

**WINNEBAGO COUNTY  
AGING & DISABILITY RESOURCE CENTER (ADRC) COMMITTEE**

**MEETING MINUTES**

**DATE:** April 14, 2014

**TIME:** 3:30 p.m.

**PLACE:** Oshkosh Human Services Bldg., Room 33

**Members Present:** Ginger Beuk, Donna Lohry, Mike Norton, Rob Paterson, Harold Singstock, and Claire Steger

**Members Excused:** Debra Hogue, Ann Jungwirth, Eileen Leinweber

**Staff Present:** Ron Duerkop, Mark Weisensel and Dorothy De Grace

**Others Present:** Larry Lautenschlager, Human Services Board; Lori Duclon, Public Health Department

Donna Lohry called the meeting to order at 3:30 p.m.

**1. Public Comments:**

Lori Duclon said an Older Adult Collaborative Group is preparing an informational guide on various topics, such as food and nutrition, meals on wheels, home care services, insurance, medications, housing options, etc. Mark Weisensel distributed copies of the Fall Prevention guide that was prepared by the Fall Prevention Coalition, of which he is a member.

**2. Introductions:**

Introductions were made.

**3. Approve Minutes of the March 10, 2014 ADRC Meeting:**

Ginger Beuk moved for approval of these minutes; seconded by Mike Norton and carried.

**4. Description of Change Project:**

Ron Duerkop said that every year the ADRC must do a quality improvement project as part of its contract with the state. For this year they decided to look at improving our Medical Assistance (MA) application process. Ron said individuals who are applying for Family or IRIS must complete a primary application for MA and show verifications, such as income amounts. He said ADRC employees work with our Economic Support employees in processing the applications. The complete process which includes determining eligibility has been taking on average 22.8 days. Ron and several staff members had formed a team to identify ways to shorten that time to 16 days. The process was evaluated after each change was made to see how it made a difference.

**5. Outreach/Marketing Plan:**

Mark Weisensel distributed a draft copy of the two-year ADRC Marketing Plan which was prepared by a marketing firm that the state hired for this project. The plan includes five main strategies: use statewide ADRC branding; increase radio and print advertising; make available a large range of print materials; plan more press outreach; and prepare more face-to-face outreach. The plan lists an overview of the timing of activities and deliverables over the next two years.

**6. Overview & Discussion of Rural Transportation Study Highlights:**

Mark Weisensel handed out an Executive Summary prepared by the Winnebago County Specialized Transportation Study Committee. The study utilized data from a wide range of stakeholders, including service providers and residents that currently use the transportation services or who potentially could use the services. The study developed data collection protocols to evaluate targeted populations; obtained data via surveys and personal interviews; prepared a data analysis; and data was evaluated by the study committee to identify system deficiencies and improvement options. The study committee prepared short- and long-range recommendations that will help Winnebago County achieve its vision for the future.

**7. Reports:**

- a. ADRC Manager – A copy of Mary Krueger’s report was distributed.
- b. Outreach/Marketing – Mark Weisensel gave the dates of his upcoming ADRC presentations: April 15 to the FVTC Diversity Class; April 24 at the ADRC booth at the Senior Expo; April 28 on the local cable TV talk show, Senior Savvy; and on May 5 at an ADRC booth at the Health & Wellness Fair at the Oshkosh Senior Center.
- c. Committee Member Updates – Rob Paterson informed everyone of the Transportation Advisory Committee meeting to take place at City Hall on Thursday, April 17. Mike Norton said that at that meeting they will discuss several bus routes. Ginger Beuk said she will be graduating from the Partners in Policymaking Class. They are currently learning strategies on talking with legislators about issues. Donna Lohry said there will be a Town Hall meeting sponsored by the Department of Transportation at the UWO Conference Center on May 8 from 5:00 p.m. – 6:30 p.m. to discuss transportation issues.
- d. Complaints/Grievances – there were none to report.

**8. “Community Beat”: There was no information.**

**9. Next Meeting: May 12, 2014:**

With no further business, Mike Norton moved for adjournment; seconded by Ginger Beuk and carried at 4:55 p.m. The next meeting of the ADRC Committee will be held at 3:30 p.m., Monday, May 12, 2014 in Room 33 of the Oshkosh Human Services Building.

Respectfully submitted:  
Dorothy De Grace, Recorder