

MINUTES OF THE REGULAR MEETING OF THE COLLIER COUNTY
SENIOR ADVISORY COMMITTEE

May 17, 2018
Naples, Florida

LET IT BE REMEMBERED that the Collier County Senior Advisory Board and Productivity Committee met on this date at 10:00 A.M. at 3299 Tamiami Trail East, Building F, 5th Floor, Training Room, Naples, Florida with the following Members Present:

Senior Advisory Committee

Present: Charles "Doug" Hartman
Joel Kessler
Thomas Lansen (arrived at 10:27)
Larry Magel
Litha Berger
Excused: Jacquelyn Pierce
Victoria Tracy
Absent: Murray Hendel

Also Present: Geoff Willig – Operations Analyst County Manager's Office
Tim Durham – Executive Director of Corporate Business Operations
Louise Pelletier – Manager of Senior Programs & Social Services
Michael Sheffield - Director of the Communication & Customer Relations Division

Public Present: Shelley Perry – Lasting Links Solutions

1. Call to Order

Doug Hartman called the meeting to order at 10:00 A.M. and led the Pledge of Allegiance.

3. Roll Call – Committee Members

4 members were in attendance for the Senior Advisory Committee, a quorum was not established. Tom Lansen arrived at 10:27 resulting in a quorum.

4. Approval of Agenda

The agenda was distributed to all present and approved once a quorum was achieved after the staff report from Louise Pelletier.

5. Public Comment

Shelley Perry asked about the data that was shared at the previous meeting. Geoff Willig shared that the data came from the Census Bureau and the Senior Population percentage of 26.4% was based on the 2010 census information. The 2015 American Community Survey (ACS) figure resulted in a slightly higher percentage of 30.1% of the County population that is 65+. Shelly Perry offered to share the data that she has for the Community.

6. Adoption of Minutes from Previous Meeting

Once a quorum was achieved the minutes from the May 3, 2018 meeting were approved after the staff report from Louise Pelletier.

7. Staff Report

a. Louise Pelletier – Senior Services

Louise Pelletier shared with the group that her staff of seven individuals supports the seniors of the area and helped 230 seniors in the last year with a waiting list of nearly 700. They are the lead agency for the County for case management, a process that involves an assessment of the individuals seeking assistance. Funding for this office is provided primarily by Federal and State grants. They help these seniors to stay in their homes through support and meal delivery. Her office organizes 4 congregant meal sites (East Naples Community Park, Golden Gate Senior Center, Goodlette Arms, and Roberts Center). They also provide area seniors with opportunities to volunteer. During the hurricane they helped additional individuals that were unaffiliated. She indicated that 90% of the seniors that her office works with are living on Social Security, and estimated that they live on an average of \$12,000 a month.

Louise answered several questions from the Committee, much of the discussion was related to how individuals are referred and how individuals find out about the services provided. She answered that some individuals do not desire the help that are referred to her office, but staff meets with the individual and shares the available services. Much of the information sharing is a result of Louise speaking to different organizations and sharing what they are doing. She shared that Leadership Coalition on Aging (LCA) is the most active group, and she anticipates speaking with Greater Naples Leadership (GNL) soon. The tough job is communicating the need so that the community understands the need. Tim Durham directed John Mullins the Government Affairs Manager to coordinate with the County's lobbyists to pursue and identify additional grant opportunities.

b. Michael Sheffield – County Communications

Michael Sheffield shared briefly what his staff of 14 individuals does for the County Communications division. The Communications team provides electronic notices and press releases to the public and local news organizations. Individuals can register to receive these notices on the County website. Larry Magel asked how someone would be able to receive notices related to senior services, but that is not a current option. The division oversees the website, Collier Television, Annual Report, public records requests, and handle the emergency communications. The division also oversees the County's switchboard operations and responds to approximately 60,000 calls annually. Michael shared that since the hurricane the division has also been sending text notifications as well, and they had 3 million impressions on social media. They also sent 120 notifications between Labor Day and

September 25th. Michael was asked about the demographics of the 3 million impressions and he said that he would look into that information. Michael was asked about the opportunity for the committee to develop a video and he had already thought to work with Louise to develop a video, but was open to other ideas. The Chairman asked Mike to provide information regarding the contact information for home owners associations (HOAs) to communicate with the communities within the County. Tim Durham added that the Growth Management Department routinely meets with the HOAs and probably has the list available.

8. New Business

The Committee discussed the procedures previously distributed. The Committee removed the last sentence in A.8 regarding staff initiated agenda items, removed the reference to forms provided for public speakers, and removed the reference to Petitioner in section C.3. The amended document was approved unanimously.

11. Committee Discussion

Doug Hartman shared with the group that he had done some research of Sarasota's Senior Advisory Board, and a program for livable communities developed by AARP. Geoff Willig suggested that he was working with staff to setup a folder to hold the research material that the group has. Larry Magel asked about the value of the Liveable Communities plan, and Tom Larsen was not fully comfortable with adopting an AARP program. Doug Hartman indicated that it would mean worldwide recognition and help develop an action plan.

Shelly Perry indicated that the Community Foundation and GNL were in the process of establishing a Council to act upon the community assessment. Joel Kessler asked how the establishment of this council will impact the efforts of the Committee. It was determined that it would be good to have Eileen Connolly-Keesler and Mary Beth Geier join the next meeting to discuss the role of the council and this Committee. Tim Durham shared that the Committee is focused on County related issues and can coordinate with the council.

13. Adjournment

The meeting was adjourned at 12:00 with nothing further to discuss.

14. Next Meeting

The next meeting of the Senior Advisory Committee will be on June 4, 2018 pending the availability of Eileen Connolly-Keesler and Mary Beth Geier with the time and location to be determined.

Collier County Senior Advisory Committee


Charles Hartman - Chairman

The foregoing Minutes were approved by Committee Chair on June 4, 2018 , "as submitted" [] or "as amended" []

