

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

DATE: May 9, 2011

TIME: 3:30 p.m.

PLACE: Oshkosh Human Services Bldg., Room 33

Members Present: Ginger Beuk, Janice Dibble, Diane Egan, Jef Hall, Debra Hogue, Ann Jungwirth, Mike Norton, Rob Paterson, and Tom Widener

Members Absent: Donna Lohry, Deb Pahl, and Jean Wollerman

Others Present: Lori Duclon, Public Health Department

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

1. Attendance:

Attendance was noted.

2. Approve Minutes of the April 11, 2011 ADRC Meeting:

With no additions or corrections, Tom Widener moved for approval of these minutes; seconded by Ginger Beuk and carried (9-0).

3. Public Meetings Update:

- a. Mary Krueger informed committee members of the Human Services Public Hearings to be held on June 22 from 6:00 p.m. to 7:00 p.m. in the Oshkosh Human Services Building and June 23 from 8:30 a.m. to 9:30 a.m. in the Neenah Human Services Building.
- b. Lakeland Care District will have Public Hearings at their regular monthly meetings in Fond du Lac, Manitowoc, and Oshkosh. (The Oshkosh hearing will be July 20.)
- c. The committee unanimously agreed that our ADRC Public Hearings will be scheduled for June 29—from 2:30 p.m. to 4:30 p.m. at FVTC Oshkosh campus and from 6:00 p.m. to 8:00 p.m. at the Menasha Public Library.

4. Policy & Procedure: Marketing, Outreach & Public Education:

Mary Krueger said that each ADRC county must have a marketing plan in place at the end of its first year of operation. She referred to our agency's 2010-2011 ADRC policy for marketing, outreach and public education. She said we will continue to provide outreach to residents of nursing homes, assisted living facilities and others by way of public presentations and printed materials.

Mark Weisensel explained the four goals of the marketing plan: 1) ensure that the community of Winnebago County is aware of the services offered by the ADRC and how to access them; 2) to provide public education to the residents of Winnebago County; 3) monitor the effectiveness of the marketing, outreach and public education plan; and 4) follow specific guidelines to address what printed information is available in the ADRC waiting areas. Residents can also access information on Winnebago County's Website. After review, Mike Norton moved to approve the policy; seconded by Ginger Beuk and carried (9-0).

5. Feedback/Update:

- a. Resource Directory – Mike Norton suggested that our ADRC Resource Directory should have more concise information. Mary Krueger said we've added information from other agencies, including their Website addresses if available. Updating the information will be an ongoing process. Mark Weisensel will organize the printing of the directory after all of the information is complete.
- b. 2011-2013 Governor's Proposed Budget – Committee members were encouraged to contact their state representative to express their views on the Governor's Budget. Mary said there continues to be concern about the cap for Family Care and the wait list. There is thought that people living in nursing homes will still be able to qualify for Family Care or IRIS because they will not be under the cap. It appears that Senior Care will not be affected by the Governor's Budget.
- c. Plan to Share Information from State ADRC Conference – Mary Krueger reported that she and several others attended the ADRC Conference. They will meet as a small group to pool together their notes and possibly make some recommendations to the committee.

6. Updates:

Mary Krueger shared a copy of information that the ADRC specialists have recorded in a database. The database tracks information about each contact to the ADRC during the past year showing the following results: most contacts are via the telephone; they are primarily regarding aging issues; most contacts originate from Oshkosh and the immediate surrounding areas; most are made by a family member, friend or neighbor; and most calls are for information and assistance. Mary said we are looking increasing our activities around the private pay option as part of our goals for next year, thereby being able to help people stretch their dollar for long-term care services.

Mark Weisensel said we have hired a new elderly benefit specialist, Mary Beth Gehrke who previously worked in the Economic Support Division.

Ron Duerkop said we are trying to use every possible opportunity to get people off the waiting list and into long term care services before a cap is placed on these services.

7. "Community Beat":

Jef Hall said he received a phone call from a mother whose daughter was in IRIS and was recently found ineligible to continue in that program. He referred the person to Mary Krueger for appeal information. Mary said that the person contacted the ADRC and received information and assistance with the appeal process. This person did not meet eligibility criteria during her review. Mary said everyone in the IRIS program is re-screened at least annually.

8. Next Meeting: Monday, June 13, 2011

With no further business, Tom Widener moved for adjournment; seconded by Mike Norton and carried at approximately 5:00 p.m. The next meeting of the ADRC Committee will be held at 3:30 p.m., Monday, June 13, 2011 in Room 33 of the Oshkosh Human Services Building.

Respectfully submitted:
Dorothy De Grace, Recorder