

Elder Services Advisory Board
February 2, 2012

Present: Rene Gratz, John Hein, Lynn Sager, Niki Skinner
Staff/Others: Elizabeth Price, Senior Resource Center Coordinator, Sue Kelley, Facilitator Shorewood Connects, Jamie Berg, Health Officer, North Shore Health Department, Chris Swartz, Village Manager

1. Call to order.

The meeting was called to order at 4:05 p.m.

2. Minutes of January 5 2012

Ms. Skinner moved that the minutes be accepted. The motion was seconded by Ms. Sager and approved 4-0.

3. Continued discussion of volunteer home modification consultation program

The Community and Business relations Committee will review the Home Sweet Home program Monday, February 6 at 6:45 pm. Ms. Skinner, Ms. Price, Mr. Alden and Ms. Kelley will be in attendance.

4. Continued discussion of the *Village* concept

A recent steering committee strategic planning meeting defined the neighborhood boundary from Wisconsin Avenue through Shorewood. Property managers will be targeted for their interest in the program to help their older tenants. Mr. Hein will approach Shoreline management to gauge their interest. It was also determined that the group would form a 5013C separate from Interfaith Older Adult Programs to avoid confusion with their Neighborhood Outreach program. Membership structure continues to be discussed.

5. Update on Shorewood Connects Initiatives

Neighborhood of the Year applications are due at the end of February. Despite multiple press releases no new applications have been received. An article in Shorewood Today will come out next week and should generate applications. It was agreed that previous applications will be considered for this year's competition.

Attorney Aaron Foley presented a program idea to BID which would certify Shorewood businesses as "elder friendly". No members of the board volunteered to serve on the workgroup. Chris Swartz will contact Jim Plaisted, Executive Director of BID and will ask him to help recruit volunteers to serve on the ad hoc committee.

Several volunteers have been recruited to participate in the ad hoc Neighborhood Mediation program. Marshall Gratz, Joanne Lipo Zovic, Holly Morris, John Hein, Chris Swartz and a police appointed representative will serve on the committee to develop the structure and process. The first meeting is scheduled for Feb. 27 at 9:30 am in the Village Hall Committee Room.

6. Community Development Authority Senior Housing Initiatives

Chris Swartz indicated that a four story Residential Care Apartment Complex with a one story memory care facility are currently being discussed for the river site.

7. Continued discussion of marketing and communications of the Senior Resource Center

Ms. Price learned from Ms. deHartog that free space may be eliminated for SRC if ads are purchased in the Shorewood Today publication as there is great competition for space. Ms. Sager will take responsibility for taking SRC literature to Eastwood Condos. It was agreed that creation of an email distribution list for SRC

calendar of events may be helpful in reaching Shorewood residents. The SRC's second annual Wellness Event will take place Wednesday, April 4 from 9 am – 12 noon. SRC fitness instructors will give demonstrations, UWM nursing students will conduct blood pressure checks and vision screening, there will be memory, grip strength, and depression screenings and many other wellness activities. ESAB members Lynn Sager and John Hein agreed to distribute materials at Pick and Save. Ms. Price will make needed arrangements with Pick and Save for distribution on Wednesday, March 28, 9:30 – 11:30 am and Saturday, March 31, 10:30 am – 2:30 pm.

8. Senior Resource Center Coordinator Report

Ms. Price read a testimonial letter from a participant. She will keep a digital file of such correspondence to be used for promotional purposes.

Ms. Price alerted members of an ongoing issue with the Family Care program. In December Governor Walker announced that the cap on the Family Care program was to be lifted. The cap was placed on the program in July 2011. Removal of the cap needs legislative approval which now seems bogged down in politics. Family Care supports elders and disabled in the community and has helps Shorewood residents access assistance to remain in their homes or the nursing home of their choice once their resources have been exhausted. People in need are told to spend down their assets on their care then they will be enrolled in Family Care but the cap means that people have to wait until someone dies before they can get the services they need.

9. Other business as authorized by law

11. Adjournment

The meeting was adjourned at 5:20 p.m.

Respectfully Submitted, Elizabeth Price, Senior Resource Center Coordinator