

**AREA AGENCY ON AGING OF PASCO-PINELLAS  
ADVISORY COUNCIL MEETING MINUTES  
THE MEETING WAS HELD VIA ZOOM  
MARCH 14, 2022**

**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 2<sup>nd</sup> 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 IIID – Health and Wellness Service**

Mr. Jason Martino Director of Planning presented the AAAPP's plan for its OAA Title IIID 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.