



**Program**  
**Committee Meeting**  
**~ Minutes ~**

**GRAND TRAVERSE COUNTY**  
**COMMISSION ON AGING**

520 W. FRONT STREET, SUITE B  
TRAVERSE CITY, MI 49684-2237  
(231) 922-4688 • FAX (231) 929-1645  
E-MAIL ADDRESS: gtcoa@grandtraverse.org  
HOMEPAGE: www.gtcoa.org

Wednesday, April 27, 2016

10:06 AM

GTCOA Meeting Room

**DRAFT:** 4/27/16

**APPROVED:** 05/03/16

**Call to Order**

Chair Busch called the meeting to order at the Commission on Aging Meeting Room, 520 West Front Street, Traverse City, MI.

Attendee Name	Title	Status	Arrived
Sandra Busch	Chair	Present	
Michelle Mercer	Vice-Chair	Excused	
Rodetta Harrand	Member	Present	
Carl Kucera	Member	Present	
Carol Sullivan	Member	Present	
Shirley Zerafa	Member	Present	

**Staff Present:** Laura Green, Deputy Director  
Cyndie F., Office Specialist

**Guests Present:** None

**Approval of agenda**

**Motion to approve the agenda as presented.**

<b>RESULT:</b>	<b>APPROVED [UNANIMOUS]</b>
<b>MOVED:</b>	Kucera
<b>SECONDED:</b>	Sullivan
<b>AYES:</b>	Busch, Harrand, Kucera, Sullivan, Zerafa
<b>NAYS:</b>	None

**Discussion on Lawn Maintenance/Snowplowing programs**

Green relayed that there are only two vendors accepting vouchers for the lawn season. Combined, they can take on 136 more clients. Lawn Voucher letters were sent to 100 clients on the wait list. She informed members that wait list clients refusing vouchers will not remain on that list, due to the complicated nature of keeping so many lists. Green relayed that there are 416 clients currently in Lawn Maintenance served by GTCOA Staff.

Green relayed information on mile tracker systems.

Discussion on multi-year contracts for vendors, equipment, small vs. large lawns, trimming, how coupons work, program consistency, looking at long term growth in the programs and in staffing plans, concerns with finding personnel.

Green relayed that she is trying to get all the information for the board to make an educated decision on how to move forward.

Lengthy discussion on the number of clients served, and the number of workers employed.

Discussion on the number of Board members.

### **Public Service Announcement**

Members reviewed the PSA. Green noted it would air about 15 times per week on TV 7&4 and 29&8.

### **Prime Time News**

Green passed around an ad from Prime Time noting she authorized a three-month ad.

### **Newsletter**

Passed around.

### **AAANM Quarterly Meeting**

Green relayed that she attended the recent meeting and many in attendance passed around their brochures. She noted concerns with the look of GTCOA's brochure, as others were much nicer materials, and it is her recommendation to go with color and better paper. Discussion on the Bylaws, GTCOA events, advertising in the newsletter, and protocol for contacting other members.

### **Public Relations Plan**

Green reviewed the 2016 Public Relations plan from Gregg Smith, and noted things highlighted in red are already completed. Members discussed a slide presentation done by Durga in the past, Cyndie to forward to Green.

### **Motion to recommend acceptance of the Public Relations plan pursuant to Green's recommendation.**

<b>RESULT:</b>	<b>APPROVED [UNANIMOUS]</b>
<b>MOVED:</b>	Busch
<b>SECONDED:</b>	Sullivan
<b>AYES:</b>	Busch, Harrand, Kucera, Sullivan, Zerafa
<b>NAYS:</b>	None

### **AAANM Multi Year Plan**

Green provided members with a copy of the Multi Year Plan for AAANM (Area Agency on Aging of Northwest Michigan.) She asked members to review the materials and noted it would be in the next packet. She relayed that AAANM is looking for additions and changes up until May 6<sup>th</sup>.

## **Old Business**

None.

Zerafa asked where Green is with reference to new technology for staff. Green relayed that two companies had provided demos. One company will be here in May. Green relayed that the current system is maxed out, the programmer is retiring in December, and she would like to get the RFP (Request for Proposal) done as soon as possible.

## **New Business**

Discussion on difficulties encountered completing work with the Committee of the Whole (COW), the reasons why a Committee of the Whole was requested, and why this particular meeting was suggested. Discussion on whether a quarterly meeting of the other "Committees" should/should not be discussed. Lengthy discussion on member's comfort levels in speaking at the Board meeting vs. Committee meeting.

## **Public comment**

None

There being no further business,  
**Meeting adjourned at 11:30 am.**

Minutes available by contacting the Grand Traverse County Commission on Aging office by phone at (231) 922-4688 or by mail at the following address: 520 West Front Street, Suite B, Traverse City, MI. 49684.

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