



Board of Directors Retreat Meeting Minutes

August 7, 2024 | Smithfield Station Hotel | 9:30am - 3pm

MEMBERS

Amy Pucci, Int. President – Present
Lynn Briley, 2nd VP – Present
William Bane, Treasurer – Proxy
Sondra Kendrick, Secretary– Proxy
Dick Grice – Present
Gary Zalas – Proxy
Barbara Williams Booker- Present

John Mihaly- Present
Caryn West- Present
Chanda Chan- Proxy
Robert Holt – Present
Fran Richardson – Present
Greg Grootendorst – Present
Pamela Barton- Present
Steve Zollos, Ex-Officio – Present

STAFF

Brigid Miller, CFO
Charnitta Waters, SOD
Wanda Rivers, Controller
Monika Zajac- Lorke, Dir of Business Development
Leila Willis, EA

Welcome & Call to Order

The Board of Directors Meeting was called to order by **Interim President, Amy Pucci**.

Consent Agenda Approval

Amy Pucci requested a motion to approve the consent agenda, which included the Executive Committee Meeting Minutes from 07.25.24.

The motion was made by Dick Grice, and seconded by Caryn West, and all were in favor.

Public Comments

There were no registrations for public comments.

Finance Update - Wanda Rivers

Wanda presented the FY25 Budget. DARS has increased funding for each AAA and Title (B,C1,C2, and D), while Title III- E and Title VII Elder Abuse remained the same.

The proposed budget for FY25 is \$9,9729,517, which is a \$836,464 difference from the FY24 revised budget. Wanda noted that the jurisdictional revenue stream is low due to local jurisdiction grants not yet being awarded. Those numbers will be adjusted as we receive jurisdictional support. Revenue for FY25 has increased compared to FY24 due to Federal/State carryovers, the growth of the Business Development department, and a variety of grants.

Expenses have increase slightly due to a 3% salary increase across the agency and the addition of new positions. We expect Bons Secours to end their lease with Hayden Village Center at the end of February. Steve

stated that the organization has not increased rents at Hayden since opening and is considering an increase in rents in FY25. Wanda noted the FY25 Budget allocations: Aging & Disability Resource Center (30%), Wellness & Lifestyle (24%), and Community Based Long Term Care (19%). Following closely behind will be Transportation (16%), Planning & Advocacy (8%), and Benefits Counseling (3%).

Organizational Development Review – Mike Godwin/Brian Winterstein

Brian Winterstein and Mike Godwin from Principle Strategies presented a brief analysis of Senior Services Salaries and Benefits. Principle Strategies is an Organizational Development consulting firm headquartered in Downtown Norfolk that specializes in advising private, public, and nonprofit organizations in the Hampton Roads area.

Senior Service's Salary/Benefits data was compared to both local and national data from nonprofits that closely matched our characteristics (*Nonprofit, Southeast Region, 100-150 employees*) to verify whether Senior Services is on par with the market. Brian stated that the aggregate data was drawn from the **Nonprofit Times/Blue Water Group**. From their analysis, Senior Services at top of market. Only two positions stood out as they are shown to be under market and those positions are being adjusted accordingly...

Brian offered an analysis of Senior Services' benefits package and grouped the findings into 2 categories: **Employee Perspective** and **Additional Benefits**. Brian stated that employee's view benefits as an important piece of their compensation package. Senior Services currently has one of the lowest payroll contribution plans for individual coverage in the area. Senior Services employees on average contribute about \$40 monthly to their benefits plan. Brian believed that Senior Services is doing well in this area and recommended no changes. Even though Senior Services is excelling in medical benefits, Brian stated that there is room for improvement regarding the dental plans that are offered to the staff. Senior Services on average contribute about 2x more than the average Peer Group. Offering at least one plan that is below average could help attract/retain staff, enhance benefits package, and prevent future claims..

Services Overview – Charnitta Waters

Charnitta Waters provided the Board with an Operations update, highlighting key developments and initiatives in Social and Recreation, Transportation, Wellness, In Home Services, and Business Development. Charnitta outlined the progress made in various areas, as well as shared a couple of client statements that highlighted the impact of our services, showcasing how these services make a positive difference in the community.

Imagining the Future: Our Community in 2030

Valerie Bockstette (Everyday Solutions) introduced herself as the facilitator. During the meeting, the board was tasked with identifying trends that could impact older adults, considering whether these trends be conducive for thriving older adulthood, have a neutral effect, or a threat to thriving older adulthood.

The board identified several trends deemed conducive to thriving older adulthood, including advancements in medical care, the rise of senior co-housing communities, increased federal and state funding, greater awareness of the impact of older adults, and expanded employment opportunities for seniors.

The board recognized several trends as neutral in their impact on older adulthood, such as the politics, availability of public transportation, housing availability, and advancements in technology and AI. While these trends may positively impact the experience of aging, their overall effects remain unclear and depend on individual circumstances.

The board highlighted several negative trends affecting older adulthood, including rising prices, a decline in volunteers, the transition to electric cars, and strained support programs. Additionally, increasing elder abuse, mobility challenges, and limited access to personal care services pose significant threats to the well-being of older adults.

Valerie explained that by recognizing these changes, we can strategize to better the quality of life for older adults, addressing challenges while supporting opportunities for a thriving older adult population. Continued conversation and proactive measures will be important in maintaining a supportive environment for our aging population.

Outgoing Member Recognition

During the meeting, Steve announced that this is Lynn's final board meeting and her last term as a board member. Lynn expressed her gratitude to everyone and reflected on the significant progress the organization and board have made. Steve thanked Lynn for her service and wished her all the best in her future endeavors.

Imagining the Future: Senior Services in 2030

Valerie then tasked the board addressing three key topics. First, **What Funding Mix do we envision in 2030?** Members explored different sources of funding that could shift Senior Services away from state/federal reliance and shift towards grants, program revenue, corporate sponsorships, and possibly a foundation.

Next, **What strengths and gaps do we have on our board**, the board reflected on its own expertise and identified areas needing additional assistance and talent. Valerie emphasized on the importance of a balanced board and well-rounded board.

Finally, **How might our service portfolio evolve**, the board brainstormed potential changes and ideas to evolve our current services so that Senior Services meet the needs of the older adult today and in the future. The board recognized which services are the backbone of the organization, identified those that need to be reexamined, and promoted new ideas for services.

Foundation Discussion

Steve announced that the agency has recently received a bequest of over \$1 million, for which he is the executor of the estate, with Steve as the sole beneficiary. He highlighted the potential for establishing a foundation to generate a sustainable source of revenue to support the organization's critical programs for the community. Steve encouraged the board to share any suggestions or experiences they have with foundations, as they aim to utilize these funds to sustain the organization and fund additional programs to support seniors.

Adjourn

With no further questions or business, **Amy Pucci** asked for a motion to adjourn. The **motion was made by Greg Grootendorst, seconded by Pamela Barton**, and all were in favor.

Respectfully submitted by Leila Willis 09/18/2024

Approved by: