

**AREA AGENCY ON AGING OF PASCO-PINELLAS, INC.  
BOARD OF DIRECTORS MEETING MINUTES  
HELD AT AAAPP CONFERENCE ROOM, 9549 KOGER BLVD  
ST. PETERSBURG, FL 33702  
JANUARY 8, 2024**

**Board Members Present**

President, Stuart Strikowsky  
Secretary, Audrey Baria  
Treasurer, David Alvarez  
Barbara Sheen Todd  
Charlie Justice, Commissioner, Pinellas Board of County Commissioners  
Lena Wilfalk  
Judge George Jirotko, 6<sup>th</sup> Judicial Circuit  
Mai Vu  
Chris Comstock  
Paula O'Neil, PhD

**Board Members Not Present:**

Virginia Rowell  
Lisa Shippy-Gonzalez  
Vice President, Anne Corona  
Immediate Past President, Charlie Robinson

**Others Present on Teams**

Julie Hale  
Judge George Jirotko, 6<sup>th</sup> Judicial Circuit

**Others Present in Person:**

Ann Marie Winter, Executive Director, Area Agency on Aging of Pasco-Pinellas  
Kerry Kimball Marsalek, Chief Operating Officer, Area Agency on Aging of Pasco-Pinellas  
Paula Moore, Chief Financial Officer, Area Agency on Aging of Pasco-Pinellas  
Christine Didion, Director of Program Accountability, Area Agency on Aging of Pasco-Pinellas  
Tawnya Martino, ARDC Director, Area Agency on Aging of Pasco-Pinellas  
Jason Martino, Director of Planning, Area Agency on Aging of Pasco-Pinellas  
Matthew McKenna, Data/IT Specialist, Area Agency on Aging of Pasco-Pinellas  
Nora Fitzpatrick, Executive Assistant, Area Agency on Aging of Pasco-Pinellas  
Colleen Flynn, Legal Counsel, Area Agency on Aging of Pasco-Pinellas

**Agenda Item #1 – Call to Order**

The Area Agency on Aging of Pasco-Pinellas, Inc. Board of Directors meeting was held on Monday, January 8, 2024, in the AAAPP Conference Room, 9549 Koger Blvd., St. Petersburg, FL 33702. President Stuart Strikowsky called the meeting to order at 9:34 a.m.

**Agenda Item #2 – Introduction of Audience**

President Stuart Strikowsky invited the audience to introduce themselves, which they did.

**Agenda Item #3 – Public Meeting Notice**

President Stuart Strikowsky announced the meeting was publicly noticed.

**Agenda Item #4 – Roll Call**

Ms. Ann Marie Winter, Executive Director called the roll. A quorum of board members was present.

### **Agenda Item #5 – Public Comments for Items on Agenda**

There were no public comments for items on the agenda.

### **Agenda Item #6 – Addendum Item(s) or Any Item Requiring Discussion**

Stuart Strikowsky, President announced AAAPP Immediate Past President Charlie Robinson's resignation from AAAPP's Board of Directors and thanked him for his 32 years of service with the organization and provided a summary of his accomplishments on the AAAPP Board.

### **Agenda Item #7 – Consent Agenda**

Chris Comstock requested to pull agenda items 7G 1-8 from consideration. Commissioner Charlie Justice made the motion to approve the Consent Agenda absent the aforementioned items. Dr. Paula O'Neil seconded the motion. None opposed, motion carried.

### **Agenda Item #8– Item(s) for Discussion from the Consent Agenda**

Chris Comstock remarked that there seemed to be more programmatic issues in each of the Monitoring Reports being presented for approval. Christine Didion, Director of Program Accountability, noted that the purpose of the monitoring is to find issues and help the organizations rectify them. Barbara Sheen Todd motioned to approve the 8 Monitoring Reports.. David Alvarez seconded the motion. None opposed, motion carried.

### **Agenda Item #9 – AAAPP Board Officers**

Commissioner Charlie Justice announced that the Board needed to consider officer positions for the next term (2024-2025). According to current Agency Bylaws, "Officers shall be elected for a one-year term and may be re-elected for a second term after which time they are ineligible to serve in such elected positions for a minimum of one year." Commissioner Justice noted that the current officers are eligible for another one-year term in their current positions. The material distributed before the meeting included a form for all board members to complete to indicate if you wish to serve as an officer or that you do not wish to serve in an officer capacity. The Membership and Nominating Committee will meet prior to the February Board meeting to formulate a proposed Slate of Officers.

