



SUSSEX COUNTY
COMMITTEE FOR THE AGING / ADULTS WITH PHYSICAL DISABILITIES
AGENDAS AND MINUTES

ADVISORY COMMITTEE ON AGING
AND
ADULTS WITH PHYSICAL DISABILITIES
FOR SUSSEX COUNTY

Minutes of Meeting

Monday, November 21, 2011

A meeting of the Advisory Committee on Aging and Adults with Physical Disabilities for Sussex County was held on Monday, November 21, 2011, at 10:00 a.m. at the Sussex County West Administrative Complex, 22215 North DuPont Boulevard, Georgetown, Delaware. The following members were present:

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| 1. Sally Beaumont | 6. James Moseley |
| 2. Albert C. Clark | 7. Francine Shockley |
| 3. Vance G. Daniels, Sr. | 8. Fran Smith |
| 4. Robert Draine, Sr. | 9. John Williams |
| 5. Raymond Moore, Sr. | |

Also in attendance were Janice Moseley, Secretary/Treasurer, Seaford Chapter, AARP; Denise Walstead; Patsy Bennett-Brown, President, Sussex County Amputee Support Group; Ken Bock, Deputy Director, CHEER; Linda Connors, Delaware Division of Substance Abuse and Mental Health (DSAMH); Helena Harmon, Mount Joy Civic Association; Rosanne Prichason; and Harold F. Godwin, Deputy County Administrator.

Call to Order

Ms. Beaumont called the meeting to order, noting that it was nice to see new faces in the audience, and welcomed everyone on behalf of the Advisory Committee. Ms. Beaumont also acknowledged that Committee members Anna Short and Ruth Ann Beideman advised they would be unable to attend the meeting due to medical leave for Ms. Short, and as Outreach Coordinator at the Milford Senior Center, Ms. Beideman is assisting with calls for help with Part D Medicare enrollment which

ends December 7, 2011.

In addition, Ms. Beaumont stated that the Strategic Plan Subcommittees of the Advisory Committee met at 9:00 a.m. on this date and reports will be given later in the meeting.

Approval of Minutes

A Motion was made by Mr. Draine, seconded by Mr. Williams, to approve the minutes of September 19, 2011, as distributed. Motion Adopted by Voice Vote.

Correspondence

LINDA CONNORS, DELAWARE DIVISION OF SUBSTANCE ABUSE AND MENTAL HEALTH, LAUREL STATE SERVICE CENTER, LAUREL, DELAWARE.

RE: E-mail regarding upcoming workshops to address the risk to seniors for problems related to gambling which will be held on Monday, December 5, 2011, at the Community Services Building in Wilmington and Friday, December 9, 2011, at the Hampton Inn in Rehoboth Beach, from 9:00 a.m. to 4:00 p.m. each day.

Guest Speaker

Ken Bock, Deputy Director, CHEER, spoke to the Advisory Committee regarding the process involved at CHEER in developing a strategic plan every five years that is responsive to the needs of the community. Copies of CHEER's "Strategic Plan, 2011– 2015, Meeting the Challenges & Maximizing the Opportunities For Sussex County's Senior Citizen Population" were distributed for the Committee's review. Mr. Bock stated that an essential part of the strategic planning process is obtaining effective input and translating that into action in the community. Their strategic plan document is produced completely in-house after receiving input from the public and private sector, community leaders, the faith-based community, caregivers, service population, family members, business leaders, etc. Every effort is made to obtain as broad a segment of representation as possible. Mr. Bock explained that in order to get the information into a workable document, CHEER holds one community dinner meeting, normally attended by 35 to 50 people, and in a three-hour period the group is broken down into four separate committees which meet and then report back to the larger group. From that one three-hour work session, meaningful input is obtained that ultimately translates into the strategic plan document. Approximately 90 days later the plan is presented at a second meeting to the participants involved in the planning process and reviewed for accuracy.

