

Board of Directors Meeting Minutes March 12, 2009 Association Office, Atlanta

Present:

Alice Hudson, Rich Kisner, Tom Rockenbach, Regina Harris, Jim Waldrop, Dick Zechiel, David Sprowl, Alan Jordan, Terri Monroe, Joyce O. Wilson, Sherri Godwin, Deborah Wilson, Tonya Miller, Winnie Hinton, Beth Laxton, Debra Furtado

Staff: Walter Coffey, Jacque Thornton, Tom Bauer

Absent:

Georgia Gunter, Terry Davis

Approval of Minutes & Treasurer's Report

J. Wilson requested the review of previous meetings minutes. Minutes were approved as presented. Regina Harris presented the Treasurer's Report. The Suntrust account will be closed soon. Then all checking funds will be in One Georgia Bank. The report was approved as presented.

Reports

Public Policy

Tom Bauer, calling from the state capitol, provided the first part of the policy update. Today is crossover day (day 30 of 40 day session) and the general assembly is very busy. Senior services advocates did a great job getting some of the cut funds restored in the 09 supplemental budget. Walter corresponded with several of the key legislators and offered assistance from staff and/or association members if needed to provide them with additional information.

T. Bauer stated that the Governor has proposed lowering the state budget 1.6 billion for 2010. 1.1 billion of support should come from the stimulus money. At this point nursing homes are not slated for a cut. There is legislation to reorganize several departments which we are tracking. It may not be helpful unless additional funding is provided to support the departments.

A significant amount of time has been spent working on the draft legislation to update the licensure of CCRCs in Georgia. We have worked with association members, analyzed other states laws, worked with Stave Maag at aahsa, etc. We have intentionally included for profit CCRCs, since they have different financing mechanisms, to make sure they are not adversely affected. DOI has been very supportive. We have met with Rep Tom Knox, chair of the Insurance Committee, several times and are working with Rep. Mike Jacobs (on the Insurance Committee) to sponsor the legislation. We want to introduce it this year so there will be time to work through any issues before the 2010 general assembly.

Walter thanked for his work with the association. After Tom B. left the call, Tom Rockenbach and Walter facilitated a dialogue RE policy issues, providing background and history on some of our current laws and regulations. Board members discussed HCBS issues, a health/medical model of assisted living, etc.

This moved into a discussion of national work and aahsa leading the LTC financing solution initiative. Board members were encouraged to be more engaged and at least participate in Contact Congress. David Sprowl shared his experience of going to DC to meet with Congressman John Lewis. David, Win Marshall (aahsa chair-elect), Larry Minnix and other aahsa staff had a meeting set but Lewis was in a hearing RE: Medicare, so they met with staff. They were able to share info about the importance of LTC financing that could provide needed benefits for seniors. Aahsa is trying to gain support from key members of Congress. Some of the group was able to meet with Lewis late in the day and David will follow up at the local office in Georgia. It is exciting because Georgia is finally getting some key Congress members in leadership positions. We may have other opportunities in the future.

Board members were encouraged to participate in the aahsa Homecoming Program to host elected-officials in their communities/organizations.

Executive/Finance

Joyce asked the Dues/Finance task force to report on their work. Tom Rockenbach presented the report (attached). Walter provided background on other states dues structures and rates.

After a long discussion of sharing thoughts and ideas, the board took the following issues into consideration: State associations are very different in the number and types of members they represent, how they define members, the amount of state dues they charge, etc. Aging Services of Georgia tries to represent the full continuum of aging services and to help our members to see the value of viewing aging services horizontally. We try to connect members and provide them timely, meaningful information and education; we have a large number of HUD and HCBS members – HCBS paying less than 9% of state dues; we are launching The Center for Positive Aging as the consumer arm of the association and need at least a year or two in order to get it developed and running (we are not sure of financial viability of this undertaking); our members are feeling the financial pressures of the economy (especially CCRCs and nursing homes); our membership is so diverse that it is difficult to develop reasonable millage rates without dividing the membership into various classifications, etc.

The board decided to: 1) stay with the current dues structure (beds/units) moving into 2010 so our members will know how to budget; 2) continue to analyze possibilities that a millage system may work for state dues; and 3) contact Larry Minnix to request a time for our House of Delegates reps to speak to him at the aahsa conference in April (regarding moving members in Georgia to the full aahsa millage rate). We want to at the very least to postpone moving to full millage in Georgia for a few years as doing so now will put pressure on a few of our members that will have significant increases. We need additional time to see how the Center for Positive Aging will succeed regarding the financial support needed to develop our work in Georgia. Likewise, we need additional time to analyze our state association needs and determine how we want to develop them. We may need to have a called face-to-face meeting with Larry for this discussion and to explore other options, for example, requesting a lower national millage rate for Georgia, etc.

