MEMBERS PRESENT:
Miriam Benitez-Nixon, (Chair)
Kerry Kimball Marsalek, (Vice Chair)
Barbara Epstein
Beth Aker
Betty Beeler
Carole Ware
Eric Gerard
Janet Hooper
Jodi Vosburgh
John Prendergast
Lenny Waugh
Mary Haddon Doyle
Michael Estigo
Stephanie Doran
Thomas Barnhorn
Valerie Anderson-Stallworth
Kimberly Shaw

MEMBERS ABSENT:
Nancy Giles

OTHERS PRESENT:
Ann Marie Winter, AAAPP
Paula Moore, AAAPP
Jason Martino, AAAPP
Nina Berkheiser, YourNonProfitAdvisor
Virginia Joseph, AAAPP

Agenda Item #1 - Welcome and Introductions
Chair, Miriam Benitez-Nixon called the meeting of March 14, 2022 to order at 1:30 p.m. via zoom video call.

Agenda Item #2 - Roll Call
Ms. Ann Marie Winter, Executive Director, called the roll. A quorum of Advisory Council members was present.

Agenda Item #3 - Consent Agenda
Chair Miriam Benitez-Nixon presented the Consent Agenda which included, Advisory Council Meeting Minutes of January 10, 2022 and Board of Directors Meeting Minutes of January 10, 2022. Ms. Janet Hooper made a motion to approve the Consent Agenda. Ms. Beth Aker seconded. None opposed, motion carried.

Agenda Item #4 - Items for Discussion from the Consent Agenda
None.
Agenda Item #5 – Introduction of New Advisory Council Members
Chair Miriam Benitez-Nixon welcomed new Advisory Council members, Ms. Valerie Anderson-Stallworth and Ms. Kimberly Shaw to their first Advisory Council meeting. The new members introduced themselves. Ms. Valerie Anderson-Stallworth is a former member of the Advisory Council Pasco. For information only, no action necessary.

Agenda Item #6 – Review of 2018 Strategic Plan
Ms. Kerry Kimball Marsalek presented the Accomplishments and Impact of the 2018 Strategic Plan. There was a question on the percentage of persons on the waitlist, fundraising development and grant writing. These were addressed by Ms. Kerry Kimball Marsalek and Ms. Ann Marie Winter. There being no other questions nor comments. Mr. John Prendergast made a motion to approve the Review of the 2018 Strategic Plan - Accomplishments and Impact. Ms. Carole Ware seconded, none opposed, motion was carried.

Agenda Item #7 – 2022 Strategic Plan – SWOT Analysis
Commission Eric Gerard led the Advisory Council members in a SWOT Analysis exercise that will be shared with the AAAPP Board of Directors. The results of the SWOT Analysis are as follows:

**Strengths**
1. Strong professional leadership and staff
2. Expertise to provide information to partner agencies
3. Leadership is aware of the HelpLine issue/Transparency and honesty of staff about issues

**Weakness**
1. Staffing issues at AAAPP and with providers / HelpLine is understaffed and not able to call back all callers
2. Burnout
3. Lack of Diversified Funding Base
4. Growing Waitlist for Services

**Opportunities**
1. Network building: Be a leader organization for other aging network groups in our 2-county area/Network building
2. Development including fundraising and seeking funding from local governments – CDBG, grants
3. Broaden our employee base: Think outside the box for hiring/retention/Retirees and 2nd jobs/Hire staff in Pasco County to do HelpLine/ Consult with staff on what they want / it’s not all about $/what can we do to keep you around?
4. Using existing and developing technology: AI or call trees/ Chat Lines / call center technology
5. Media: social media/ Print & TV Media

**Threats**
1. Staffing shortage Issues: Workforce issues – hiring/retention
   Nursing home - staffing shortages—sanitary issues / see that more in Pasco than Pinellas
   Lack of staffing, covid and conditions in nursing homes is forcing children to take parents out of nursing homes and have them in their own and causing caregiver burnout, insufficient services available
2. Inflation for seniors on limited incomes affecting housing, daily living
3. Increased demand for services due to Medicaid recertification issues, calls to HelpLine will increase.

In conclusion, Ms. Mary Haddon Doyle made a motion to approve the Advisory Council SWOT Analysis. Ms. Valerie Anderson Stallworth seconded. None opposed, motion carried.
Agenda Item #8 – OAA Title III – Health and Wellness Service
Mr. Jason Martino Director of Planning presented the AAAPP’s plan for its OAA Title III Health and Wellness Program. Gave a summary on the current OAAA provider, CARES, where the AAAPP had budgetary concerns with CARES who had a carry forward surplus for the past two years. Annual monitoring budget exercise was conducted by AAAPP programmatic annual monitoring was 100% compliant however they did not spend down their budget or provide many services during the year and was therefore placed on a Corrective Action Plan. CARES indicated that they no longer wish to continue providing services for that program. AAAPP is weighing its options. For information only, no action necessary.

Agenda Item #9 – 2022 SE4A Conference in Amelia Island Florida
Chair presented information on the SE4A Conference, this Regional AAA Conference will take place on September 11-14 2022 in Amelia Island, Florida. AAAPP will pay for one Advisory Council member to attend the conference.

Agenda Item #10 - Executive Director’s Report
The Executive Director was excused for another schedule meeting.

Agenda Item #11 - Announcements
Chair Nixon announced that the AAAPP Board of Directors Annual Meeting, will be held on March 21, 2022 at 9:30 a.m. and the next Advisory Council meeting will be held on May 9, 2022, at 1:30 p.m. via Zoom.

Agenda Item #12 - Adjourn
There being no further business for discussion, the meeting adjourned at 3:34 p.m.