There are four key areas to CHEER's Strategic Plan; namely, Communications & Advocacy, Facilities & Infrastructure, Programs and Services, and Funding. Planning is kept very focused in terms of what they are going to accomplish, and then made quantifiable and measurable. The committees are challenged to establish approximately six recommendations under each specific area that can be translated into real action in the community, and a report is presented semiannually to the Board of Directors regarding the status of those objectives in following through with the strategic plan. Mr. Bock provided copies of the "2011-2015 Strategic Plan Implementation Status Report For Board Of Directors" dated September 2011 as an example of the reporting process to the Board of Directors.

At the end of each five-year period, program managers are ultimately responsible for demonstrating that they have achieved the 20 to 25 objectives set out in the plan. Timeframes are established and objectives often broken down into quarters and/or staggered so the burden is manageable and distributed across a five-year period to avoid being overwhelmed. There is a staff person and at least one member of CHEER's Board of Directors on each subcommittee. Mr. Bock emphasized that although the four key goals in their strategic plan do not change from one five-year period to the next, the objectives under those goals do change based on input from the community. While some strategies have very defined beginnings and ends, others are open-ended. The CHEER Foundation, specifically established to generate funds to help support operating programs, is a strategy that is unending, as its mission will go on indefinitely.

Mr. Moore questioned why literature/advertising for the various CHEER centers does not include the name of the center director for those who may want to contact someone directly. Mr. Bock advised that this concern has been expressed by others in the community, and all future publications will contain that information.

Ms. Beaumont inquired as to how CHEER is handling the economic crunch and individual donations being down. Although grant-in-aid funding has been very good over the past year, Mr. Bock explained that one of the reasons for establishment of the Foundation is to diversify the sources of income and reach out to areas of the community that have not been involved in the past. CHEER also has a Foundation Director on staff now to assist with these efforts.

With the diversity of the senior population and people coming into Sussex County being more active, Linda Connors asked if CHEER has given any thought to expanding the hours of the CHEER centers. Mr. Bock responded that there has been a lot of interest expressed in evening programs, some centers have started having

dinners once or twice a month with much success, and they are looking at opening a couple of fitness centers earlier in the morning, but one of the key issues is staffing and the fact that center directors are already there 40 hours per week. However, CHEER is looking into ways of using volunteers and trying to obtain support from the community

to be able to offer some evening and weekend programs, with the possibility of transportation being provided.

It was noted by Mr. Draine that the challenge of our time indicates that one in every three residents in Sussex County is 55 or over. Mr. Bock advised there is a transition nationwide that is going to be happening over the next two years and continue for the next 20 years whereby less people will be paying into the system and more people taking benefits out of the system. The elderly population growth in Sussex County is at a higher rate than the other two counties in the State, and in fact higher than the rate nationwide. In regard to this issue, Ms. Smith provided copies of a Senior Center Research Fact Sheet published by the University of Delaware Institute for Public Administration, College of Human Services, Education & Public Policy, entitled “Demographics and Profiles of Delaware’s Elderly” for the Committee’s information and use.

Old Business

1. Advisory Committee Meeting Dates

January – It was the consensus of the Advisory Committee that the January meeting will be held on Monday, January 23, 2012, due to the fact that the third Monday of the month falls on the Martin Luther King, Jr., holiday. The meeting will take place at the Nanticoke Senior Center, 1001 West Locust Street, Seaford, Delaware, at 10:00 a.m.

March – It was also agreed that the March meeting of the Advisory Committee will be held at the Milton CHEER Center, 13275 Reynolds Road, Milton, Delaware, on March 19, 2011, at 10:00 a.m. (guest speaker to address Medicaid switching to the Diamond State Managed Care Program as of April 2012).

2. Continued Review and Discussion of Draft Strategic Plan for 2011-2012

For those who may not be familiar, Ms. Beaumont reiterated that the officers of the Advisory Committee met in April with County Council President Michael Vincent,

County Administrator David Baker, and Chief of Public Information Chip Guy to discuss where they see the Advisory Committee headed in the future. It was suggested that a two-year plan be formulated, and that is the direction the Committee is taking in establishing a Strategic Plan for 2011-2012. Progress reports from the three subcommittees established to address specific goals were provided as follows:

Goal No. 1 – Develop a profile of present and projected 5- and 10-year elderly and disabled population needs throughout Sussex County