Since we have so many non-housing members paying low dues (that will never meet the aahsa minimum dues requirements – not even taking into consideration state dues), a new task force was designed to look at how we define and categorize members. A new associate member category may need to be developed for small organizations. Task group to include: Georgia Gunter, Debra Furtado, Winnie Hinton, Regina Harris, Rich Kisner, David Sprowl, Deborah Wilson, Jacque and Walter. A meeting will be set after the conference.

Membership

Jacque presented 1 new joint/provider member, Farrfield Manor in Columbus and 8 new associate members: United Pharmacy Services, John Q. Bullard Associates, Spartlin-Harrington Insurance Services, People-Net, Business Telephone Systems, Laferney Commercial Roofing, The Homeplace Adult Daycare, Best Care, Inc. The new members were accepted as presented.

Jacque led a discussion RE the list of potential members. We need assistance in contacting and developing relationships with these potential members. We are getting ready to launch a project to find new business members as well.

Awards

Tom Rockenbach presented the report from the awards committee with the list of award winners and reminded the board the winners are a surprise. We are waiting for Brandon Wilde to gain approval for their Trustee to be nominated.

President's Report

W. Coffey reported that things are going very well – see attached report. He highlighted the new home pages of each web site and that the old server will house Share Point – a tool for members to connect. He reported that the Center for Positive Aging transition is going incredibly well and their second board meeting is tomorrow. On-going funding sources have not yet been determined. We will begin complimentary webinars for members – first one on April 23rd. The conference is going to be great – registration is going very well. We will set up a time for board members to meet/greet Chair-elect Win Marshall (probably on Tuesday am). The board listened to the commissioned theme song. We are implementing 2 grants right now that provide significant benefit to members. There was a discussion RE fundraising efforts. We may pursue forming a task group to look at fundraising for all 3 entities. CLAS (old RHP) will hold their annual week-long Institute in ATL in September of this year. We will approach business members to develop scholarships for members. Association staff and members participated in the aahsa HCBS training for staff association staff (4 weeks of conference calls). Culture Change efforts are going well and Georgia is taking the led on developing the CC focus for providers throughout the full continuum of aging services. We are featured speakers on the monthly state CC coalition conference call meetings.

New Business

Joyce presented the idea of developing a partnership with Habitat for Humanity to try to connect staff working in member organizations with opportunities to apply for the program. The board was thrilled – Joyce will work with Habitat staff to put an article in the coffey-break. Terri shared that staff at Canterbury Court have done this and it was a great experience.

Lastly, Joyce reminded board members of the annual contribution to the Institute. When we write grants we want to be able to say all board members have contributed.

The meeting was adjourned at 2pm.

Aging Service of Georgia Dues/Millage Task Group Progress Report (March/09)

Tom Rockenbach, Alan Jordan, Terri Monroe, Dick Zechiel, Tom Downs, Walter Coffey.

Several conference calls have been held by the committee tasked with the responsibility to present to the Board suggestions for moving toward millage rate dues assessments. This change in dues structure is a result of the request by AAHSA to move to the FULL AAHSA millage rate for national dues as soon as possible, preferably within a three year time frame.

As the committee is evaluating AAHSA's request we are also reviewing the potential for the Aging Services of Georgia to move to the millage system for state dues assessments. This has proven to be a bit of a challenge. We have evaluated the current dues structure and have forecast the potential state needs for 2012 as a benchmark. We then calculated what a general millage rate might need to be for all members. The results revealed that we will need several categories (or classifications) of dues paying members such as HUD, CCRC's & Nursing Homes, and perhaps some sub levels relating to program revenue within each category. The intention and goal of the committee was to have a firm suggestion for the board to evaluate at the March 12th meeting.

(NOTE: The development of the Center will have a financial impact that needs to be considered as well. Over the last several years, fees from the management of the Center have supported portions of staff salaries and helped build reserves for the association.)

It is apparent that this process will take additional time as any dues increase to members needs to be realistic and as equitable as possible to bring the association to the point we need to be financially over the next three to four years. It may take longer than the initial three year desire of AAHSA to bring Georgia to the AAHSA FULL millage system; however since AAHSA has stated that they “will not lose a member” in this process, we may need submit some reasonable options for the transition plan to allow more time, etc. Additionally, regarding state dues, we have learned some states (for various reasons) have decided NOT to move to a millage rate for their state dues.

At this time the committee suggests we continue evaluating the various potential dues categories that will most equitably transition Aging Services of Georgia to a millage rate for the national dues and possibly for our state dues. For state dues, we recommend staying with the current structure of charging per bed/unit for the housing members of our association moving into 2010. This will allow us some time to continue learning options for millage rates at the state level and to see the amounts of funding the Center will generate. Likewise, we suggest a task group be established to look at how we define members (we have many small members – mostly non-housing that may need a separate membership category, etc.)

Regarding the move to FULL millage rate with AAHSA dues, we would like the Board to discuss possibilities/options and decide how best to move forward.