



AGING SERVICES INTEGRATION REVIEW ADVISORY COMMITTEE
Minutes - October 29, 2019

Call to Order and Introductions: The meeting of the Aging Services Integration Review Advisory Committee was called to order at 9:01 a.m. on Tuesday, October 29, 2019 at the Job Center Conference Room D-E 1900 Center Avenue, Janesville, Wisconsin.

Committee Members Present: Chair Supervisor Phillip Owens; Vice Chair Supervisor Terry Thomas; Terry Fell; Rob Wilkinson; Tom Moe; Janet Smith; Mark Richardson; Chuck Wilson; and Jean Boyle.

Committee Members Absent: Paula Garecht.

Staff Members Present: Jennifer Thompson, ADRC/Adult Protective Services Division Manager; Melissa Kooiman, ADRC Supervisor; Paula Schutt, Director of Council on Aging; Ryan Booth, Transportation Program Supervisor of Council on Aging; Randy Terronez, Assistant to the County Administrator; Jamie Dix, ADRC Lead Worker; and Sage Duval, A.A. of the ADRC.

Others Present: Jerry Braatz, AICP, Extension Area Director, Unit 20, Waukesha County UW Extension Facilitator.

Approval of Agenda: Mr. Wilkinson moved to approve the agenda, seconded by Supervisor Thomas. APPROVED.

Citizen Participation, Communications, and Announcements: There was no citizen participation.

Adoption of Minutes: Mr. Richardson made a motion to adopt the minutes, seconded by Supervisor Thomas. ADOPTED.

Focus Group Feedback: Mr. Braatz shared and discussed a document containing an analysis of all feedback and responses from the focus groups. *See attachment.

Identification of Strengths & Challenges: Mr. Braatz shared the data collected at the last meeting on the opinions of strengths and challenges of integration by the Advisory Committee. *See attachment. Ms. Thompson clarified that Council on Aging and ADRC Staff members identified the positive changes and challenges on the list and the Advisory Committee voted on them. Mr. Braatz affirmed. Supervisor Owens asked Mr. Braatz if any consideration was made with regard to Administration and oversight based on an integrated group or a non-integrated group. Mr. Braatz stated there was a clear process outlined to ensure all eight counties that had gone through the process of integration were following State rules and regulations. Each county worked closely with their Corporation Counsel. Supervisor Owen stated he was less concerned with what occurred in other counties and more concerned with what staff members' responses and thoughts were in regard to Administration and oversight within Rock County. Mr. Braatz stated he couldn't recall anything mentioned by staff in that regard, but he would go through the comments again to be sure. Mr. Wilkinson stated if integration occurred one person being in charge of both the ADRC and the Council on Aging would be an overwhelming amount of work; there would still need to be a person

in charge of each department. Mr. Wilkinson stated it probably wouldn't be a matter of eliminating positions, because the county would probably need more people rather than fewer. Supervisor Thomas agreed with Mr. Wilkinson. Ms. Schutt stated she thought Mr. Wilkinson was correct, and that there would be a lot of good that comes out of the ADRC and Council on Aging collocating, allowing both to work together assisting clients. Ms. Schutt said there were some concerns about integration occurring since both departments have different missions, and about getting absorbed into Human Services because people view it as a "bigger bureaucracy," in comparison to the Council on Aging. Ms. Schutt said it's very clear that collocating has its benefits and everyone knows what that will look like since it's been outlined, nothing has been outlined as to what integration will look like. Ms. Schutt shared concerns that although collocation has been shown to be beneficial no one has shown her the reasons that integration would be best. Mr. Braatz stated one positive outcome of integration would be the addition of another Elder Benefit Specialist (EBS.) This has to do with the funding structure from the State of the ADRC vs the grant funding of the Council on Aging. Ms. Schutt stated that was true, due to grants another EBS could not be added under the Council on Aging right now. Mr. Braatz said some other counties in the State were able to add additional positions after integration occurred. Mr. Wilkinson mentioned most people in Rock County aren't aware that the Council on Aging exists, despite the fact that it has been in Rock County for close to thirty years. Mr. Wilkinson stressed that the Council on Aging needs to place more emphasis on marketing. Supervisor Owens said the ADRC is more visible to the public due to recent marketing, but that the county hasn't been doing the best job of marketing either organization, which needs to be remedied in the future. Many Board members agreed that more marketing is needed for both departments. Ms. Boyle made a motion to vote on whether the ADRC and Council on Aging should split the marketing costs to create a joint brochure that highlights what each department does. Seconded by Chuck Wilson. Five voted in favor; one opposed. MOTION CARRIED. Supervisor Owens stated marketing alone doesn't answer the question as to whether integration is the right decision to make; it's more important to determine how integration would fit into Rock County's Administrative Structure and how integration would affect the directors of each department. Supervisor Owens said if integration occurred he would like to see it overseen by one aging focused committee. As of now the ADRC is governed by the ADRC Advisory Committee, the Human Services Board, and the Rock County Board, and the Council on Aging is governed by the Education, Veterans & Aging Services (EVAS) Committee and the Rock County Board.

The Advisory Committee identified the strengths and challenges of integration and the strengths and challenges of only collocation.

The strengths of integration mentioned were: joint marketing due to combined funding; both the ADRC and Council on Aging could save money when sending employees out to events like purchasing tables at senior fairs and the like; State funding would likely increase after integration due to present allocation; one stop shop: clients will be able to see someone in the same building; integrated database so each department wouldn't need a signed release to look up client history, share information with each other, which would lessen the delay in services for clients; only one phone number for clients to remember, would be more customer focused and easier particularly for clients who have dementia needs or developmental disabilities; no competition between departments for grants; opportunity to increase client base and expand programs, like the possibility of adding more prevention programs and combining efforts on those programs and/or putting more funding into the part time prevention position at the Council on Aging to change that employee's role to a full time position; and the possibility of adding another EBS; based on what employees are doing for clients integration might generate more funding for the department via additional federal match funds from the work of the Information and Assistant Specialists and the Elder Benefit Specialists.

Challenges of integration mentioned were: due to present allocation there is a small possibility that funding could decrease for the ADRC and proper cross training will be necessary.

Strengths of only collocation mentioned were: could market together by splitting the cost of marketing materials and utilizing free marketing services; a shared reception and waiting area is already planned; and one stop shop: clients will be able to see someone in the same building.

Challenges of only collocation mentioned were: marketing together could cause confusion for young adults who need long term care support and may think the ADRC is only for the elderly population, client information and needs will still be recorded on separate systems so clients may get frustrated by having to repeat themselves to different people in different departments or needing to sign a release in order to share information, there may be duplicated services, and clients may feel as though they're being "bounced back and forth" between both departments, proper cross training will be necessary, the possibility of the two leaders of each department or the two factions of staff not being "on the same page" as the other department, the possibility of each department competing for the same grants; it's unlikely there would be enough funding to add another EBS; and proper cross training will be necessary.

Next Meeting: November 15, 2019 at 9:00 a.m. at the Rock County Courthouse Conference Room, 2nd floor.

Adjourn: Meeting was adjourned at 11:04 a.m. on a motion by Mr. Richardson, seconded by Ms. Boyle.
CARRIED.

Respectfully submitted,

Sage Duval, Administrative Assistant ADRC

MINUTES NOT OFFICIAL UNTIL APPROVED BY COMMITTEE