Mr. Bock reported that the subcommittee for Goal No. 1 conducted a literature search and received a number of sources of good information. Below is an outline submitted by Mr. Bock summarizing the subcommittee's report:

Environment (Demand Levels)

- Population Trends
 - Nationally
 - First baby boomers turning 65 years old (typical retirement age) – trend will continue for next 20 years with record numbers of people becoming senior citizens – average age of senior citizens will increase as improvements in healthcare and standards of living are increasing longevity.
 - As population ages, there will be a shift from majority of people paying into system through income tax to majority drawing Social Security from system. Reduced revenue will be occurring at time when demand for services is increasing at record rates. This situation will be compounded by the fact that increasing longevity means that more people will be drawing from the system and they will be drawing for longer periods of time.
 - State
 - Delaware has faster senior citizen growth rate than national averages. Lifelong Delawareans are aging in place at the same time as retirees from neighboring states, and beyond, are relocating their residences to Delaware.
 - Favorable tax structure for those on fixed income
 - Comparatively low home purchase cost
 - Aging in place – aging elderly residents plus younger in-migration
 - County
 - Elderly growth rates higher in Sussex than elsewhere in the State
 - Elderly are higher percentage of population in Sussex than elsewhere in the State

- Sussex has a higher percentage of older elderly residents (85+ years of age)
- More affluent residing/locating in coastal areas, while more modest income inland and western Sussex

Economy (Resource Levels)

- Experiencing reduced levels of Federal funding to support State and local social service programs – trend for lesser Federal resources is expected to continue for foreseeable future. This downtrend will impact levels of State funding available for local governments and service provider support in both the public and nonprofit sectors.
- Experiencing reduced local income from property/transfer tax
 - Reduced property values
 - Reduced number of transactions
- Reduced donation levels for nonprofit and faith-based communities
- Comparatively low tax rates and public resistance to further tax increases

Service Needs

- Transportation – mobility needs to combat isolation - residents (elderly) need access to community-based services if they are to remain in their own homes
- Caregiver Support – Adult Day Care - to help enable wage earners to continue to participate in the labor market
- Housing – availability of adequate affordable housing with appropriate support/infrastructure for seniors
- Support for community-based service providers as current/traditional resources dwindle - improved coordination offers opportunities to maximize service levels/delivery
- Education and Information Exchange
 - Recognize universal design in housing
 - Recognition of volunteer opportunities – intergenerational opportunities
 - Coordination opportunities – faith-based providers with nonprofit sector
 - Community information and outreach

Mr. Bock stated that the County is just entering a 20-year period when there will be unprecedented levels of growth in the senior citizen population. The impact of that changing demographic will be felt more in Sussex County than in other parts of the State or than the nation at-large. By any matriculation, Sussex County will begin experiencing record levels of demand from senior citizens for community-based services from this year forward for at least the next 20 years. Without an expanding and sustainable infrastructure of community-based services to support

an expanding and aging senior citizen population as they try to maintain their individual residences, there will be a surge in the requirement for high cost institutional care which may not be affordable, much less sustainable. Arguably, quality of life will diminish significantly, with the inevitable outcome being increased morbidity.

A combination of committed/predictable financial support, new or expanded revenue sources, and improved methods of service delivery embracing efficiency and coordination could provide a sustainable infrastructure capable of meeting the challenges that are at the doorstep. These challenges and the corresponding opportunities are enormous, and they will not diminish over time. The future is now, and the policy decisions made today will determine tomorrow.

Goal No. 2 – Develop a leadership consortium of advocate groups for the elderly and disabled populations in Sussex County to validate needs and identify potential solutions

Mr. Draine reported that the Goal No. 2 subcommittee agreed to contact advisory groups from agencies identified by the subcommittee for Goal No. 3, based on councilmanic districts, to encourage their interest and participation in a consortium whose focus will be to evaluate the needs of the aging and disabled population in Sussex County. Mr. Draine stressed that the advocacy groups must realize they will be responsible for planning and organizing a consortium that would meet quarterly, semiannually, or annually to propose solutions. The task of this subcommittee is primarily dependent on the Goal No. 3 subcommittee in that they identify the advocacy groups, then this subcommittee touches base with them and establishes a meeting date, location, timeline, etc.

