Luster gave a quick update on the technology report. Public Ally is currently working with She is currently working with individuals, has connected with Marietta regarding the technology usage trying to bridge the gap. Ms. Lewis will be meeting with Greater Foundation of Milwaukee, will report on that next ADRC meeting.

Administrator Luster's ask of the ADRC Governing Board is for assistance with identifying and becoming a peer for individuals who need assistance with technology experiencing a digital divide and who want to become technology savvy. The public needs training on using computers and smart cell phones to access services online and on their phone. Ms. Luster would like to request ARPA funding to break into the digital audience.

**e) Public Ally membership recruitment update, Marietta Luster, Administrator**

Administrator Luster gave a brief update on the Public Ally, Iyana Lewis. She has been working in non-traditional places to find individuals who need services.

**f) DHHS Aging and Disability Services Aging Unit, Jon Janowski, Director**

Director Janowski reported on the County's five-owned senior centers, due to the covid trends some changes have occurred. The five-owned County senior centers are now at full capacity, mask optional policy at all five buildings. Group rides through the transportation service will happen within the next few weeks. Reviewing reopening plans of dining sites, two sites within the Senior Center network wanting to reopen. United Community Center has reopened.

Director Janowski gave an update on the ARPA funding. Progress had been made to committing a portion of funds into Aging and enhancing services. Expected to receive another allocation roughly about \$2 Million dollars to spend on Aging services later this year. Chairwomen asked about the most recent usage ARPA funds are going towards. Director Janowski will send the board members a summary detailed document to read. The Nutrition program, huge marketing campaign to expand the Dine Out program. Transit Transportation contract, bonuses due to shortage of drivers. Additional advertising and outreach, to reach larger audience.

**g) Commission on Aging, Debra Jupka**

No updates per Debra Jupka, Chairwomen Pat mentioned that Director Jon Janowski covered it. Commission on Aging has services, from where ARC gets reports from, both commissions crossover.

**VII. ADJOURNMENT:** Meeting adjourned at 11:40 a.m.



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The next ADRC Governing Board meeting will be May 17, 2022, at 9:30 a.m. a virtual meeting.

Respectfully submitted,

Christel Colorado

Executive Assistant