



Advisory Council Meeting June 8, 2022

A quorum of **Advisory Council** members convened virtually on Wednesday, June 8, 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*
Commissioner John Griffith
Patricia Dunn
James Kimble
Ann Laatsch
Kent Mayfield
Nia Norris
Suzie Ryer
Barbara Wyatt Sibley

Members Excused:

Commissioner Cherie Swenson
Barbara Bechtel
Ruth Bevenue
Sally Lindner
Amanda Weiler

Staff Present:

Michelle Allison, *DHHS*
Donna Brown-Martin, *MCDOT*
Alena DeGrado, *DHHS*
Dan Idzikowski, *DHHS*
Jill Lintonen, *DHHS*
Vonda Nyang, *DHHS*
Gaylyn Reske, *DHHS*
Bekki Schmitt, *DHHS*
Nina Yang, *DHHS*

Attendees from the Public

Debbie Bisswurm, *GWAAR*
Lorraine Jacobs
Commissioner Gloria Miller
Cathy Wood, *SOA*

MINUTES

I. CALL TO ORDER AND ROLL CALL

Vice Chair Guskowski called the meeting to order at 3:05 p.m. Dan Idzikowski, Program and Policy Coordinator for DHHS Division on Aging, took roll call.

II. REVIEW AND APPROVAL OF THE ADVISORY COUNCIL MEETING MINUTES FOR APRIL 13, 2022

MOTION: To accept the April 13, 2022, Advisory Council meeting minutes.

ACTION: Motion prevailed by unanimous consent (Wyatt Sibley Moved, Dunn Second)

III. COMMUNICATION STRATEGIES, “LOCAL MUNICIPAL EFFORTS REPORT

Debbie Bisswurm, Medicare Outreach Coordinator for the Greater Wisconsin Agency on Aging Resources (GWAAR). Ms. Bisswurm’s role is primarily related to Medicare and Medicare-related programs. She gave a PowerPoint presentation

on GWAAR's best practices utilizing four focus areas (Staffing, Community partnerships, Public Outreach, and Training Colleagues). She discussed the importance of educating everyone in all four areas on programs, providing resources and upcoming events, identifying common issues, and cultural awareness. She emphasized the importance of outreach to minority and underserved groups in their goals.

Her PowerPoint presentation gave examples of Community centers and other agencies serving minority, underserved, and hard-to-reach groups. She discussed the importance of cultural awareness. For more information, see PowerPoint information, or you can contact us at (608) 228-0898 or by Email [at Debbie.bisswurm@gwaar.org](mailto:Debbie.bisswurm@gwaar.org)

Jill Lintonen, Communications and Public Information Officer, DHHS, provided different ways to reach targeted audiences with Medicare Outreach for Medicare Counseling (invest in marketing/target marketing/minority publications and media provided names of publications, radio stations, and reporters using human interest stories for promoting programs.

Mr. Idzikowski informed the Advisory Council that the Community Conversations (to discuss communication strategies) with the local leader's agenda item will be post-poned until the next Advisory Council meeting.

IV. AREA AGING PLAN UPDATE AND 2023 COUNTY AGING BUDGET

Mr. Idzikowski reported that the Council is tabling both agenda items tabled until the next meeting. There will be a six-month Area Plan Update and check-in at the next and 2023 Budget meetings.

V. BARRIERS TO COMMUNICATION AND TRANSPORTATION NEEDS

Alena DeGrado, Transportation Coordinator, Milwaukee County Aging and Disabilities Services Aging Unit. Provided a PowerPoint presentation on the Transportation needs surveys received by Aging's clients. Four factors: Adults older than 75, low-income residents, people with disabilities, and households with no vehicle. Better understand the unmet needs and gaps in transportation services in these populations. For more information, see the PowerPoint presentation titled "Transportation Needs Survey Results Summary Slides Advisory Council" and survey results titled "Transportation Needs Survey Summary Results". (A few of the issue questions asked were service Access Issues, Destination limitations, Safety, and Accessibility issues, etc. She reviewed 12 possible next steps by topic areas: Limited-service hours, wait times, on-demand issues, accessibility, and transportation coordination; she ended her presentation by discussing where to look to access transportation information.

The Advisory Council asked about the data collecting questions and asked Ms. DeGrado how they could assist her—continuing to invite her to the meetings, best practices, and new forms of communication, and assisting with informing others about the transportation programs.

VI. AGENDA ITEMS AND ANNOUNCEMENTS: NO ANNOUNCEMENTS

VII. ADJOURNMENT: Meeting adjourned at 4:30 p.m.(Dunn/Wyatt Sibley)

The next Advisory Council meeting will be July 13, 2022, a virtual meeting.
Respectfully submitted,

Vonda Nyang
Executive Assistant