### **Agenda Item #10 – Rebranding Workgroup Report**

Commissioner Charlie Justice recapped the Marketing Workgroup's exploration of a possible DBA for the agency. Many considered that the area Agency on Aging of Pasco-Pinellas was too clunky. Throughout the process, the committee examined the mission of the agency, how people search for us and why they search for us. He said that initially the committee hoped to find a magical name that would both identify what we do, but also be catchy. The committee engaged a local firm that does rebranding work and the staff held focus groups within the community to learn what people know about us. The marketing professional offered a choice of names that we didn't feel did the job better than our Agency name. Instead of adding an equally clunky name to our Agency name, we are making the recommendation to lean into the fact that while anyone can call themselves a senior resource center - we are the only ones that can call ourselves the Area Agency on Aging of Pasco-Pinellas. Commissioner Justice remarked that the committee did not want to settle or force a new name simply because we created this committee and have invested so much time into it. The committee will not be recommending a new name, but instead will offer a refresh of our brandmark (logo). We will focus our energies moving forward on improving our communication to the community.

**Agenda Item #11 – DOEA Funding**

Ann Marie Winter, Executive Director, shared that the DOEA has notified the AAAPP that it will receive the following funding: \$9,002,508, in OAA Title III funds to be expended by December 31, 2024 and \$21,266.91, in OAA Title VII funds to be expended by December 31, 2024. Dr. Audrey Baria made the motion to bring the DOEA funding to the Board for approval. Mai Vu seconded the motion. None opposed, motion carried.

**Agenda Item #12 – Donations to the AAAPP**

Ann Marie Winter, Executive Director, shared that the AAAPP received \$46,264.65 in cash and in-kind donations from individuals in 2023. This does not include sponsorships to our Annual Luncheon. This is for information only and does not require a Motion to Approve.

**Agenda Item #13 – AAAPP Acronyms**

Ann Marie Winter, Executive Director, presented a list of the many commonly used acronyms at AAAPP for the board’s convenience. This is for information only and does not require a Motion to Approve.

**Agenda Item #14 – Community Partner Grants**

Kerry Kimball Marsalek, COO, shared that the AAAPP will provide a new grant opportunity of \$200,000 available for awards to expand affordable senior housing options in Pasco and Pinellas Counties based on the proposed timeline. Dr. Audrey Baria made the motion to bring the Housing Impacts Grants Timeline to the Board for approval. Lena Wilfalk seconded the motion. None opposed, motion carried.

**Agenda Item #15 – Older Americans Act Title IIIB – Chore Services, Pinellas County**

Christine Didion, Director of Program Accountability, presented to the Board that following the attempt to competitively procure a successful organization to provide chore services in Pinellas County under the Older Americans Act funding, the AAAPP Board of Directors voted to seek a Direct Service Waiver from the Department of Elder Affairs. The Department of Elder Affairs approved the AAAPP to provide OAA Chore Services in Pinellas County effective January 1, 2024. Utilizing existing relationships with vendors in the General Revenue programs that provide chore services, the AAAPP will be administering the program in collaboration with these vendors to provide services to clients. One additional staff person has been hired to coordinate this program. Questions were posed which Ms Didion addressed. This is for information only and does not require a Motion to Approve.

**Agenda Item #16 – President’s Report**

Dr. Stuart Strikowsky, President, reminded the Board that AAAPP would be hosting a Friendraiser on Thursday, January 11, 2024, and encouraged Board members to attend if they were available. He thanked Board Director Mai Vu for agreeing to sponsor the event.

**Agenda Item #17 – Executive Director’s Report**

Ann Marie Winter, Executive Director, recognized the contributions of Charlie Robinson who had recently resigned from the AAAPP Board of Directors. She noted his many achievements, his active engagement, and his commitment to seniors and remarked that his resignation was accepted with great sadness. She reported a summary of the work accomplished since the last Board meeting.

**Agenda Item #18 – Board Members’ Comments**

None

**Agenda Item #19 – Open Agenda/Public Comments**

None.

**Agenda Item #20 – Adjourn**

There being no other items for discussion the meeting adjourned at 10:47a.m.

Respectfully Submitted,

Audrey Baria, Secretary

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Nora Fitzpatrick  
Recording Secretary

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Approved if signed

Date\_\_\_\_\_