Ms. Beaumont noted that the consortium would not only be for advocacy groups, organizations, and agencies, but the general public as well. It is this consortium that would come up with topics based on what the needs are, and then smaller workshops would take place to discuss those topics.

Goal No. 3 – Develop, maintain, and strengthen effective two-way communication throughout the County between elderly and disabled service consumers, service providers, and County officials

In the absence of Ms. Short, Mr. Moseley and Ms. Beaumont reported that data has been collected from approximately 50 agencies, including churches in both eastern and western Sussex County. Many organizations have been identified, some of

which have requested that an Advisory Committee member meet with them to talk about the Committee and other joint endeavors they may want to embark on. Most organizations requested that a flyer be sent to them with information regarding the Committee—when they meet, where they meet, what they are meeting about—in that due to staff turnover they have not been receiving that information. Ms. Beaumont stated that the majority of organizations contacted were very excited about the work the Advisory Committee is doing, and particularly about forming a consortium. Mr. Draine suggested that a flyer be developed to communicate with these agencies, clearly establishing what the Committee is trying to do, prior to committing to a visit from individual Committee members.

Ms. Smith advised that she has been in contact with Eric Jacobson, who assisted in preparing the “Demographics and Profiles of Delaware’s Elderly” report referred to earlier. This data is presented to the State of Delaware Joint Finance Committee, and that is how State grant-in-aid funding for senior centers is determined. Given that Mr. Jacobson is very interested in the Committee’s strategic planning and feels there is a lot of disparity between Kent and Sussex counties, it was agreed that Ms. Smith should follow-up and invite him to speak at the January meeting.

In communicating with directors and other members of advocacy groups, Mr. Draine questioned if it would be better to propose a morning, afternoon, or evening meeting, thinking in terms of a common time that everyone might be available. Mr. Bock noted that program directors would be available during the day; however, if the Committee is looking for community-wide involvement, an evening meeting would be the best option. Mr. Draine suggested an initial mini-breakfast or lunch meeting, and that the Sussex County Council be asked to underwrite the cost.

Ms. Beaumont stated that she plans to take all of the information submitted thus far from the three subcommittees, put it into a draft strategic plan, and present it to the Sussex County Council in the near future. Once the County Council has given its approval, the next step will be to send the plan out prior to visiting the various venues so they have a sense of what the Committee is trying to accomplish.

Public Comment

Ms. Beaumont requested that members of the audience introduce themselves; namely,

- Janice Moseley, Secretary/Treasurer, Seaford Chapter, AARP
- Patsy Bennett-Brown, President, Sussex County Amputee Support Group

- Ken Bock, Deputy Director, CHEER
- Rosanne Prichason (heard about the meeting from Linda Connors)
- Helena Harmon, Mount Joy Civic Association (also heard about the meeting from Linda Connors and has a passion for helping seniors)
- Linda Connors, Delaware Division of Substance Abuse and Mental Health
 - Ms. Connors informed everyone that Wendy Roberts of the Laurel Public Library and Candace Jones of the Laurel State Service Center are trying to get together a book club for grandparents raising grandchildren and/or great-grandchildren, not only to share books, but to share the frustrations, concerns, problems, and solutions for grandparents finding themselves in this situation. This is really a new area whereby parents are gone as a result of incarceration, drugs, and so forth. Anyone interested may contact Linda Connors, Wendy Roberts, or Candace Jones.
- Denise Walstead, retired social worker (invited by Linda Connors)
- Harold Godwin, Deputy Sussex County Administrator

Next Meeting

The next meeting of the Advisory Committee is scheduled for Monday, January 23, 2012, at 10:00 a.m. at the **NANTICOKE SENIOR CENTER, 1001 WEST LOCUST STREET, SEAFORD, DELAWARE.**

Adjournment

A Motion was made by Mr. Williams, seconded by Mr. Draine, to adjourn at 10:57 a.m. Motion Adopted by Voice Vote.

Respectfully submitted,

(for) Anna Short, Secretary
 Advisory Committee on Aging and Adults
 with Physical Disabilities for Sussex County

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