



Advisory Council Meeting May 11, 2022

The **Advisory Council** members convened virtually on Wednesday, May 11, 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
James Kimble
Kent Mayfield
Sally Lindner
Nia Norris
Amanda Weiler
Barbara Wyatt Sibley

Michelle Allison, *DHHS*
Donna Brown-Martin, *MCDOT*
Alena DeGrado, *DHHS*
Daniel Idzikowski, *DHHS*
Carrie Koss Vallejo, *DHHS*
Jill Lintonen, *DHHS*
Pam Matthews, *DOA*
Gaylyn Reske, *DHHS*
Bekki Schmitt, *DHHS*
Nina Yang, *DHHS*

Members Excused:

Barbara Bechtel
Ruth Bevenue
Patricia Dunn
Ann Laatsch
Suzie Ryer
Commissioner Cherie Swenson

Attendees from the Public

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

Staff Present:

MINUTES

I. CALL TO ORDER AND ROLL CALL

Chair Wilberg called the meeting to order at 3 p.m. Daniel Idzikowski, Program and Policy Coordinator for DHHS took roll call and a quorum was present.

II. REVIEW AND APPROVAL OF THE APRIL 9, 2022, ADVISORY COUNCIL MEETING MINUTES.

The April meeting minutes were unavailable for review. Mr. Idzikowski expects the minutes will be ready for review at the next Advisory Council meeting.

III. AGING SURVEY AND SERVICE DATA TO INFORM COMMUNICATION STRATEGIES

Carrie Koss Vallejo, Program and Planning Coordinator, for the Aging Unit in the Department of Health and Human Services (DHHS) provided a PowerPoint

presentation on a detailed analysis of survey responses from the Area Plan survey and service data. The PowerPoint presentation provided statistical and racial/ethnic demographic information regarding the survey respondents particular to each question examined. One of the main questions that the Committee discussed was, "Which resources would you turn to if you needed information about services for older adults?"

A committee member mentioned that some of the socialization issues might stem from the fact that most senior center meals continue to be grab-and-go lunches and not congregate dining and that the centers are not providing any in-person programming. The Senior Center programming is suffering mainly because the congregate meal programs are not running, which is a draw for senior attendance.

Discussions continued how they can improve communication. Chairman Wilberg asked why it seems 211 IMPACT is not being utilized or trusted by seniors; the Committee thought it was due to seniors not being aware of 211 and its resources. The Committee asked Ms. Schmitt her thoughts on how to improve communications. Her recommendation was to focus on what currently works, and increasing awareness about the Aging and Disability Resource Center (ADRC).

Detailed information on the data reviewed and discussed can be found in the documents titled: 2022 CSPA Data Chart Milwaukee County Aging; 2022 LEP Data Chart Milwaukee County All 1; 5 YR ACS 65+% Milwaukee County Map; Trusted resources 2021 Aging Survey Bar Chart, and AAA Survey responses by race and ethnicity 4.11.22.

IV. BARRIERS TO COMMUNICATION AND TRANSPORTATION NEEDS

The Advisory Council shared thoughts on why they think there are communication barriers with Milwaukee County's senior programs and services and how other municipalities, based on their social and economic status, may think that the services and programs don't apply to them. Idzikowski explained that the surveys were distributed disproportionately to current service participants and thus reflect more heavily on individuals already familiar with services. He also noted the importance of addressing racial equity, while recognizing that because Caucasian life spans are much longer than African Americans', there are disproportionately more Caucasians in the older adult population – although fewer Caucasian access County funded services than minority populations.

Chair Wilberg asked the Committee to think about and discuss the next steps and best practices for communication. Schmitt suggested that the best practice for communication is building relationships with key stakeholders and leaders who can advocate sending out the message. The Committee acknowledged the need to utilize community leaders as ambassadors, network with regional providers,

and visit and collaborate with other senior center leaders in the surrounding municipalities.

The Committee formulated a plan to meet with the following municipalities: Glendale, Brown Deer, South Milwaukee, and Shorewood. A few committee members suggested having a Zoom meeting to reach all the municipalities surrounding Milwaukee. Chair Wilberg wants to start small before adding all the municipalities at once. Chair Wilberg, Barbara Wyatt Sibley, Amanda Weiler, and Eugene Guskowski volunteered to work together to create a plan for gathering questions and a field trip to each center. Anyone who would like to join their group is welcome. They will decide on a date and time to meet to develop the plan and report back to the Advisory Council in June.

The 2022 Transportation Needs Survey Results Summary presentation is tabled until the next Advisory Council meeting.

V. AGENDA ITEMS AND ANNOUNCEMENTS: No agenda items or announcements.

VI. ADJOURNMENT: Meeting adjourned at 4:30 p.m. (Wyatt Sibley/Guskowski).

The next Advisory Council meeting will be June 24, 2022, a virtual meeting.
Respectfully submitted,

Vonda Nyang
Executive Assistant